



BROAD RUN
BAPTIST CHURCH

LOGO

With a name like "Broad Run" you should have a broad logo. People will subconsciously connect the two making the logo more memorable.

The logo contains two crosses, one that leads towards your entrance and one that makes up the valley where you baptize people in the creek. That cross connects to the foundation of your church. Both crosses have strong theological/Biblical symbolism.

The path that cuts through the hills to your entrance is a sign of welcome and denotes that it doesn't matter whether you come from the hills or the bottoms. The breaking up of the hill also points to our inherent brokenness, redeemed in Christ. Nobody's perfect.

The back hill can also be seen as a rising sun.



It's recommended that you maintain this much spacing around your logo at all times.



COLORS

You have an analogous color scheme; meaning that all the colors fall next to each other on the color wheel with your red in the center. The colors are also cross shaded meaning each color contains elements of the other, making them exceptional a blending. You should be able to put any two colors together and have it work.

Your orange is the only color I would caution putting text in front of, as it likely wont meet accessibility standards for vision impairments.

Try using your raisin color in place of black, and your beige instead of white, where possible, except with body text, where black and white is still recommended.



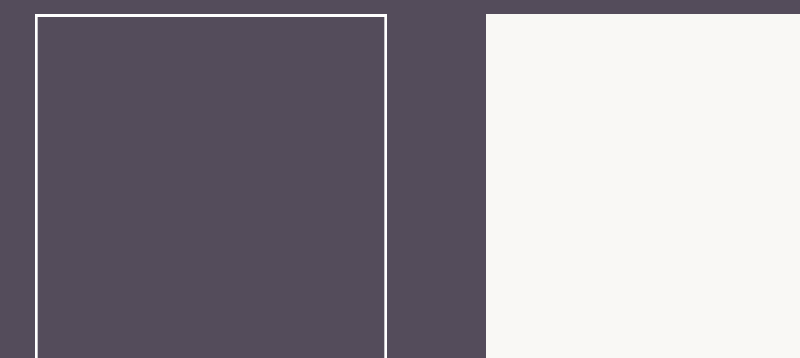
Primary Colors



Accent Colors



Neutral Colors



TYPOGRAPHY

Georgia is a Microsoft font that can be found on most windows devices. It's a modern serif font that is fairly condensed, making it idea for headings. Georgia is not widely available for web use. Gelasio is a free alternative font that is close to Georgia and can be found on google fonts (<https://fonts.google.com/specimen/Gelasio>).

Lato is a google font that can be downloaded and installed for free from Google Fonts (<https://fonts.google.com/specimen/Lato>). It comes in a lot of varieties but it's thin form is very readable and contrasts nicely with Georgia. Resist the urge to bold this text, but do keep it in pure black or white depending on the circumstance.

Georgia

HEADING 1

Heading 2

Heading 3

HEADING 4

Lato

Body

Bold

Italic

Georgia

HEADING 1

Heading 2

HEADING 4

Lato

Body

Bold

Italic



Alternates Graphics

Modern Seal



Church Icon



Horizontal Logo

