

FWC SCHOOL OF MUSIC



BRAND GUIDELINES

TEACHING MUSIC SO
YOU CAN FACILITATE
WORSHIP IN A
CHURCH SETTING.

01 **Logotype**

02 **Colors**

03 **Typography**

01 | Logotype

FWC School of Music Logo design and usage

Logo Design



family worship center
School of Music

Main Logo Design Created by combining a musical eighth note and the letter “f”, this logotype shows off the traditional musical teaching provided by the FWC School of Music. The mark was also designed to fit in perfectly with the main brand of Family Worship Center.

Logo Color Usage



family worship center
School of Music



family worship center
School of Music



family worship center
School of Music



family worship center
School of Music

Logo Color Usage The logo should be limited to the following colors: Two Color (Top Left), Primary Color (Top Right), Black (Bottom Left), and White (Bottom Right). The Two Color logo should be used as default whenever possible, the Primary Color should only be used where Two Color is not an option, Black should only be used when color can't be used, and White should only be used on dark backgrounds (Preferably on top of Primary, Secondary, or Black whenever possible)

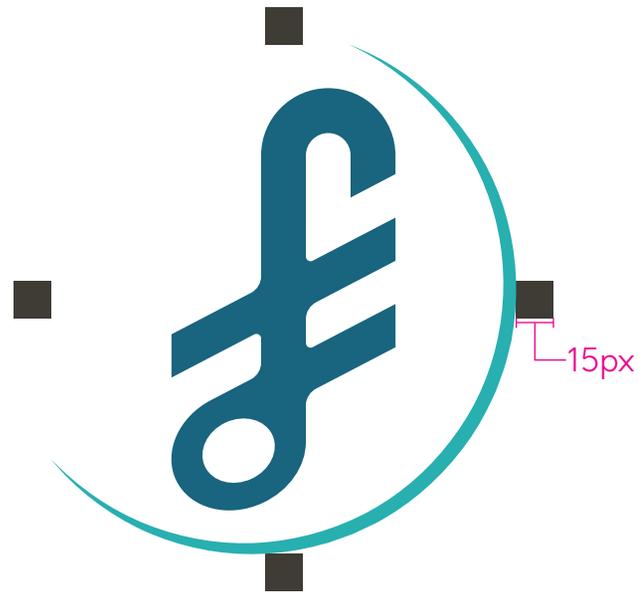
Logo Usage



~~family worship center
School of Music~~

Logo Usage The logo without the text can be used as a standalone mark in the same colors and situations as stated on the previous page when necessary, however the styled text with no mark should not be used in any situation.

Logo Spacing



Logo Spacing The logo mark should have at least 15 pixels or 0.2 inches of space on all sides

02 | Colors

FWC School of Music Custom colors and usage

Primary – Saxophone Blue

RGB – 25, 100, 126

CMYK – 80, 21, 0, 51

Hex # – #19647e

RGB – 94, 146, 164

CMYK – 43, 11, 0, 36

Hex # – #5e92a4

RGB – 140, 177, 190

CMYK – 26, 7, 0, 25

Hex # – #8cb1be

RGB – 209, 224, 229

CMYK – 9, 2, 0, 10

Hex # – #d1e0e5

Secondary – Pearl Green

RGB – 40, 175, 176

CMYK – 77, 1, 0, 31

Hex # – #28afb0

RGB – 104, 199, 200

CMYK – 48, 0, 0, 22

Hex # – #68c7c8

RGB – 25, 100, 126

CMYK – 32, 0, 0, 16

Hex # – #93d7d7

RGB – 212, 239, 239

CMYK – 11, 0, 0, 6

Hex # – #d4efef

Black – Piano Black

RGB – 63, 59, 53

CMYK – 0, 6, 16, 75

Hex # – #3f3b35

RGB – 120, 117, 113

CMYK – 0, 3, 6, 53

Hex # – #787571

RGB – 159, 157, 154

CMYK – 0, 1, 3, 38

Hex # – #9f9d9a

RGB – 217, 216, 215

CMYK – 0, 0, 1, 15

Hex # – #d9d8d7

03 | Typography

FWC School of Music Typography

Kollektif

The quick brown fox
jumps over the lazy dog

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMOPQRSTUVWXYZ
0123456789!@,;:'"

Heading Typeface

Mus moditam eiusprehend aerorum inverspici ium aut
et, id es qui alit rat quameni vendand ellaut ideris ex et
doluptatibus accusam, quo into officatem quiam, int vent
liti quia ditiumendion pa ipiduci utempor emporro berit
perovitempor mos ped qui dolupta doluptatur, veliqua
eprepre prem Tiaepudis nos acculpa cum reresibus et
omnihit, illore, odit int lis delit eumquid ellestrum quat
assimenis plate necest,

Regular

Italic

Bold

Bold Italic

Orkney

The quick brown fox
jumps over the lazy dog

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMOPQRSTUVWXYZ
0123456789!@,;.:'"

Body Typeface

Mus moditam eiusprehend aerorum inverspici ium
aut et, id es qui alit rat quameni vendand ellaut ideris
ex et doluptatibus accusam, quo into officatem quiam,
int vent liti quia ditiumendion pa ipiduci utempor
emporro berit perovitempor mos ped qui dolupta
doluptatur, veliqua eprepre prem Tiaepudis nos acculpa
cum reresitibus et omnihit, illore, odit int lis delit
eumquid ellestrum quat assimenis plate necest,

Light

Regular

Medium

Bold