

LOGO GUIDELINES

BUILDING A CONSISTENT CAMPUS-WIDE UNIFIED IDENTITY

Our logo identity is our most valuable asset in visual communications. It embodies the growth, openness, personality and forward momentum intrinsic to who we are, likely serving as the first impression of Oak Hills Church with any audience in person, or online at oakhillschurch.com. The consistent application of our identity is crucial to supporting the message we carry. Our brand is a tool and, when used correctly and consistently, ensures that every touch point reinforces the signature of Oak Hills Church while communicating excellence.

When used properly, these graphic elements support a carefully designed campus-wide unified identity. They allow us to speak with one voice in the city of San Antonio and beyond. These standards provide the building blocks for supporting OHC's logo identity strategy.

Every employee, intern and volunteer plays a part in ensuring that visuals (produced in-house or with an outside vendor under their supervision) hold fast to these standards.

NEED HELP?

The Creative Arts Team will provide strategic assistance on any logo applications. The complete OHC logo identity guidelines are available on the P drive at:

P:Logos/OHC Logo Guidelines

We're here to help. If you have questions, contact one of our Creative Arts Team members:

NATHAN ELLIS

Visual Arts Coordinator

Phone: 210.698.4647

Email: nathane@oakhillschurch.com

DEBBIE SWISHER

Creative Arts Coordinator

Phone: 210.698.4643

Email: debbies@oakhillschurch.com

AYESHA SCHROEDER

Creative Arts Liaison

Phone: 210.698.4699

Email: ayeshas@oakhillschurch.com

CENTRAL SUPPORT LOGO

P.2

CORRECT USAGE:

LOGO FILES ACCESSIBLE ON P:LOGOS

The “vertical” design is used where space limitations inhibit the horizontal version from being displayed appropriately. This version may also be used where it visually compliments the design. Some examples where this design is utilized effectively include letterhead, envelopes and Facebook.

The “horizontal” design is the primary logo used on most print publications across all campuses. This logo should be used as a header graphic on all official OHC documents, guidelines, and handouts unless space constraints require otherwise. Pamphlets or handouts that are specific to a ministry or event may also use this logo on the back of their design, toward the bottom of the document.

Vertical Logo

File Path:
P:Logos/Central Support

File Name:
OHC_vert-LOGO.png
OHC_reverse vert-LOGO.png



OAK
HILLS
CHURCH

Light Background



OAK
HILLS
CHURCH

Dark Background

Horizontal Logo

File Path:
P:Logos/Central Support

File Name:
OHC_horiz-LOGO.png
OHC_reverse horiz-LOGO.png



OAKHILLS
C H U R C H

Light Background



OAKHILLS
C H U R C H

Dark Background

CAMPUS LOGOS

CORRECT USAGE:

LOGO FILES ACCESSIBLE ON P:LOGOS

The “horizontal with campus” design should be combined with the campus location when information is provided that is specific to a campus location. This design may be incorporated in a variety of ways that adds a compelling visual appeal to online, or printed material to be produced.

Light Background

OAKHILLS
C H U R C H
CROWN RIDGE

OAKHILLS
C H U R C H
FREDERICKSBURG

OAKHILLS
C H U R C H
JOURNEY FELLOWSHIP

OAKHILLS
C H U R C H
NORTH CENTRAL

OAKHILLS
C H U R C H
WESTSIDE FELLOWSHIP

Dark Background

OAKHILLS
C H U R C H
CROWN RIDGE

OAKHILLS
C H U R C H
FREDERICKSBURG

OAKHILLS
C H U R C H
JOURNEY FELLOWSHIP

OAKHILLS
C H U R C H
NORTH CENTRAL

OAKHILLS
C H U R C H
WESTSIDE FELLOWSHIP

LOGO CLEAR SPACE

P.4

& MINIMUM SIZE REQUIREMENTS

LIMITS & PADDING

The logo should always have ample breathing room. Maintain a generous “safe” area equal to the height and width of the “O” in “OAK” on the top, sides and bottom of the logo. This frames the logo with visually equal padding. Note the clearly defined spacing limits in the example.

Please do not add a line around the logo or stretch the logo in any one direction.

Worship services are at 7 a.m. and 11 a.m. on Sundays in Suite 410 of the Parkway Plaza Office Park. You will enjoy live worship music, a video of the weekend message, and the opportunity to be in community with those launching the North Central Mission.



VENDOR ARTWORK

If you are sending artwork to a vendor, please consult with them for their preferred file format(s) prior to production. Additional file formats for the Oak Hills Church logo are available from the Creative Arts Team.

LOGO SIZE

The minimum application size for print applications of the logo is 1.5 inches in width. Smaller uses of the logo will detract from the overall visual impact and cohesive identity.



OUR LOGO TYPEFACE

P.5

& EMAIL SIGNATURE

LOGO TYPEFACE

Our logo typeface is “Century Gothic Bold,” and “Century Gothic Regular.”



OAKHILLS
C H U R C H
FREDERICKSBURG

FONT:
Century Gothic Bold

FONT:
Century Gothic Regular

TITLE & BODY COPY

Certain fonts compliment the logo more than others. We recommend (1) “Helvetica Regular” or (2) “Arial Regular” for use as body copy and (3) “Century Gothic Bold” (all caps) for heads and (4) “Century Gothic Regular” (all caps) for sub-heads (as consistent with this document). For all ministry-produced visuals, consider these “the Oak Hills fonts” and use them as your default fonts. These fonts are on any PC with Microsoft Word installed and standard on any Apple computer. Contact the IT team if you do not have these fonts.

BODY COPY FONTS:

- (1) Helvetica Regular
- (2) Arial Regular

HEADING FONTS:

- (3) **CENTURY GOTHIC BOLD**
- (4) **CENTURY GOTHIC REGULAR**

EMAIL SIGNATURE

All OHC email signatures are auto generated by the server. Additional signature lines are not permitted. Please do not adjust email backgrounds/stationary.



Nathan Ellis
Visual Arts Coordinator
210-698-4647 :: Office
210-624-1270 :: Mobile
210-698-1323 :: Fax
www.oakhillschurch.com

EXPLANATION AND USE

THE "CIRCLE" LOGO*

The purpose of the circular icon is to provide an easily identifiable visual cue on the web that is able to denote Oak Hills Church even when the words are not present (i.e. social networking sites). One example of the stand-alone design being used effectively is the URL image in the left hand corner of the web browser address.

** Note: For Creative Arts web site use only.*

