



## **Brand Guidelines (Resource Version)**

V1.0 / April 2019

# Logo Usage

Please use The Prayer Course logo in the following way.



the  
**prayer**  
course



the  
**prayer**  
course



the  
**prayer**  
course



the  
**prayer**  
course



the  
**prayer**  
course

# Logo Misuse

It is important to make sure that The Prayer Course logo is not altered. This will maintain consistency. Although it may be tempting to amend a logo to make it sit with your design this could seriously dilute the impact of the brand. Please refrain from doing any of the changes shown below. Using the supplied logos and colour palettes will help avoid misuse of the logo.



✗ The logo should not be altered or have any elements added/removed

✗ Don't use legacy logo versions

✗ Don't rotate the logo. It must remain easy to read

✗ Do not stretch or re-size the logo using unequal proportions



✗ Logo colours should not be changed or adjusted

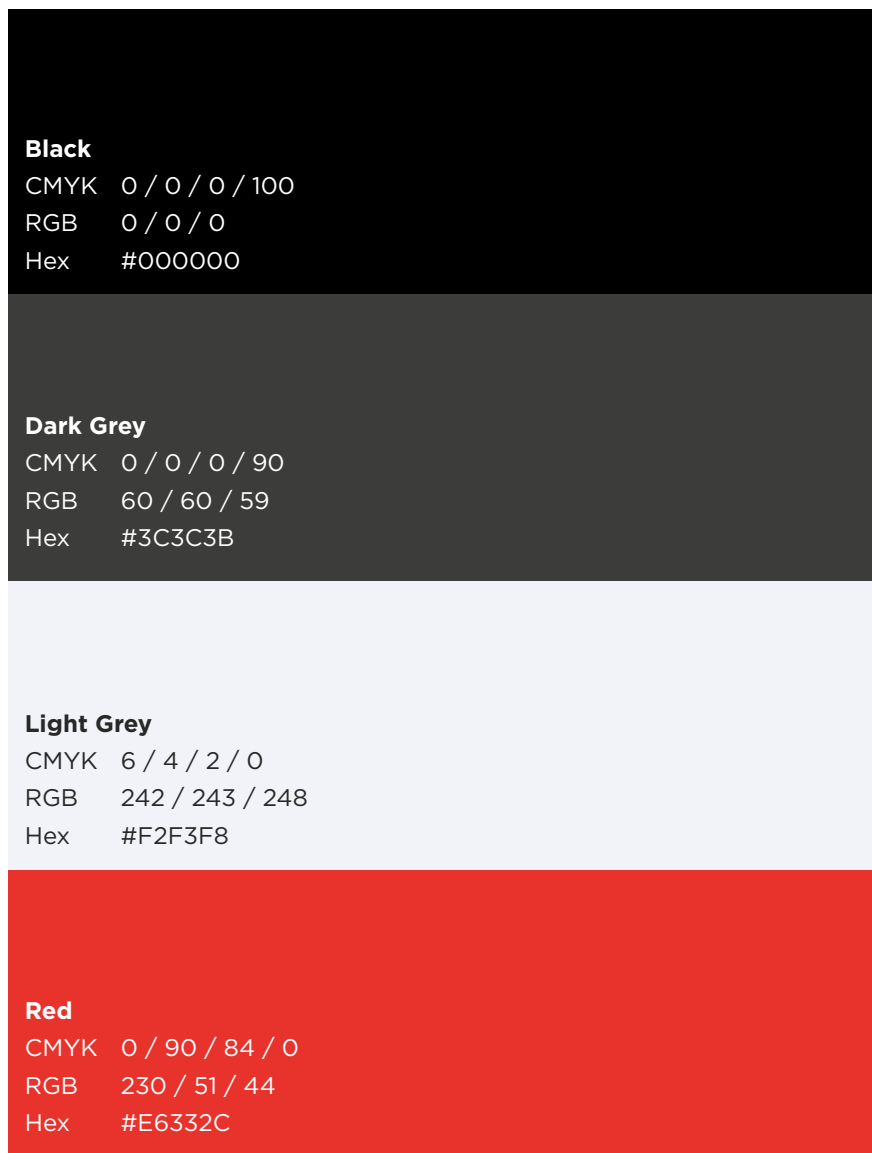
✗ Logos should be placed on the appropriate background colour

✗ If using a background colour, use sufficient spacing around the logo

✗ No effects are to be applied to the logo

# Colours

These are the colour values that should be used.



# Fonts

Gotham is the brand font. Try where possible to use in lower case format.

## Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#£%&

Used for Headings

**Bold**

Used for Sub-headings

**Medium**

Used for Body

**Book**

---

Proxima Nova has been used as a web alternative to Gotham.

## Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#£%&