



Emmanuel
BIBLE COLLEGE

BRANDING MANUAL

YOUR GIFTS, YOUR GROWTH, HIS GLORY



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Rooted in the Bible, Prepared for Ministry

Whether it's building a foundation for professional life or equipping for ministry in a Christian context, Emmanuel Bible College empowers students to live radically for Jesus.

As a school we value living by faith, trusting God, learning in community, striving for excellence, being a resource to the church and Christian community, missions, multiplication of leaders and ministry partnerships. We value and strive for excellence in biblical and theological education.

Our Mission

Through academic training and hands-on ministry and service, Emmanuel prepares Christ followers who are committed to make a difference in the world.

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LOGO DESIGN & VARIATION

Vertical Logo Layout



Emmanuel
BIBLE COLLEGE

Icon Logo



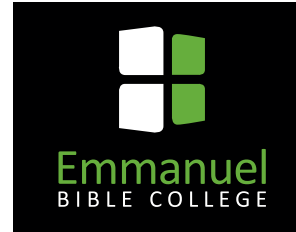
Horizontal Logo Layout



Logo Use In: Digital & Print Production

All primary Emmanuel Bible College logo variations are suitable for use in both digital and print applications. Vertical, Icon, and horizontal layouts are acceptable for each medium, though the situational application of each varies. (pg. 6)

Vertical Layout Variations



White & Green



Coloured Backgrounds



Black & White

Horizontal Layout Variations



White & Green



Coloured Backgrounds

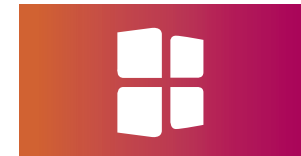


Black & White

Icon Variations



White & Green



Coloured Backgrounds



Black & White

LOGO SAFE ZONES & USAGE

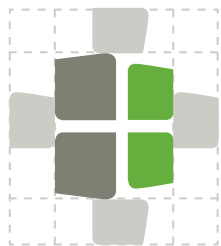
Vertical Logo Layout



Vertical Safe Zones & Use

The vertical logo layout is ideal for both print and web applications. Preferably used for medium/large print work, such as book covers, signage, banners etc. It has a safe zone equivalent to the width of one "m" around the logo.

Icon Logo



Icon Safe Zones & Use

The Icon logo layout is ideal for use in smaller areas. Preferably used as an accompanying design element rather than a logo by itself. It has a safe zone equivalent to the width of one small panel around the logo.

Horizontal Logo Layout



Horizontal Safe Zones & Use

The horizontal logo layout is ideal for both print and web applications. Preferably used for small/medium print work, such as letterheads, cards, web banners, etc. It has a safe zone equivalent to the width of one "m" around the logo.

Incorrect Usage

- Do not stretch, distort, or rotate the logo in any way.
- Only** acceptable colour change to the logo is the **PMS 415C** to **Paper White**. Do not, in any other circumstance, alter colours of the logo.
- Use white logo only when it is applied to a coloured background.
- Use black logo only when it is applied to a white background.
- Size or distance between the logo's words and icon cannot be altered.



TYPOGRAPHY *for* PRINT

Typefaces

Primary Font: Acumin Pro
Secondary Font: Proxima Nova

Main Headers

The main headers for print are a stylized combination of 3 different typefaces:

EMMANUEL BIBLE COLLEGE

Font: Elephant - Regular

Emmanuel Bible College

Font: Unthrift First - Regular

Emmanuel Bible College

Font: Unthrift Second - Regular

Example of Main Header Use

.....→	<i>Academic</i>	←.....
Font: Unthrift First 57 Point	PROGRAM	Font: Elephant 26 Point
.....→	<i>Offerings</i>	
Font: Unthrift Second 57 Point		

Cover Slogan

YOUR GIFTS, YOUR GROWTH, HIS GLORY

Font: Montserrat Semi Bold
16 Point

Subheaders

There are two different subheader style types for print, which are as follows:

Primary Subheader Font: Proxima Nova Condensed Extra Bold
Secondary Subheader Font: Proxima Nova Bold Italics

Secondary Subheader (Proxima Nova Bold Italics) is **only** used if it is preceded by Primary Subheader (Proxima Nova Condensed Extra Bold) in the same section.

Example of Subheader Use

.....→	Guidelines for Registered Students	←.....
Font: Proxima Nova Bold Italics 11 Point	Registration	Font: Proxima Nova Condensed Extra Bold 13 Point
	Students register electronically for the following semester by the deadline established and pay their fees by specific deadlines.	

Body Copy Type

Hilia quibus, ut quid quat a que **raquo.**

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dis dia *volupic atusda que num aut odio cum faccus.*

Piendero quiam et eossequi rehent mos qui dolupti.

Fonts: Acumin Pro - Regular, Bold, Semi Bold Italic, Bold Italic
10 Point

Note: In areas with limited pace - Acumin Pro can be substituted with Acumin Pro Condensed

BRAND COLOURS

Emmanuel Bible College Branding Colours

All primary Emmanuel Bible College Colours are listed below, as well as any accent and type colours that are used in Emmanuel's branding.

Primary Colour

PMS 369 C
CMYK 60 0 100 10
RGB 103 174 62
HEX #66AE3D

Accent Colour

PMS 7737 C
CMYK 64 15 100 1
RGB 108 164 57
HEX #6CA438

Accent Colour

PMS 363 C
CMYK 74 24 100 8
RGB 76 139 43
HEX #4B8B2A

Emmanuel Green

PMS 369 C is used for the emmanuel logo, main header colour on the Unthrifit First/Second typeface, subheaders, highlighted links in body text, and various other design elements.

PMS 7737 C & PMS 363 C are used as accents for this primary colour.

Primary Colour

PMS 415 C
CMYK 45 36 44 3
RGB 146 146 136
HEX #929287

Accent Colour

PMS 413 C
CMYK 9 5 12 14
RGB 186 187 177
HEX #BABBB1

Type Colour

PMS 419 C
CMYK 86 70 69 95
RGB 33 35 34
HEX #212322

Emmanuel Grey

PMS 415 C is used for the emmanuel logo, footer, and various other design elements.

PMS 419 C is used strictly in the text for print.

PMS 413 C is used as an accent for this primary colour.

Primary Colour

PMS 3035 C
CMYK 100 47 0 48
RGB 0 61 77
HEX #003D4D

Type Colour

PMS 7698 C
CMYK 65 9 0 53
RGB 65 116 141
HEX #41748D

Accent Colour

PMS 295 C
CMYK 100 69 7 30
RGB 0 40 85
HEX #002855

Emmanuel Blue

PMS 3035 C is used for the main header colour on the Elephant typeface, footer, and various other design elements.

PMS 7698 C is used strictly in the text for print.

PMS 295 C is used as an accent for this primary colour.

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