

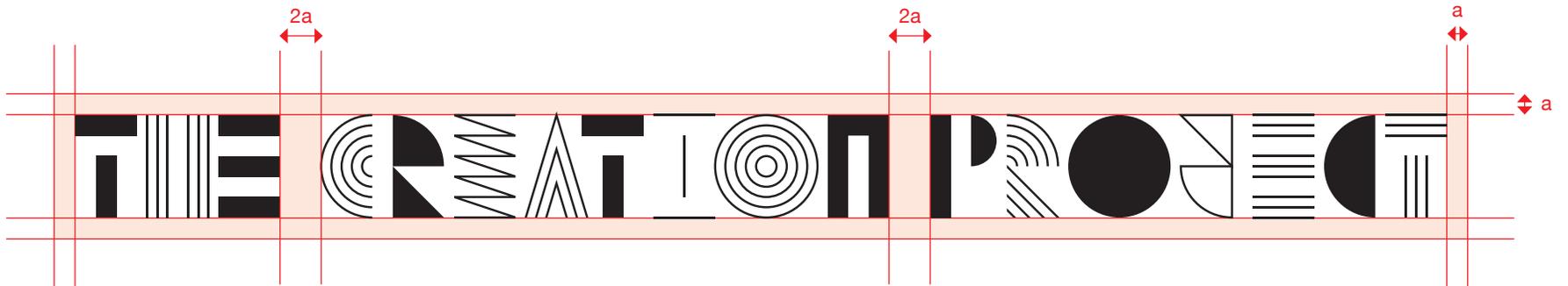
PRIMARY LOGO ANATOMY AND CLEAR SPACE

Whenever possible, use the principle version of the Creation Project logo. The logo should appear prominently in all communication materials.

The logo must at all times be perfectly legible and without obstructions. For this reason, we ask designers to maintain the minimum specified clear space.



