



NEWLIFE

CHRISTIAN CHURCH

BRANDING GUIDE

NewLife Christian Church

FONT: AVENIR Aa

<https://www.myfonts.com/fonts/linotype/avenir/>

ABBREVIATION: NewLife or NEWLIFE or NEWLIFENWA

DON'T:

NLCC

NewLifeCC

NewLife should always be together.

Our **Hashtag:** #NewLifeNWA for social media

Blue/Grey: main NewLife logo

Orange: NewLifeKIDS (always together)

Green: NewLife Students

Purple: NewLife Groups

Red: NewLife GO

Circle and Arrow
always point right:



HEX 0085cf
RGB 0 153 204
CMYK 78 24 5 0
PANTONE:
Process Blue C
Sherwin Williams:
6955 Impromptu

HEX 666766
RGB 99 101 105
CMYK 62 53 48 19
PANTONE:
Cool Gray 10 C
Sherwin Williams:
SW 7674 Peppercorn

HEX ee8422
RGB 224 132 51
CMYK 9 57 92 1
PANTONE:
7413 C
Sherwin Williams:
SW 6887 Navel

HEX c23b33
RGB 194 59 51
CMYK 17 90 89 6
PANTONE:
180 C
Sherwin Williams:
SW 6866 Heartthrob

HEX bbcc32
RGB 163 210 54
CMYK 41 0 100 0
PANTONE:
2299 C
Sherwin Williams:
SW 6920 CenterStage

HEX 8974b4
RGB 148 104 195
CMYK 48 67 0 0
PANTONE:
2074 C
Sherwin Williams:
6831 Clematis