

THE      
**FOURSQUARE**  
CHURCH

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Design + Brand Style Guide

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## TABLE OF CONTENTS

- 3 INTRODUCTION
- 4 OUR LOGO
- 7 TYPOGRAPHY
- 9 COLOR PALETTE
- 10 PHOTOGRAPHY
- 11 EMAIL SIGNATURES
- 12 STATIONERY
- 13 FOURSQUARE CONNECTION
- 14 QUESTIONS

## THE FOURSQUARE BRAND

The Foursquare logo is a reflection of our fresh, clean and modern design style.

The purpose of these guidelines is to help maintain consistency and professionalism in our communication as an organization—both internally and publicly.

The essential design components of our new brand identity are illustrated in the following brand guidelines. Adhering to these guidelines will ensure the logo is used in a way that is in keeping with a consistent and professional standard.

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## LOGO

### MINIMUM CLEAR ZONE

Please consider clearspace and appearance when determining which presentation is best to incorporate into your graphics.

### MINIMUM SIZE

To ensure its legibility, the minimum print reproduction size of the logo is 0.5 inch.

The logo should never be altered.

You can download approved versions of the logo [here](#).

Please maintain the following margin ratios when placing the logo into a layout.



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### MINIMUM SIZE

The smallest the logo should be is 0.5 inch high.

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## COLOR VARIATIONS

Whenever possible, use the full-color version of the logo (A).

The logo may also be depicted in white (B) or black (C) against neutral backgrounds.

Do not ever use any other color variation of the logo.



## SYMBOLS

The Foursquare Church logo symbols are available in a vertical format as well as a horizontal format, and should be presented in the order illustrated herein. The logo can be used with just these symbols, but when including the words “The Foursquare Church,” the logo found on page 4 should be used.

Please consider clearspace and appearance when determining which presentation is best to incorporate into your graphics.

These symbols should never be altered.

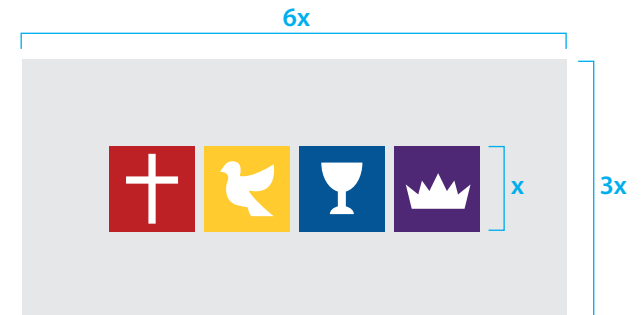
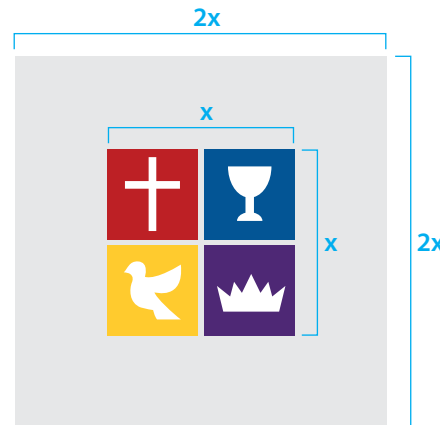


Vertical Logo



Horizontal Logo

Please maintain the following margin ratios when placing the logo into a layout.



# FONT

We use the Gotham font family as the primary typeface for all brand communications. A variety of weights shown at the right will be provide flexibility in your layouts. This is mainly used for body copy.

You can download the Gotham font [here](#).

If you need help installing fonts onto your computer, please contact the [IT service desk](#).

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*GOTHAM LIGHT ITALIC*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*GOTHAM BOOK ITALIC*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*GOTHAM MEDIUM ITALIC*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

**GOTHAM MEDIUM**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

***GOTHAM BOLD ITALIC***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890***

GOTHAM CONDENSED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

GOTHAM CONDENSED BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**GOTHAM CONDENSED MEDIUM**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

**GOTHAM CONDENSED BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

# FONT

Adobe Garamond is a serif typeface that is also used for headlines and callouts, and often used as a display font.

You can download the Adobe Garamond font [here](#).

If you need help installing fonts onto your computer, please contact the [IT service desk](#).

