

PRAETORIAN PROJECT BRAND GUIDELINES

FOR PILLAR CHURCHES

WHO ARE WE

A family of multiplying churches in military communities worldwide.

TWO BRANDS, ONE GOAL

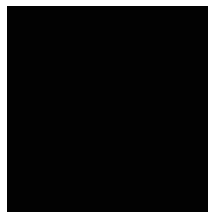
Praetorian Project churches are identified with their common name, Pillar Church. The goal is for military and civilians alike to find a church home at any Pillar Church they may encounter as they move from place to place. The over-arching name for this effort is called the Praetorian Project.

COLORS

While both the Praetorian Project and Pillar Churches use black and white as major colors, the Praetorian Project incorporates 2 shades of blue and the Pillar Churches use an accent of green.



Praetorian Blue
C 43 M 11 Y 0 K 0
RGB: 138 194 234
Hex: #8AC3EA



True Black
C 78 M 68 Y 67 K 90
RGB: 0 0 0
Hex: #000000



Project Blue
C 81 M 52 Y 16 K 1
RGB: 60 115 164
Hex: #3C73A4



Pillar Green
C 25 M 1 Y 81 K 0
RGB: 201 218 90
Hex: #C9DA5A

PRAETORIAN PROJECT LOGOS

These are the approved configurations for the Praetorian Project logo.



PILLAR CHURCH LOGOS

These are the approved configurations for the Pillar Church logos. Each Pillar church may change the location name in the logo to match the location of their church, using the font Avenir Black with tracking set to 50 (see font details section).



When using any of the following approved variations of the Pillar icon logo below, always include the circle portion around the pillar & leaves.



USING THE LOGO PROPERLY

It is important that we keep the integrity of the Praetorian Project and Pillar Church brand visual identities. Please avoid altering any of the logos from the approved usages in the previous section. You may scale the size of the logo if needed, but always scale proportionally.

Please keep the following in mind when using the logos:

- Do not scale or colorize logo elements independently.
- Do not modify color or logo design or add or remove any elements to the logo, such as the circle around the Pillar logo. You may tint, shade, tone, and reduce opacity of the logo for the sake of design cohesiveness if needed.
- Do not stretch or skew logo in any way. If scaling logo, ensure it is done proportionately.
- Do not rearrange logo elements.
- Do not tilt or rotate.
- Do not add dimension (emboss, drop shadows, etc.).
- Do not add stroke or outline.



FONTS

PRAETORIAN PROJECT

The **Futura** font family is the primary brand font for the Praetorian Project. Various weights may be combined when used appropriately.

Futura Condensed Medium in all caps is the typography used in the Praetorian Project logo. Futura Bold can be used for headings and titles. Avenir, used for the Pillar Churches, can be used alongside Futura, as is the case in this brand document (Futura headers, Avenir body text).

PILLAR CHURCH

The **Avenir** font family is the primary brand font for the Pillar Churches. Various weights may be combined when used appropriately.

Avenir Black and Avenir Book in all caps is the typography used in the Pillar Church logos. Avenir Black with tracking set to 50 is the weight for the lower part of the Pillar Church logo where you write the church's city. The proper ratio for the Pillar Church logo is 25 pt for the upper part and 12 pt for the lower part. If you have Adobe Illustrator, you may use the template below to modify the church city to make a new Pillar Church logo:

