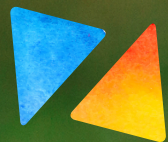


**Brand
Guidelines**

March
2015



Zechariah Vision Network

‘Thriving by Involving’

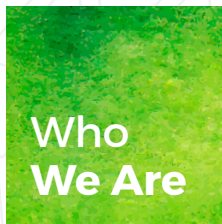


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Once again men and women of ripe old age will sit in the streets of Jerusalem, each of them with cane in hand because of their age. The city streets will be filled with boys and girls playing there.' **Zechariah 8:4-5**

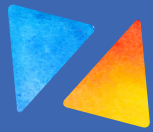


Who
We Are

The Zechariah Vision Network exists to see the vision of Zechariah 8:4-5 realized today across Cambridgeshire, for people suffering losses common in old age thriving together with the young by enjoying Jesus, fellowshiping with his people, and serving the body of Christ.

The mission of the Zechariah Vision Network is to connect local churches to communities of older people, encourage their integration into local churches, and facilitate the partnership of evangelical ministries for older people with them across Cambridgeshire.

Togetherness is the essence of the Zechariah Vision Network. It is by bringing people together that the Zechariah Vision Network serves care homes, care workers, churches, chaplaincies, ministry teams, older people, younger people, and families.



Zechariah Vision Network



About Our Logo

The Zechariah Vision Network logo represents the essential values in a single graphic entity.

The primary logo has two parts: the 'Z' icon and the logotype and represents the main values of the organization.

The texture of the triangles represents the image of God which stamps each person with worth and value. The differing colours represent participation across age groups while the use of primary and secondary colours conveys wholeness. The movement of the triangles creates a 'Z' in the negative space and signifies the importance of partnerships.

Finally, the logotype is set in Montserrat, a modern sans-serif typeface that is strong but still approachable; youthful but still confident, reliable, and professional.

The Zechariah Vision Network logo can be used in a variety of formats, sizes, colours, and layouts. Below are the main variations on the logo.

SINGLE LINE**STACKED****ICON COLORS****BLACK & WHITE**

Always give the logo plenty of breathing room. As a rule of thumb, there should always be at least as much room around the logo as the capital 'Z.'

SINGLE LINE**STACKED****ICON**

Of all the various components of the brand—colour, typography, imagery, writing style—the logo speaks first and speaks loudest. Take extra care to always present it at its best.

DON'T change the logo's dimensions



DON'T add effects or use non-approved colours



DON'T rotate any part of the logo



DON'T use non-approved fonts



DON'T place the logo over busy areas of your design



Colour elicits emotion, draws attention, and provides much of the 'feel' of our brand. Colour is a key component to powerful, engaging communication with our audience.

PRIMARY COLOURS

Hexadecimal and RGB numbers should be used for screens while CMYK is used for print material.



HEX: #1C75BC
RGB: 28/117/188
CMYK: 85/50/0/0



HEX: #199650
RGB: 25/150/80
CMYK: 85/10/100/10



HEX: #555555
RGB: 85/85/85
CMYK: 0/0/0/85

SECONDARY



HEX: #FAAF4B
RGB: 250/175/75
CMYK: 0/35/80/0



HEX: #23AD5E
RGB: 190/50/65
CMYK: 15/100/90/10



HEX: #38B8E5
RGB: 56/148/229
CMYK: 70/15/0/0

‘Typography is the craft of endowing human language with a durable visual form.’* It should always be used in a way that respects your readers and serves your content.

HAIRLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat is the official typeface for Zechariah Vision Network. It was designed by Julieta Ulanovsky and inspired by signs in the traditional neighborhood of Buenos Aires. It comes in 5 weights which can be used to provide contrast and clarity to your content. It should generally not be used below 7pt in print or 14px on screen. It is freely available for use online & off.

The heavier weights should be used for headings, the regular for body text and the light and hairline for special circumstances only.

*Robert Bringhurst, ‘The Elements of Typographic Style’



Zechariah Vision Network