

# ALIAS

CHURCH X RICHMOND

BRANDING GUIDELINE

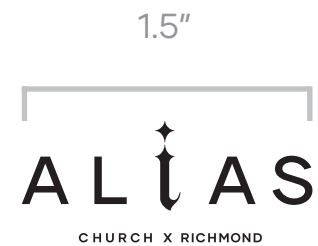
ALIAS

CHURCH X RICHMOND

**OVERVIEW**

The Alias logo is the most important element of the identity system and benefits from being used consistently, deliberately, and thoughtfully. It should be present and visible on all branded applications, products, and communications, both external and internal, across most media.

# LOGO USAGE



## CLEAR SPACE

To preserve the logo's integrity, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention. The minimum clear space for the Alias logo is defined as the height of dot in the "i."

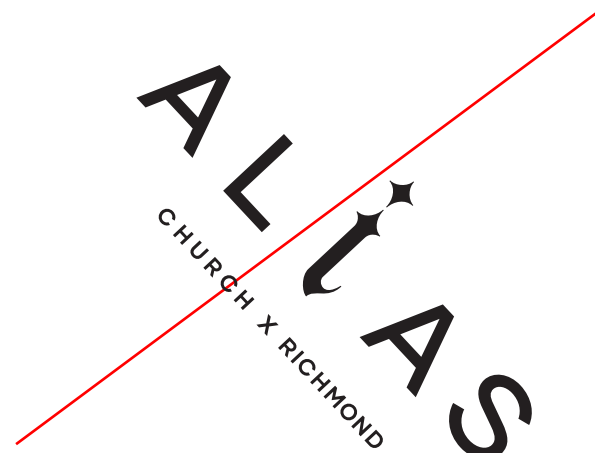
## MINIMUM SIZE

To maintain legibility please ensure the size of the logo never goes below 1.5 inches wide.

# LOGO MISUSE



**DO NOT** STRETCH, SQUISH, WARP, OR DISTORT THE LOGO IN ANY WAY



**DO NOT** ROTATE OR TILT LOGO



**DO NOT** ADD ANY EFFECTS TO THE SEAL INCLUDING; BEVEL, EMBOSS, LIGHTING EFFECTS, DROP SHADOWS, ETC.



**DO NOT** MIRROR THE LOGO



**DO NOT** CHANGE ELEMENT SIZE OR POSITIONING



**DO NOT** CHANGE TYPEFACE AND COLORS IN ANY WAY ASIDE FROM OPTIONS IN THIS DOCUMENT

The logo's form must always be preserved and should not be modified in ways that compromise its visual integrity. The following treatments should never be re-produced.

## NOTE

These examples are intended to be used as a guide and do not cover all possible cases of misuse.

# PRIMARY COLOR PALETTE

## BLACK

C: 0  
M: 0  
Y: 0  
K: 0

R: 0  
G: 0  
B: 0

HEX/HTML:  
000000

For printed materials the PMS (Pantone Matching System) will produce the most accurate and consistent colors. If PMS inks are not available for a given printed piece, CMYK values should be used. for web and digital use, refer to the HEX code given.

## WHITE

HEX/HTML:  
ffffff

## NOTE

The colors on this page are RGB values only and as displayed are not accurate for printed color matching.