

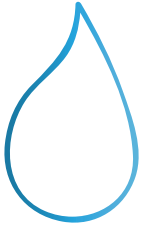
30.01.2018

SOUTH-WEST  
EVANGELICAL  
CHURCH

—

BRAND  
GUIDELINES





## WHAT'S AT THE HEART OF SWEC?

The mission and vision of South-West Evangelical Church revolves around the person of Jesus and our relationship with him.

As a church, we are part of God's mission to have people from all nations come to experience and know Christ's transforming love and Lordship through: Making, maturing, mobilising & multiplying disciples of Jesus Christ.

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## MAKING, MATURING, MOBILISING & MULTIPLYING DISCIPLES OF JESUS CHRIST

The logo image aims to represent the 4 M's of the church's mission and vision through a combination of symbols.

### WATER: BAPTISM

Making disciples

### LEAF: GROWTH

Maturing disciples

### FIRE: HOLY SPIRIT

In Acts 2, the Holy Spirit was described as 'tongues of fire' that descended on the disciples- mobilising them to speak God's word to the nations, and enabling the multiplication of disciples from Judea to Samaria and to the ends of the earth.

## 2.0

## THE LOGO

The three symbols representing the 4 M's of South-West Evangelical Church's mission combine to form the logo- in it you can see the water drop, leaf and fire, including an ember to suggest the spreading of God's word.



SOUTH-WEST  
EVANGELICAL  
CHURCH  
西南区基督教会

The final logo with English and Mandarin text

## 2.1

# LOGO FORMATS

There are four main formatting variations to the logo. These mainly concern the placement of text, and each text can be adapted for the Mandarin services and translations in a similar format.



SOUTH-WEST  
EVANGELICAL  
CHURCH

01. Logo with text to the side



SOUTH-WEST  
EVANGELICAL  
CHURCH

02. Logo with text underneath



SWEC

03. Logo with shortened text

# 3.0

# COLOUR

The main colours of the SWEC logo consists of 3 shades of blue that create the gradient of the flame icon, and a solid dark grey for text within the logo.

The gradient is linear- from light blue to main blue to dark blue.

For colour variations of the logo, please see the next page.



SWEC Main Blue

CMYK: 71, 19, 0, 0  
RGB: 43, 164, 221  
HEX: #2AA3DC



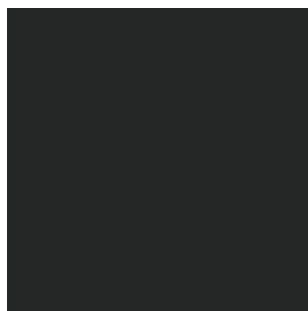
SWEC Dark Blue

CMYK: 71, 19, 0, 32  
RGB: 31, 122, 165  
HEX: #1E79A4



SWEC Light Blue

CMYK: 56, 9, 4, 4  
RGB: 97, 179, 216  
HEX: #60B3D7



SWEC Ebony

CMYK: 71, 65, 64, 68  
RGB: 39, 39, 39  
HEX: #272727



SWEC Light Grey

CMYK: 62, 54, 53, 26  
RGB: 93, 93, 93  
HEX: #5D5D5D

# 3.1

# COLOUR VARIATIONS

Colour variations of the logo to adapt the logo for black and white design and printing, and where a gradient is not ideal for use.



SOUTH-WEST  
EVANGELICAL  
CHURCH

01. Logo in black & white



SOUTH-WEST  
EVANGELICAL  
CHURCH

02. Logo in black & white (inverse)



SOUTH-WEST  
EVANGELICAL  
CHURCH

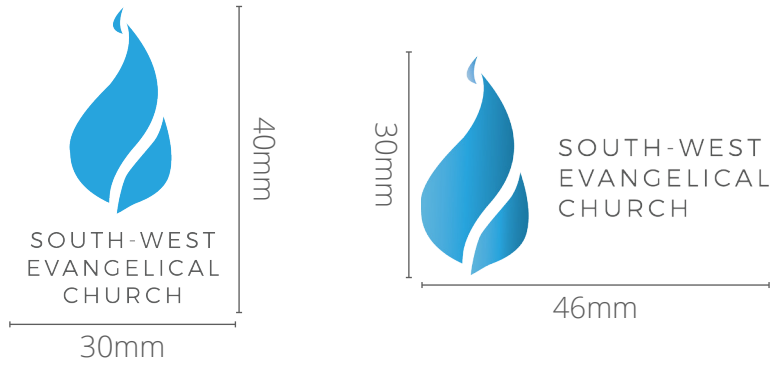
03. Logo in solid blue  
(to be used with the SWEC Main  
Blue ONLY)

# 4.0

# LOGO USE

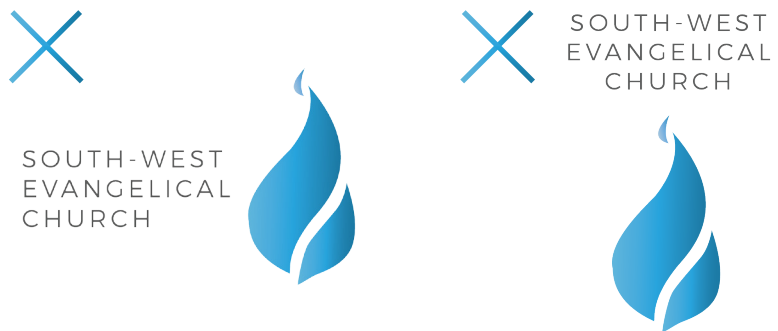
All text on the logo must be legible in printed and web form.

Logo to be no smaller than 30mm x 40mm for portrait orientation or 46mm x 30mm for landscape orientation



The text 'SWEC' or 'South-West Evangelical Church' must always be in All-Caps, and placed to the right or below of the flame icon.

DO NOT place text to the left of the flame icon or above the flame icon



Ensure there is enough clear space around the logo.

The logo clear space is approximately equivalent to the combined height of the logo text 'South-West Evangelical Church'.



All other content must be placed outside of the outlined area.

## 5.0

## FONTS

### MONTSERRAT

Montserrat Light is used as the font for the text within the logo. In documents, Montserrat Regular is to be used for headings (preferably in UPPERCASE). Other styles within the typeface family can be used with discretion.

Download:

[fonts.google.com/  
specimen/Montserrat](https://fonts.google.com/specimen/Montserrat)

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### OPEN SANS

Open Sans Light is used for all body text. Other styles within the typeface family can be used with discretion.

Download:

[fonts.google.com/  
specimen/Open+Sans](https://fonts.google.com/specimen/Open+Sans)

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### NOTO SANS CJK

Noto Sans Regular is used for the Chinese text in the logo. Other styles within the typeface family can be used with discretion.

Download:

[https://www.google.com/  
get/noto/](https://www.google.com/get/noto/)  
(Traditional & Simplified  
Chinese)

人人生而自由，在尊嚴和  
權利上一律平等。他們賦  
有理性和良心，並應以兄  
弟關係的精神相對待。





SOUTH-WEST  
EVANGELICAL  
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