DOWNLINE
EQUIP. UNLEASH. DISCIPLE.

Our logo is a visual representation of the intentionality, strength and effectiveness of Downline Ministries and our mission. That is why it's vitally important to use it correctly and consistently. Each Downline logo is a piece of custom-designed artwork. This guide will help ensure the logo is used appropriately.

The primary logo with tagline, seen above, is to be used for the majority of brand communications and marketing materials: websites, postcards, flyers, posters, screenprinting, embossing, embroidery, and advertising.

Use only approved artwork downloaded from
www.downlineministries.com/identity

Guidelines prepared by
Josh Horton
futurejosh@me.com

PRIMARY LOGO

LOGO ELEMENTS

The primary Downline Ministries logo consists of two elements: logomark and logotype.

Logomark | Logotype

CLEAR SPACE

Care should be given to the space surrounding the logo. This allows the logo room to 'breathe' and space to separate it from the surrounding elements, creating maximum impact. In this case the clear space on each side of the logo should always be equal to or greater than the height of the logomark (x).

MINIMUM SIZE

To ensure legibility of the logomark, type and tagline, do not display any smaller than .75 inches wide in print or 75px wide on screen.

0.75 inch
75 px

LOGO VARIANTS

The logomark and type with tagline in gray is designed to be used for the majority of all brand communications and marketing materials.

The logomark and type with title in green is designed to be used when differentiating between two different branches or locations of Downline Ministries, i.e. Downline Ministries (Memphis) and Downline Dominican Republic or Northwest Arkansas.

CLEAR SPACE

Care should be given to the space surrounding the logo. This allows the logo room to 'breathe' and space to separate it from the surrounding elements, creating maximum impact. In this case the clear space on each side of the logo should always be equal to or greater than the height of the logomark (x).

MINIMUM SIZE

To ensure legibility of the logomark, type and tagline, do not display any smaller than .85 inches wide in print or 100px wide on screen. When using the logo with title, do not display any smaller than .75 inches wide in print or 75px wide on screen.

WITH LOCATION TITLE

DOWNLINE ICON SYSTEM

Along with the logo, an icon sytem has been developed to highlight the 5 invested areas of concentration within Downline Ministries.

This icon system is not meant to be used alone without the context of the Downline Ministries logo. Options of the icon system with actions or the Downline logomark (below) may be used when desired.

SUMMIT | **RESOURCES** | **INSTITUTE** | **GLOBAL** | **EMERGING LEADERS**

ICON SYSTEM WITH ACTIONS

SUMMIT
RALLYING THE CHURCH

RESOURCES
PROVIDING TOOLS

INSTITUTE
TRAINING BELIEVERS

GLOBAL
SENDING AMBASSADORS

EMERGING LEADERS
EMPOWERING YOUNG ADULTS

ICON SYSTEM WITH LOGOMARK

DOWNLINE
SUMMIT

DOWNLINE
RESOURCES

DOWNLINE
INSTITUTE

DOWNLINE
GLOBAL

DOWNLINE
EMERGING LEADERS

The two primary typefaces used in the Downline Ministries brand are: Locator and Locator Display. These two type families are approved for brand communications and marketing materials. They are the core typefaces that should be used whenever possible.

Locator was created in 2003 by Eric Olson for designers requiring a sans serif typeface for text and display work. A range of six weights with italics for each are marked by an emphasis on horizontal movement, limited detail and refined presence.

Locator Display is a family of six capital fonts that function on their own as contemporary display fonts or as rich headline companions to the standard Locator. Locator Display should be used primarily for titles and headers. The capital letterform option is preferred.

Note:
Locator and Locator Display type families are the only approved typefaces for Downline Ministries branded communications and marketing materials. The only exceptions include formats such as digital letters, PowerPoint documents or web usage where the end user may not have the correct, compatible typefaces. In these cases Helvetica and Arial should be used as acceptable substitutes.