ADOBE GARMOND REGULAR  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

ADOBE GARMOND SEMIBOLD  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

ADOBE GARMOND BOLD  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

*ADOBE GARMOND ITALIC*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

*ADOBE GARMOND SEMIBOLD ITALIC*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

*ADOBE GARMOND BOLD ITALIC*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*



## COLORS

There are four primary colors used symbolically by The Foursquare Church.

Red represents the precious shed blood of Jesus, our Savior. Yellow represents the fire of the Holy Spirit, which is “the color of amber with the appearance of fire”(Ezek. 1:27, NKJV). Blue represents Jesus Christ, the Great Physician and Divine Healer who came from heaven, spoke of heaven and ascended into heaven. Purple represents the royalty of our Lord, the Soon-Coming King.

These colors should never be altered.



### RED

CMYK: 17, 100, 100, 9  
Solid Coated: 1795 C  
HEX Code: bd1f25



### YELLOW

CMYK: 0, 20, 91, 0  
Solid Coated: 123 C  
HEX Code: ffc22e



### BLUE

CMYK: 98, 73, 13, 2  
Solid Coated: 2945 C  
HEX Code: 025494



### PURPLE

CMYK: 84, 100, 15, 12  
Solid Coated: 2607 C  
HEX Code: 4d2775

## APPROVED PHOTO STYLE

Our approach to photography is fresh and light. Photos should be well-exposed in natural light, aiming for bright and modern aesthetics.



## AVOID

Photos should not seem overly posed with people being used as props. Avoid dated photos.



## EMAIL SIGNATURE FORMAT

The Foursquare Church logo can be incorporated into your email signature. The logo should be below your contact information.

You can download the instructions for creating your signature [here](#). You can find the Word document template to create your unique signature [here](#).

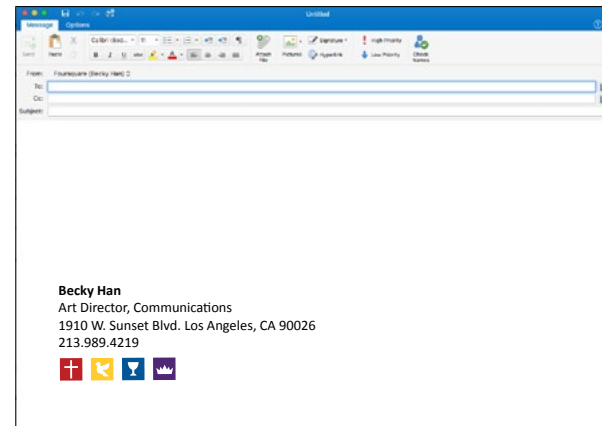
### Becky Han

Art Director, Foursquare Communications  
1910 W. Sunset Blvd. Los Angeles, CA 90026  
213.989.4219



