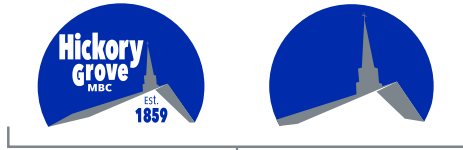




Hickory Grove Missionary Baptist Church
Brand Guide

Logo



Correct



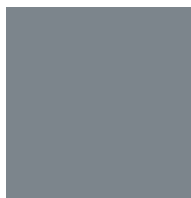
Incorrect

Every since Hickory Grove Missionary Baptist Church rebuilt it's church building in 2003, the most noticed aspect of the brand has been the steeple on tip of the roof.

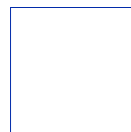
Colors



Pantone 2736 C



Pantone 430 C



White



Pantone
2727 C



Black

Typography

Header

Avenir Next LT Pro Bold

This font is used headers.

Paragraph

12 Avenir 55 Roman 05173

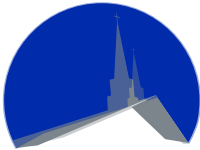
This font is used for paragraphs
and anything other than headers.

Special

Avenir Next LT Pro

This font is used for anything other
than paragraphs and headers.

Graphic Elements



Original

Hickory Grove MBC should fit perfectly inside the blue shape without touching any other shape. The G in Grove should hang lower than the rest of the word. Missionary Baptist Church should never be spelled out but initialed, MBC.

When logo is used without name, the steeple doubles in size. The name should no longer fit snug inside the blue shape without touching the steeple.



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Rev. Will Davis, Associate Minister
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