John 17:17

TeachingtheWord
M I N I S T R I E S
Equipping the Scripture-Driven Church

Style Guide **2016**

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INTRODUCTION

TeachingTheWord Ministries is a non-denominational ministry committed to the mission of equipping the Scripture-driven church. To this end, TeachingTheWord involves itself in a variety of outreaches which encompass many areas of both web and print design: email newsletter, web resources, audio CDs, pamphlets, booklets, and more.

To first fulfill our calling to maintain the highest standards in service to our Lord Jesus Christ, and to ensure TeachingTheWord a visually consistent presence across all platforms, this style guide has been established and shall serve as the authoritative reference on TeachingTheWord's graphical identity.

"Sanctify them through Thy truth: Thy Word is truth."
John 17:17

I. THE LOGO

Our identity is encapsulated in our distinctive "shield and sword" logo mark, alongside the refreshed but long-standing typographic logotype.

The logo mark and logotype should be used together - as a single unit. This complete logo is available in two configurations - vertical and horizontal.

1. VARIATIONS

To allow for utmost flexibility, the logo is also available in inverse color, black and white, and inverse black and white variations; these are all available in vertical orientation as well.

In most situations, it is preferable to use the normal color logo on a light colored background. The inverse color logo should only be used when the intended background is very dark or black.

The black and white (B/W) and inverse B/W variations should only be used for specialized purposes where the use of color is not feasible. (Rubber stamps, foil stamping, etc.)

2. PLACEMENT

Due to the unique shape and form of our logo mark, it is important to take special care when placing the horizontal logo near text or other page elements.

While the logo should be left aligned whenever possible, never align the logo to the page margin by the left tip of the banner. Rather, line up the left side of the shield with the page margin. Lining up this longer edge to the page margin and allowing the banner to spill out creates a more uniform graphical balance between the logo and the other elements on the page.

The Profitable Word is a publication of TeachingtheWord Ministries, a non-denominational ministry committed to the mission of equipping the Scripture-driven church.

3. CLEAR SPACE

To ensure the visual impact of the logo, sufficient "breathing room" must be provided on all sides.

As a rule of thumb, the minimum clear space around the logo should be equal to the diameter of the earth on the shield. Maintain twice this amount of space if possible. This rule applies to both vertical and horizontal orientations.

4. MINIMUM SIZE

To maintain visual legibility, the logo must not fall below the following minimum sizes.

When used in print material, the logotype should be no smaller than **2 inches** wide. By this standard, the vertical logo should be no smaller than **2 inches** wide, and the horizontal logo should be no smaller than **3 inches** wide.

When used on-screen (computer, laptop, smartphone), the vertical logo should be no smaller than **200 pixels wide**, and the horizontal logo should be no smaller than **300 pixels wide**.

2 inches / 200 pixels

2 inches / 200 pixels

3 inches / 300 pixels

5. SEPARATED LOGOS

It is best to use the full logo whenever possible. However, the separated logo elements may be used with executive approval.

A good example of this is our email signatures. Space does not allow for an effective representation of the full logo, and so the design relies on typography alone. The back cover of this guide is also an example of the separated logo being used appropriately as a design element.

Miss. Jane Smith
Administrative Assistant

TeachingtheWord
M I N I S T R I E S
Equipping the Scripture-Driven Church

56 W. Main Street - Suite B-5
Westminster, Maryland 21157 USA
1-888-804-9655

www.TeachingtheWord.org
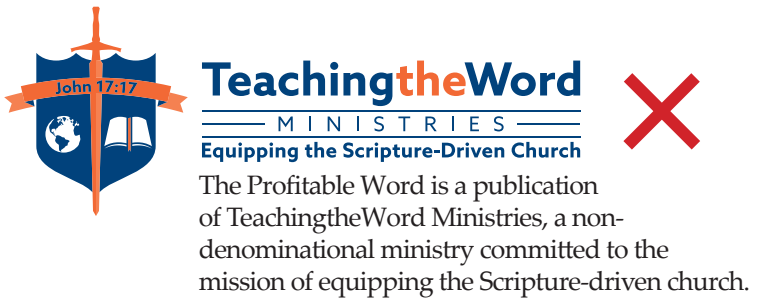Receive our free publications

6. IMPROPER LOGO USAGE

All rules apply to both vertical and horizontal versions as well as all color variations of the logo. Please see pages 11-12 for examples of improper logo usage.