Logo Stack E

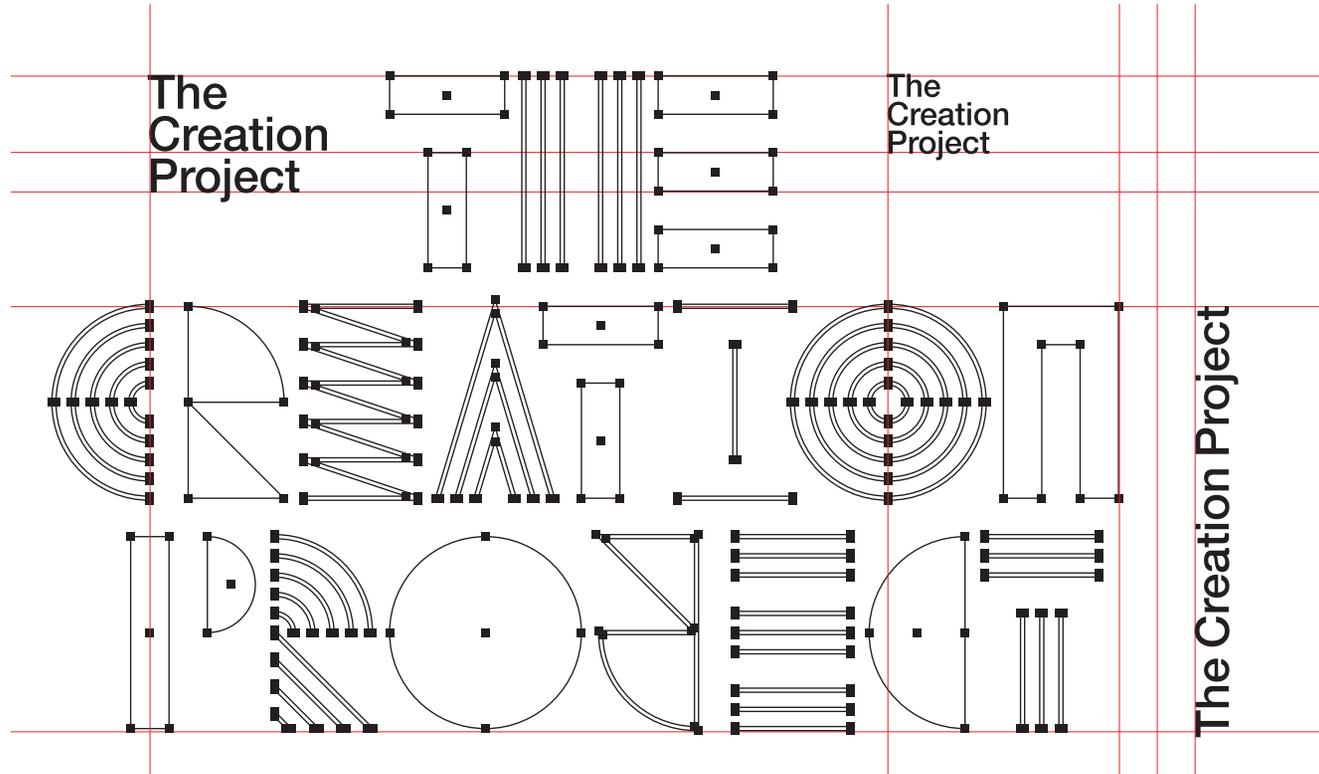


Logo Line E

SUPPORTIVE WORDMARK ANATOMY AND CLEAR SPACE

In addition to the main logo, the Creation Project supportive wordmark can be used alongside. The main logo can be used as a guideline for the position and scale of the supporting wordmark.

The logo must at all times be perfectly legible and without obstructions.



**The
Creation
Project**

Supportive
Wordmark Stack

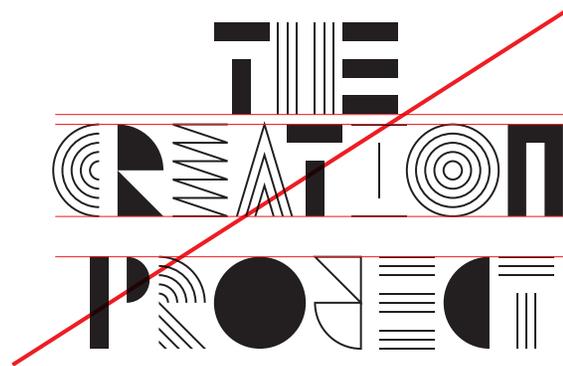
The Creation Project

Supportive
Wordmark Line

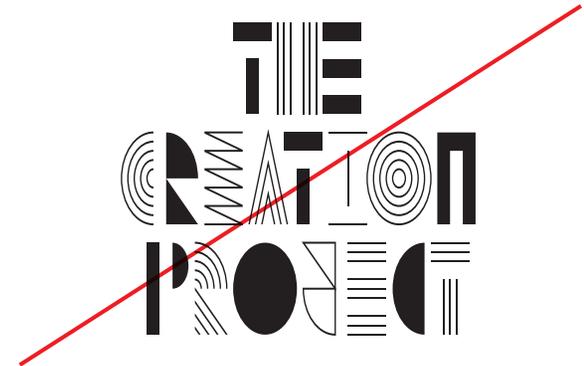
USAGE RESTRICTIONS

The following are unacceptable ways of reproducing the Creation Project Logo.

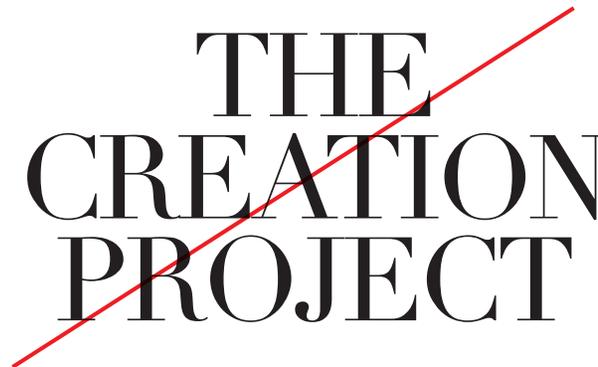
- 1) Do not change the spacing of the logo.
- 2) Do not distort the logo or add effects, such as drop shadow, inner shadow, emboss, etc.
- 3) Do not use non-brand typeface.
- 4) Keep a clear contrast.



