



BRAND STYLE GUIDE

BRAND ETHOS

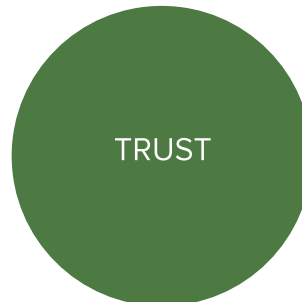
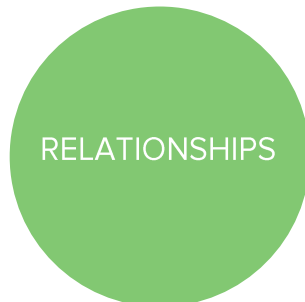
OUR VISION

The West Virginia Baptist Convention is a family of churches committed to reaching all generations for Jesus Christ both here and abroad by equipping one another to be healthy, growing and unified in Christ and for Christ.

OUR MISSION

Doing Christ's Work Together

CORE VALUES





BRAND STYLE GUIDE

WVBC LOGO GUIDE



- This logo will appear on all West Virginia Baptist Convention print and digital materials.
- Use black version of logo on only when printing black and white.
- Use white version of logo on only when printing on a dark background.
- Logo must appear no smaller than 1in. wide.
- Logo must appear on clear background.
- Lower opacity only when necessary.
- Logo must have clear space on all four sides.
- Logos with no text may be used



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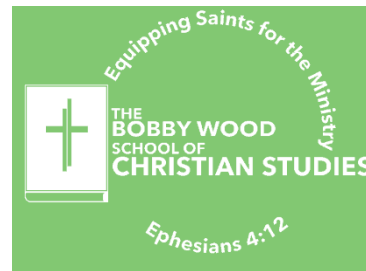
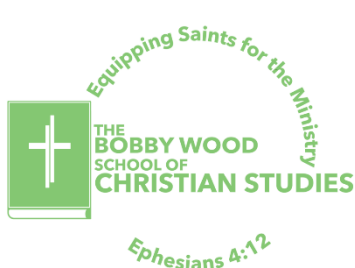
ADDITIONAL LOGOS GUIDE



- Mountain State Mission Offering logo follows the same rules as the WVBC logo.

- The Missionary Internship Program logo should only appear as designed. If a black and white version of the logo is needed, then this document will need to be revised.

- The School of Christian Studies logo follows the same rules as the WVBC logo. No other color will be permitted. This logo is to be used for both the regular and advanced courses.





BRAND STYLE GUIDE

Baptist Convention

TYPE GUIDE

Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Sans Serif Font Family, Use For:
Headers, Titles, Displays, Call-Outs, etc.

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Serif Font Family, Use For:
Body Text, Logo Text

COLOR GUIDE



HEX: #82c872
RGB: 130 200 114

P = Primary



HEX: #4d7a43
RGB: 77 122 67

S = Secondary



HEX: #FFFFFF
RGB: 255 255 255

A = Accent