### Your Full Name

Title, Department  
[The Foursquare Church - OPTIONAL]  
Address  
Phone Number



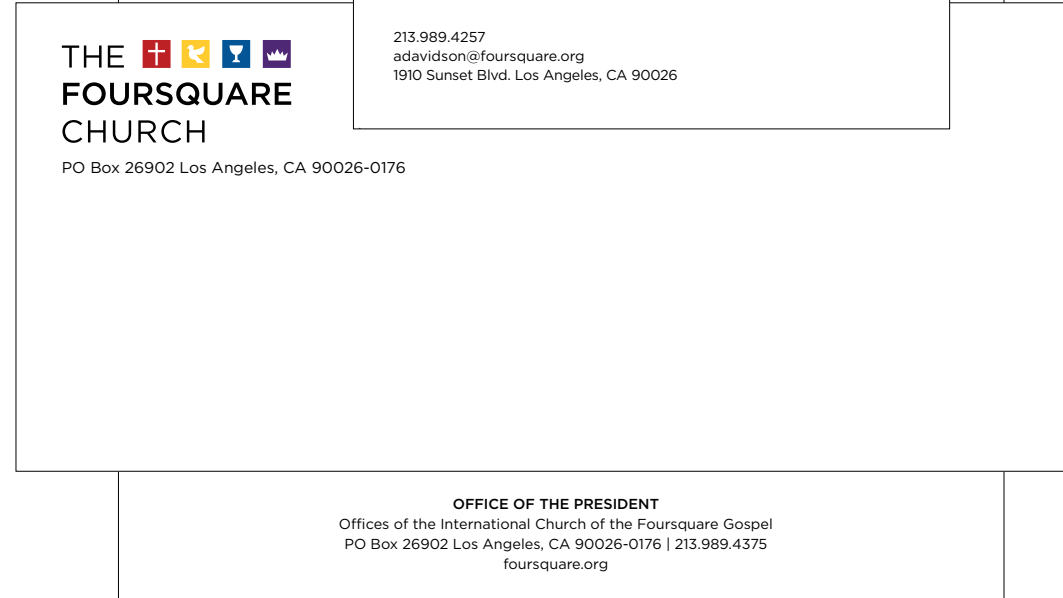
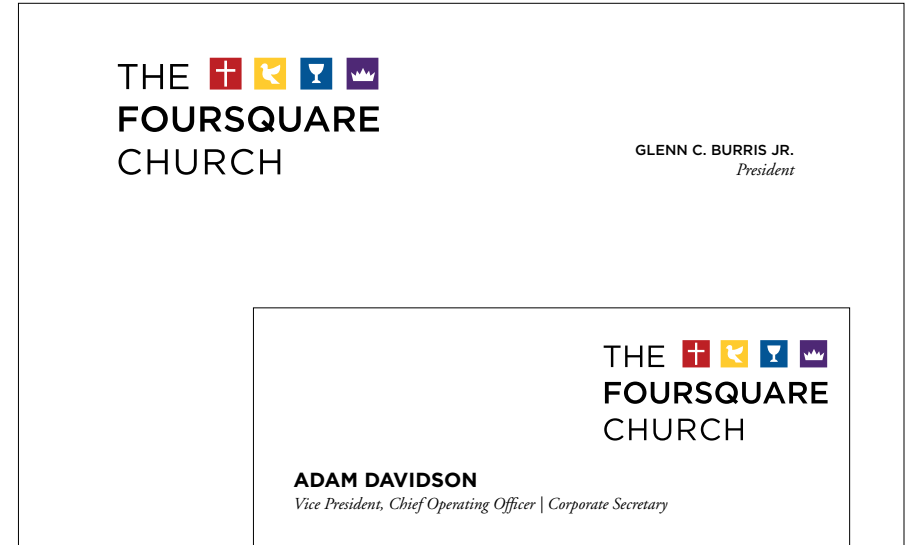
# FOURSQUARE STATIONERY

The Foursquare Church has a new stationery system of business cards, envelopes and letterhead. All stationery can be requested through [Michael Roy](#) at the central office.

If you need to order new business cards, contact your manager for approval and make your request to [Michael Roy](#).

To use letterhead templates:

1. Begin the body of your letter where the cursor is in the document. Please use [Gotham Light](#) as your font in size 10. For text size, please do not go lower than size 9 or bigger than size 11.
2. If you need to edit your name/title and footer information, please double click in the header or footer area to do so.
3. Please DO NOT move the logo.



## FOURSQUARE STATIONERY

2. If you need to edit your name/title and footer information, please double click in the header or footer area to do so.

3. Please DO NOT move the logo.

Download the template you need:

[FSQ Letterhead 2017](#): This template is to be used for printing on blank paper.

[FSQ Letterhead 2017 NoLogo](#): This template is to be used for printing on official letterhead provided through the central office.

Feel free to delete the name/title if you don't want to include that on your letter.



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GLENN C. BURRIS JR.  
*President*

**OFFICE OF THE PRESIDENT**  
Offices of the International Church of the Foursquare Gospel  
PO Box 26902 Los Angeles, CA 90026-0176 | 213.989.4375  
foursquare.org

## FOURSQUARE CONNECTION LOGO

The Foursquare Church holds an annual convention every year called Foursquare Connection. The official logo for the event is to the right and should be used for all convention related materials.

The logo may be depicted in white or in black on top of a solid color.

You can download the Foursquare Connection logo [here](#).

### AVOID

The Foursquare Connection logo should never be altered or used in lieu of The Foursquare Church logo.

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# FOURSQUARE CONNECTION



## QUESTIONS?

Foursquare Communications Art Director Becky Han is available and happy to field your questions or concerns. Simply write to her or give her a ring at our central office.

Becky Han

[bhan@foursquare.org](mailto:bhan@foursquare.org)

213.989.4219