



OCCM STYLE GUIDE

a comprehensive guide of what to do when it comes to graphically branding OCCM

1/4 in. margin minimum between all elements

INTRODUCTION

OCCM has become close to the hearts of many college students in their commitment to campus ministry. True to that commitment, we must be diligent in all efforts of brand representation and communication of OCCM.

THE BASICS

- Only use one of the approved color versions of the logo provided in this style guide.
- Do not alternate, rotate, modify or add content to the logo.
- Follow the clear guidance in this document.

OVERVIEW

Our logo is the simplest and most recognizable representation of the OCCM brand. It builds upon our identity, while communicating with a modern and renewed energy that represents our future. The lighthouse, topped with a cross-shaped lantern, and all-uppercase logotype speak with an honest and direct language that embodies our core positioning—that we emit on campus the light of the True Orthodox Christian Faith as St. John the Evangelist writes, "If we walk in the light as He is in the light, we have fellowship with one another, and the blood of Jesus Christ His Son cleanses us from all sin." (1 John 1:7)

COLOR VARIATIONS

Use the OCCM logo as the primary brand expression in publications. The integrity of the signature must be respected at all times. Don't stretch, condense or otherwise abstract it. Any modification of the logo confuses its meaning and diminishes its impact.

FONTS & SIZING

Primary Font: ROCKWELL

Regular | *Regular Italic* use for titling & subtitling
Bold | ***Bold Italic*** use for emphasized titling

Secondary Font: Gil Sans Nova

Ultralight | *Ultralight Italic* use for supporting text
Light | *Light Italic* use for long body text
Book | (use as bold) *Book Italic* use for emphasis

Main 36pt | **Titles 24pt** | **Subtitles 18pt** Rockwell

Body 12pt | Footnotes 10pt | Annotations 8pt Gil Sans Nova

BACKGROUND CONTRAST

Use the full-color logo when the background color value is between 0% - 30% after conversion to gray scale. Do not place the logo on a background when the color value is between 30% - 50% after grayscale conversion. Use the reversed logo when the background color value is between 50% - 100% after conversion to grayscale.

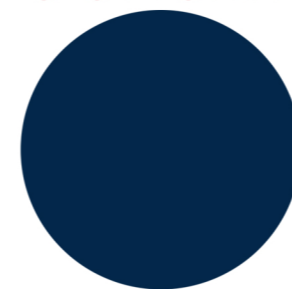


PLACEMENT

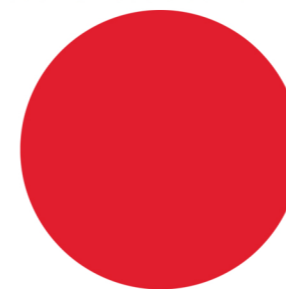
The OCCM logo must always be placed to the left or right margins of any given application (i.e., Microsoft Word, Microsoft PowerPoint). The logo can be placed top right, top left, bottom right or bottom left.

Note: The logo should be scaled in size to most appropriately address specific communication and application needs.

COLOR PALETTE



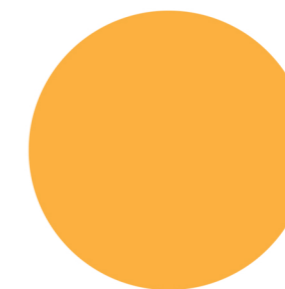
Primary #03274A



Secondary #E11E2D



#EAEAEA



#FBB040



(color of choice)

"OCCM Blue" is the primary color expression for audiences. A secondary tier of OCCM Red may be used as an alternative background colors to OCCM Blue.

White should predominantly be used for typography on primary and secondary colored backgrounds.

Note: The tertiary colors should be applied in a very limited manner and should not be applied as large fields of color.

We encourage you to be familiar with the correct use of the OCCM logo.

The integrity of the logo must be respected at all times. Don't stretch, condense or otherwise morph or manipulate it. Any modification of the logo confuses its meaning and diminishes its impact.