

Local IC Site Logo Guidelines

Logo guidelines:

- A. If using the same logo as IC National:
 - a. IC National logo files are here:
https://drive.google.com/drive/folders/1YgaEHWdr0_7wt_pBVogp1vRgShBvCXge?usp=sharing
- B. If creating a new logo:
 - a. Keep logo circle/arrow element as close to original as possible
 - i. The circle/arrow logo element was specifically and purposefully designed, and we ask that the circle and arrows be kept in shape and proportions as they are .
 - b. Colors changes may be made to the logo
 - i. Some churches use IC National colors, some churches use color branding of their host church, some churches/new sites create a new color scheme, etc.
 - c. Font changes can be made
 - i. The font on the IC logo is Basis Grotesque, but you can change the font for your logo
 - ii. IC National often uses variations of Montserrat in communication pieces
 - d. It is helpful for your site's future marketing/design efforts to create a logo that (a) works on both light and dark backgrounds, or (b) create two versions of the logo - one that works on a dark background and one that works on a light background.
 - e. Please send a draft of your new logo to **Sera Han** , IC Director of Communications, before you finalize your new logo.