



Community  
Bible Experience

## STYLE GUIDE

---

This style guide should be followed by all materials produced for Community Bible Experience, in order to ensure a globally consistent brand. **Updated 1 January 2015.**

Community Bible Experience is a registered trademark of Biblica, Inc.™

## CONTENTS

---

General guidelines	3
Logo	4
Icon	7
Color palette	8
Fonts	9
Other visual elements	13



## GENERAL GUIDELINES

All Community Bible Experience materials should maintain a similar look.

CLEAN  
SIMPLE  
IMAGE-DRIVEN

Design should be uncluttered and professional, but not corporate. Use clean backgrounds and oversize photos to create a sense of simplicity and vibrancy.

## LOGO

### Versions

There are three versions of the Community Bible Experience logo. Use the primary two-color logo (a) whenever possible. The reverse logo (b) may be used against an image or dark background. The grayscale logo (c) is for use in one-color print pieces.



(a) primary logo



(b) reverse logo



(c) grayscale logo

## Logo treatment

The Community Bible Experience logo may not be altered or manipulated in any way. When displayed against an image or color background, make sure there is sufficient contrast to ensure visibility.



*Correct: unaltered logo*



*Incorrect: logo with drop shadow*



*Incorrect: Missing icon*



*Incorrect: grayscale logo on color background*



*Incorrect: grayscale logo on image background*



*Incorrect: insufficient contrast*

### Size requirements

In order to maintain readability and prominence, the Community Bible Experience logo should be displayed no smaller than 2 inches width.



## ICON

The Community Bible Experience logo includes a “book circle” icon, suggestive of a community gathering around the Bible. The icon may be used as a standalone design element.



## COLOR PALETTE

The Community Bible Experience color palette two primary colors and four secondary colors. Secondary colors should be used sparingly—for accent only. Included among the secondary colors for Community Bible Experience is the primary Biblica brand color (PMS 131 C).

### Primary



Pantone  
367 C

#8CC240

C 51  
M 2  
Y 99  
K 0

R 140  
G 194  
B 64



Pantone  
424 C

#6d6e71

C 0  
M 0  
Y 0  
K 70

R 109  
G 110  
B 113

### Secondary • Accent



Pantone  
131 C

#DDA126

C 0  
M 32  
Y 100  
K 9

R 221  
G 161  
B 39



Pantone  
485 C

#ED1F24

C 1  
M 99  
Y 97  
K 0

R 237  
G 31  
B 36



Pantone  
7670 C

#4E4EA0

C 82  
M 80  
Y 1  
K 0

R 78  
G 78  
B 160



Pantone  
310 C

#6BCBE0

C 53  
M 1  
Y 11  
K 0

R 107  
G 203  
B 224

## FONTS

**Myriad Pro** is the primary font and should be used whenever possible.

**Open Sans** may be used for copy online. (This is the standard font for the Biblica website.)

**Optima** and **Calibri** are acceptable alternatives for body copy when a serif font is required.

*Myriad Pro*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Open Sans*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Optima*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Calibri*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Headers

Most page headers should utilize **BOLD, UPPERCASE, 18-POINT TYPE.**

### Font color

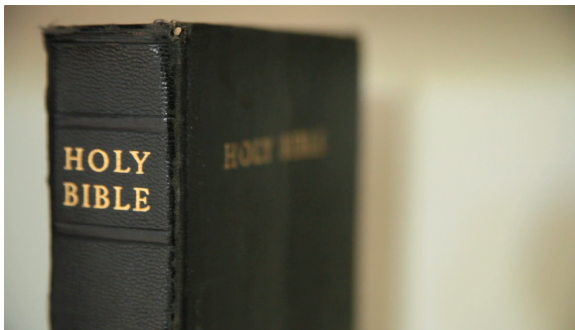
All body copy should use 70% black.

## OTHER VISUAL ELEMENTS

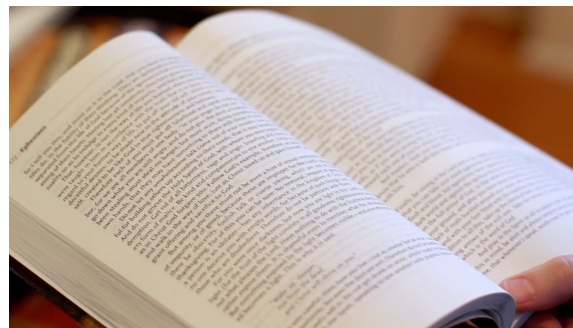
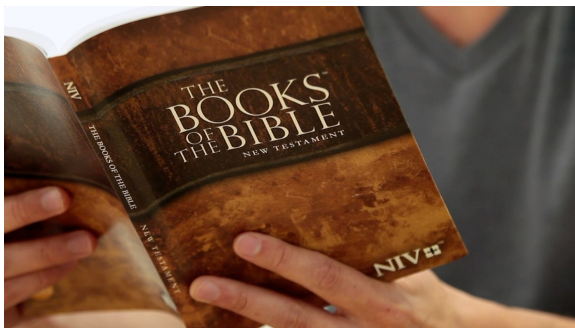
### Photos

General Bible photos, product photos, and participant photos can all be used in communication pieces. Make sure the photos appropriately represent the region for which the materials are intended.

*Sample Bible photos*



*Sample product photos*



## Photos (continued)

*Sample participant photos*