LOCATOR LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12334567890!@#$%^&*()_+[]\{}|;':",./<>?

LOCATOR REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12334567890!@#$%^&*()_+[]\{}|;':",./<>?

LOCATOR MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12334567890!@#$%^&*()_+[]\{}|;':",./<>?

LOCATOR BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12334567890!@#$%^&*()_+[]\{}|;':",./<>?

LOCATOR DISPLAY LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDƐFGHIJKLMNOPQRSTUVWXYZ
12334567890!@#$%^&*()_+[]\{}|;':",./<>?

LOCATOR DISPLAY REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDƐFGHIJKLMNOPQRSTUVWXYZ
12334567890!@#$%^&*()_+[]\{}|;':",./<>?

LOCATOR DISPLAY MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDƐFGHIJKLMNOPQRSTUVWXYZ
12334567890!@#$%^&*()_+[]\{}|;':",./<>?

LOCATOR DISPLAY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDƐFGHIJKLMNOPQRSTUVWXYZ
12334567890!@#$%^&*()_+[]\{}|;':",./<>?

Additional weights from these type families may be used.

BRAND COLORS AND VALUES

The use of the PANTONE® Matching System will retain color consistency throughout all applications. When the use of spot color reproduction is not allowed, please use the process CMYK, RGB and HTML color conversion below. Replacement or variations on hue or tint is unacceptable.

ANCHOR BRAND COLORS

DOWNLINE
EQUIP. UNLEASH. DISCIPLE.

PANTONE 376

C 54 M 0 Y 100 K 0
R 132 G 189 B 0
HTML 84BD00

PANTONE Cool Gray 11

C 40 M 30 Y 20 K 66
R 83 G 86 B 90
HTML 53565A

PANTONE Cool Gray 8

C 20 M 14 Y 12 K 40
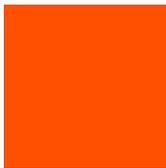R 136 G 139 B 141
HTML 888B8D

DOWNLINE BRAND SPECTRUM

SUMMIT

PANTONE 185

C 0 M 93 Y 79 K 0
R 228 G 0 B 43
HTML E4002B

RESOURCES

PANTONE 021

C 0 M 65 Y 100 K 0
R 254 G 80 B 0
HTML FE5000

INSTITUTE

PANTONE 1235

C 0 M 31 Y 98 K 0
R 255 G 184 B 28
HTML FFB81C

MINISTRIES

PANTONE 376

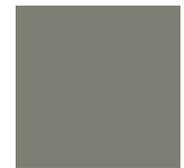C 54 M 0 Y 100 K 0
R 132 G 189 B 0
HTML 84BD00

GLOBAL

PANTONE 325

C 53 M 0 Y 23 K 0
R 100 G 204 B 201
HTML 64CCC9

EMERGING LEADERS

PANTONE 416

C 28 M 18 Y 29 K 51
R 126 G 127 B 116
HTML 7E7F74

LOGO COLOR VARIANTS

When the logo is used on a white ground and spot (PANTONE®)/
process (CMYK, RGB, HTML) color duplication is not available—
the logo should be converted wholly to black. The logomark and
tagline can be 50% of the black but is not suggested.

There may also be instances when the logo will be used on third-
party applications—such as advertisements and packaging.
In this case the logo should be converted wholly to black or white,
dependent on the ground on which it is placed. Maximum contrast
should be achieved.

BEST

GOOD

OKAY

BEST

GOOD

BAD

USE WITH ANCHOR BRAND COLORS

UNACCEPTABLE MODIFICATIONS

The logo should not be modified beyond the standards stated in this guide. All attempts should be made to make sure any vendor using the logo complies with the brand standards.

The logo itself should never be distorted, manipulated, outlined, or have digitial effects applied (i.e. drop shadow, glow, bevel).

Below are a few examples of what is considered unacceptable usage of the logo.