DO NOT:

- Rotate or tilt the logo.
- Squash, stretch, or disproportionately scale the logo.
- Alter the size or positioning of any elements within the logo.
- Adjust or change the logo colors.
- Attempt to recreate the typeface or any typography within the logo.
- Attempt to recreate the logo.
- Add drop shadows, glows, bevels, or any other effects to the logo.
- Add any additional elements to the logo, or allow elements to come within the clear space as defined in chapter I, section 3.
- Place the logo over a busy photographic background.
- Place a non-inverse variation of the logo on a dark background, or vice-versa.
- Use the logo as part of a repeated or tiled pattern.

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II. THE COLORS

While our visual identity relies most on our logo, it would not be complete without its distinctive, rich color palette.

1. LOGO COLORS

Below are our primary colors, found in the logo. The light orange that accents the outside of the banner and the right side of the sword blade is an 84% tint of Pantone 172.

84%

TTW Blue

Pantone 294
CMYK 100, 69, 7, 30
RGB 0, 38, 86
Hex #002656

TTW Orange

Pantone 172
CMYK 0, 73, 87, 0
RGB 255, 78, 30
Hex #FF4E1E

In Microsoft Word only, it is required to use RGB values for print. Below are the MS Word RGB equivalents of the primary CMYK colors:

- **TTW Blue:** RGB 0, 2, 160
- **TTW Orange:** RGB 255, 69, 33
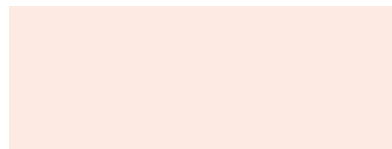- **TTW Light Orange:** RGB 255, 99, 69

2. SECONDARY COLORS

Our secondary colors serve as muted backdrops; supporting the primaries, but making typography easier to read and backgrounds less plain. Please note that these colors are defined for screen use only and should not be employed in print applications.

TTW Grey

RGB 32, 32, 32
Hex #202020

TTW Tan

RGB 255, 233, 225
Hex #FFE9E1

III. THE TYPOGRAPHY

To ensure unified written communications, it is important to exercise consistent typeface usage.

1. LOGO

Our typographic logo has been updated and now uses the font Azo Sans. Azo Sans is a stylish sans-serif font; when bold it is strong and unified without being wide, when thin it is exceptionally uniform without sacrificing style.

Azo Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Azo Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Azo Sans is also available in a stylish thin variant. However, this weight is not used in the logo. Also please note that information on the official logo typeface is for reference purposes only; never attempt to recreate or modify the typography in the logo.

2. PRINT

In a print environment, Palatino Linotype should be used for all body copy in booklets, and Arial should be used for all body copy in pamphlets. All printed body copy should be no smaller than 10pt (size '10' in Microsoft Word). Header and footer text should be no smaller than 7pt.

Palatino Linotype

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Arial Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Note: For the sake of brand unity, this style guide is printed in Azo Sans.

3. WEB

Use Georgia for body copy on the web and email. The type should never be smaller than 12pt. In Microsoft Outlook, the minimum is size '11'.

Georgia Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

The only exception to this rule is body copy in our newsletter, which is set in Verdana due to technical restrictions.

4. COPY WRITING

One important rule of style regarding our identity applies when writing copy or composing emails. Unlike in the logo, the first letter of 'The' in 'TeachingTheWord' must be capitalized when the name is mentioned in body copy. This serves to accent the visual identity in the absence of color.

IV. OPHELIMOS MEDIA

Ophelimos Media is the name of the book and video publishing imprint of TeachingTheWord Ministries. 'Ophelimos' is the Greek word for 'profitable', and it is the intent of Ophelimos Media to make available resources that will facilitate a profitable study of God's Word.

1. THE LOGO

Most of TeachingTheWord's aforementioned logo rules will apply; however, some unique Ophelimos specifications will be given. The Ophelimos logo is available in color, inverse color, black and white, and inverse black and white variations.

2. CLEAR SPACE

Please ensure that there is always a minimum space around the logo equal to half the size of the square book icon. Maintain space equal to the book icon whenever possible.

3. MINIMUM SIZE

In print, the overall logo should be no smaller than **3 inches** wide. On screen, it should be no smaller than **300 pixels** wide.

3 inches / 300 pixels

4. IMPROPER LOGO USAGE

Please refer to chapter I, section 6 'Improper logo usage'. All listed rules apply to the Ophelimos Media logo as well.

5. COLOR

Please refer to chapter II, section 1 'Logo colors'. The colors used in the Ophelimos Media logo are identical to those used in the TeachingTheWord logo, less the light orange accent, and except the statement 'The publishing imprint of', which is rendered in solid black (CMYK: 0, 0 ,0, 100).

6. TYPOGRAPHY

The Ophelimos Media logo is constructed using Goudy Trajan Regular (for the word 'Ophelimos') and Azo Sans Thin for the subtitle.

GOUDY TRAJAN REGULAR

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Azo Sans Thin

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

V. TECHNICAL APPENDIX

This section has been provided as an addendum to the visual specifications outlined in the previous four chapters, to assist non-designers in the usage of TeachingTheWord's digital graphic assets.

1. VECTOR FILES

What is a vector file? You may have noticed in a JPEG image that if you zoom in close enough, tiny square dots or 'pixels' become visible. However, file formats like Adobe's .AI or .EPS do not store images using pixel information. Rather, complex mathematical functions define the contour of the shapes and images. The chief advantage of this 'vector' format is that they can be scaled to any size, without becoming 'grainy' or 'pixelated'.

Vector @ 1x

JPEG @ 1x

Vector @ 5x - clean, sharp edges

JPEG @ 5x - blurry, noisy edges

2. WHAT TO USE WHERE

Vector or raster?

It is important to use the right file format in the right application. If at all possible, it is best to use vector files. Below is a list of applications that support the provided .EPS files:

- Adobe Illustrator
- Adobe InDesign
- Microsoft Publisher
- Microsoft Word

Note: While Microsoft Word does not support the CMYK color space, it is best to use the vector CMYK .EPS in Word as it has been determined that this format reproduces the colors most accurately when printed from the program, as opposed to other formats.

Color space

It is also important to work in the correct color space.

If you are designing for screen, use the logo files marked 'RGB'. 'RGB' stands for 'Red, Green, Blue' and these are the three colors that make up all colors on a computer monitor.

If you are designing for print, use the logo files marked 'CMYK'. 'CMYK' stands for 'Cyan, Magenta, Yellow, Black'; these are the colors used in most desktop printers. The computer needs to have this correct information to ensure accurate color reproduction.

3. EXPORTING LOGO FILES

Should it become necessary to generate a custom scale of the logo in a non-vector format, it is quite easy to export from the provided vector files.

First, know the intent of your design - if you are designing for print, you should make every effort to use the (CMYK) vector files as they are provided (see chapter V, section 4).

If you are designing for on-screen (web), start by opening the RGB .EPS *version* of the appropriate *variation* (B/W, inverse, etc.) of the logo in Adobe Illustrator. Under the **File** menu, select **Export** > **Save for Web (Legacy)...**

In the window that appears, under **Preset** > **Name:** you can select a preset for the file type you need. For web applications, it is recommended to use **PNG-8 128**. This format offers maximum compression for web by utilizing a limited color palette. You must make sure that you are placing the color logo over a white background when using this format.

For any other desktop applications, it is recommended to use **PNG-24**. This image format stores millions of colors using lossless compression, meaning no image quality is lost but file sizes are still

reasonable. This format also supports alpha transparency, which allows for smooth, transparent edges. If you check this feature, be sure to place the logo over an appropriately colored background.

Next, under **Image Size**, enter the width or height that you need (the other property will scale proportionately if the link box is checked). **Do not forget to observe the minimum size guidelines identified earlier in this guide.** Also under Image Size, make sure the drop down is set to **Art Optimized**.

Finally, you must decide whether or not to use **Clip to Artboard**. All TeachingTheWord and Ophelimos Media .EPS files have their artboard (page size) set to the size of the logo plus the proportional amount of padding. If you check the **Clip to Artboard** box, this padding will be included in the file size (and remember to make sure the logo itself does not fall below the minimum sizes). If you leave **Clip to Artboard** unchecked, the file will be exactly the size of the logo content. In this case, you must ensure that you are allowing for appropriate white space around the logo.

Once you have made all the correct settings, simply click **Save** and select an export location for your file.

4. USING VECTOR LOGOS

Using vector logos in their native format is much simpler, and much preferred over exporting to other formats. They are also preferred in print situations as vector files offer the highest quality prints with the sharpest possible edges.

To use the existing vector logos, simply drag and drop your chosen .EPS file into a supported program (See chapter V, section 2).

John 17:17