Never change the spacing



Never distort the wordmark



Never use non-brand typeface



Keep clear contrast

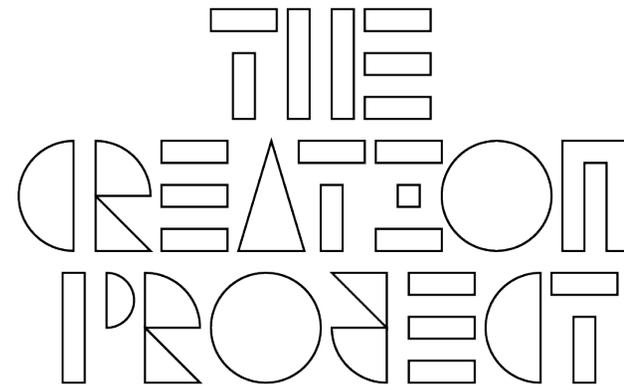
ALTERNATIVE LOGO USAGE

Logo Stack E is the preferred primary logo. However, some applications may call for an alternative, in which case the following logos may be used so long as the same guidelines outlined above are followed.

For example, in print applications where the logo will be fairly small, Stack A or B may be preferable for the sake of legibility.



Logo Stack A



Logo Stack B

CREATION PROJECT COLOR PALETTE

The Creation Project's color palette consists of four primary colors, two secondary colors, and three tertiary colors. These are the official colors that identify the Creation Project.

CMYK is preferred for print materials, RGB for digital use.

SECONDARY COLORS

White

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
#ffffff

Gold

CMYK: 0, 20, 100, 0
RGB: 255, 203, 5
#ffc005

PRIMARY COLORS

Black

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
#000000

Blue

CMYK: 100, 90, 10, 0
RGB: 37, 64, 143
#25408f

Red

CMYK: 0, 90, 100, 10
RGB: 239, 65, 35
#ef4123

Purple

CMYK: 80, 90, 40, 0
RGB: 92, 66, 114
#5c4272

TERTIARY COLORS

Blue

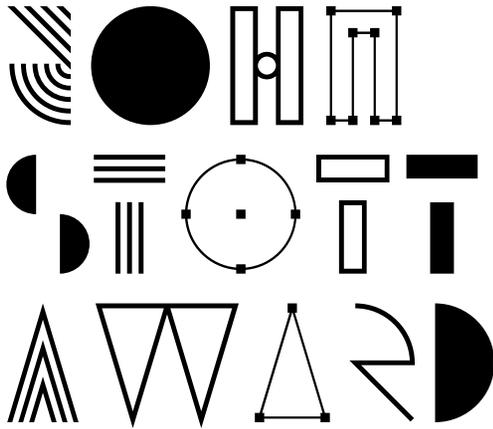
RGB: 0, 0, 255
#0000ff

Red

RGB: 255, 0, 0
#ff0000

Purple

RGB: 150, 0, 255
#9600ff

Headline Typography

Custom Type Setting
 Size 64pt / Leading 56pt
 Headline only

**John
 Stott
 Award**

Clarendon | Roman
 Size 64pt / Leading 56pt
 Headline / Subtitle

**John
 Stott
 Award**

Helvetica Neue | Medium
 Size 64pt / Leading 56pt
 Headline / Subtitle

Headline Style

The Custom Type, Clarendon, or Helvetica Neue can be used for the headline, although the Custom Type or Clarendon is preferred. Clarendon and Helvetica can also be used as subtitles. The leading for the headline should be around 88% of the type size (e.g., size 18pt / leading 16pt; size 24pt / leading 21pt, size 36pt / leading 31.5pt, etc.), and Chicago Manual of Style headline capitalization should be used.

Do not use Condensed, Ultra Light, Thin, and Light Helvetica Neue.

