towards ▸ belief style guide

We are excited that you are using Towards Belief in your church or small group and want to help in any way we can so that you have the maximum opportunity to impact lives with the hope and message of Jesus through discussing, and hopefully overcoming, some of the blockers they may have to Christian faith.

The Towards Belief Resources provide you with flyers, invitations, logos, images and handouts to help you better communicate information about your campaign.

LOGO

The Towards Belief basic colour logo is this, and should be used whenever it is applied on a white background.

towards ▸ belief

If printing in just black, the following greyscale logo should be used.

towards ▸ belief
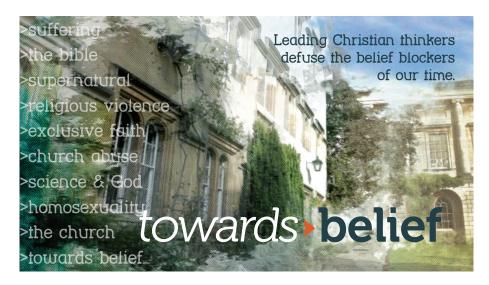
LOGO WITH BACKGROUND IMAGE

The alternative Towards Belief logo has the word "towards" in white and should be used over the Towards Belief background image like this. The logo should always be positioned in the lower right corner so that both the dark grey and white text is clearly visible on the background image.

Other text which can be added over the background image are the following:
1. "Leading Christian thinkers defuse the belief blockers of our time." aligned right in the top right corner
2. A list of the episode topics aligned left in white with a 60% transparency (or similar)
NOTE: Be sure to use the correct spelling of 'defuse' (NOT 'diffuse', which means to spread out rather than take the heat out of!!!)

The following image is also available in the Resources section as a pdf.

PMS COLOURS

Colours which can be incorporated into Towards Belief promotional material can be white, black, orange or dark grey. The PMS colours are as follows:

Dark Grey C 85   M 62   Y 54   K 43

Orange C 9   M 78   Y 96   K 1

FONTS

The feature font is Street Corner Slab and is available free from www.dafont.com

Other fonts to be used are the Gill Sans family.

PHOTOS

A photo is supplied of Karl Faase (for both print and web) as the host of Towards Belief and used as such:

Hosted by
KARL FAASE