

Ridgedale Baptist Church

Usage and Guidelines of Church Logo



Introduction

A logo, or more formally a logotype, is a symbol that represents and identifies a group, organization or community. This symbol is designed to convey the characteristics, purpose and values of the organization using it. The logo should be distinctive, designed to give meaning and be acceptable to the entire group, which it represents.

Ridgedale Baptist Church is a religious community serving the Knoxville area. The success of accomplishing our mission depends, in large part, on effective communication of our activities, services and values to the community.

The design of the logo represents the basic identity of our church. The continual use of our logo on all forms of communication, both internal and external, builds equity in the logo and thereby comes to represent the image of our church. Therefore, it is very important that the use of the logo be consistent and that certain basic usage guidelines be followed.

Usage Policy

1. The logo should not be modified. No additional words or names should be added or used to replace those in the logo.
2. The logo should appear on all printed materials including: stationary, cards, memos, procedure documents, bulletins, worship aids, announcements, offering envelopes, etc. It need not appear on flags or banners where such usage would be economically prohibitive.
3. All Ridgedale Baptist Church ministries are encouraged to use the logo on all communications such as letterhead, newsletters, envelopes, guidelines, policies and procedures, and postcards.
4. The logo is used as an identifier and reminder and, as such, should never be the most prominent feature on any page. The event titles should be more prominent in programs or other event guides.
5. A small logo should be included whenever the church address, phone number and website are printed on a piece of communication material.
6. Electronic versions of the logo may be requested from the Pastoral Assistant or Administrative and Family Pastor.

In summary, Ridgedale Baptist Church logo is a valuable tool in building a positive equity that is recognized throughout the community in which we serve. It is important to remember that this logo belongs to all of the members of our church, the pastors, the workers and the volunteers. Proper and consistent use of this logo will have great benefit to us all.

Example of White Logo on Dark Background

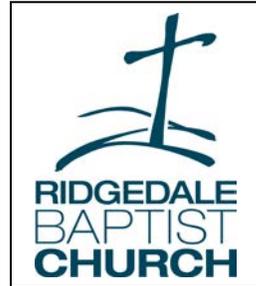


Example of Black Logo on White Background



Ensuring the Logo Is Used Properly

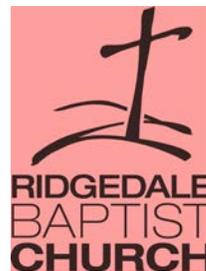
The logo should not have a box placed around it.



The logo should not be set on an angle.



The color of the logo should not be changed.



Words should not be placed on top of the logo.



Words should not be placed under the logo.



Ensure not to distort the photo when using it.



Photos placed over logo are discouraged.



Reproduce of the logo from a poor-quality art or photocopies is not recommended. When using the logo on HTML pages, we prefer that it not be animated without permission.

Usage of Other Logos (with Church Logo)

The church requests approval if the church logo is used in conjunction with another logo, i.e. a logo from another organization (Red Cross, K.A.R.M., etc..). In cases where approval is granted, the logo should always appear at least the same size as the other logo.