Body Typography

Helvetica Neue
Regular
Size 7pt / Leading 8.5pt

The John Stott Award for Pastoral Engagement is a \$15,000 congregational grant that provides the opportunity for churches to grow in their understanding, teaching, and proclamation of the Christian doctrine of creation. Through this program the recipients of the Stott Award are provided with resources and support to navigate the difficult terrain surrounding the doctrine of creation in a way that is intellectually rigorous, biblically faithful, and scientifically informed.

Helvetica Neue
Regular
Size 9pt / Leading 11pt

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Helvetica Neue
Regular
Size 10pt / Leading 12pt

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Helvetica Neue
Regular
Size 12pt / Leading 14.5pt

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Body Style

The Creation Project materials use 10pt text with 12pt leading as the base typesize. This proportion of type size to leading should be maintained through the other sizes used, with the exception of headlines.

Helvetica Neue should be used for all body text.

Do not use Condensed, Ultra Light, Thin, and Light Helvetica Neue.

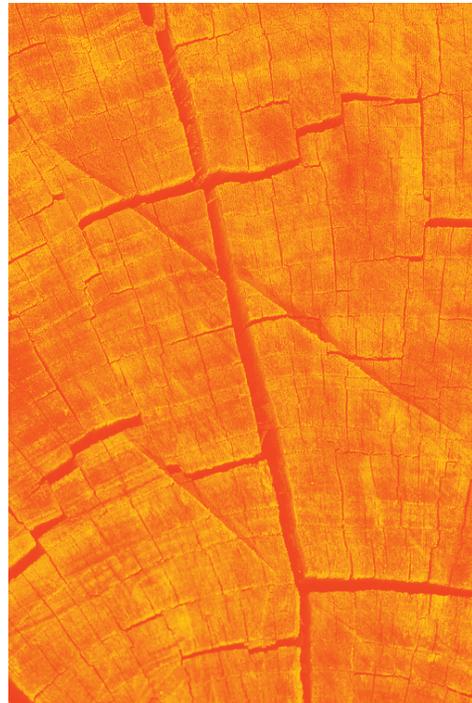
Imagery for Background

Naturalistic photos are preferred for background imagery. Please use duotone or mono color for the image.



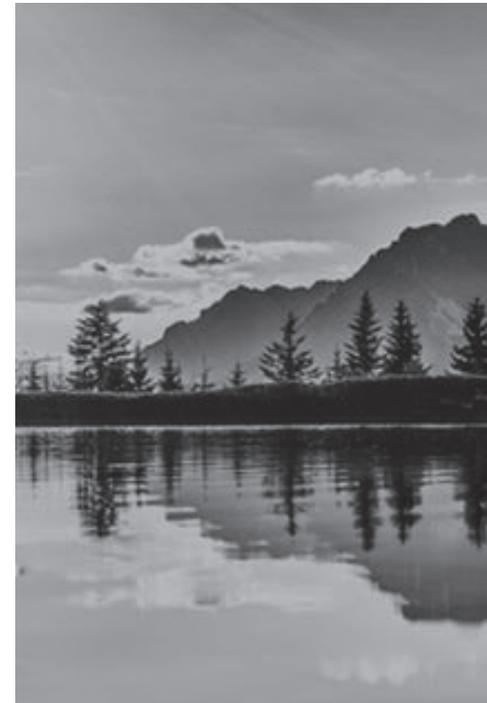
Purple

CMYK: 80, 90, 40, 0
RGB: 92, 66, 114
#5c4272



Red

CMYK: 0, 90, 100, 10
RGB: 239, 65, 35
#ef4123



Gold

CMYK: 0, 20, 100, 0
RGB: 255, 203, 5
#ffc005

Graphic Elements

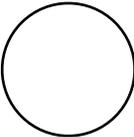
The custom fonts double as graphic elements and can be used for layout and unique patterns.



Use of Multiple Logos

Organizations who partner with the Creation Project are asked to acknowledge the Project's support in online or printed materials by displaying logos of the John Templeton Foundation, the Henry Center, and the Creation Project in accordance with our guidelines.

Our logos are available in white and black. Logos should be proportionate to one another, with the Creation Project logo stack set off to the side of the Henry Center logo.

 **Your Logo Here**

