BIBLEQUIZZING

UPCI YOUTH MINISTRIES

BRANDING GUIDE | VERSION 1.2

CONTENTS

DESIGN PHILOSOPHY

THE CORE SHAPE:

The design of the new brandmark has a two-fold meaning. The open book represents the *written* Word of God that is studied and memorized. The speech bubble represents the *spoken* Word of God, quoted during personal study time, further explained by parents and pastors and coaches, and exchanged in the questions and answers between quizmaster and quizzer. This representation is not unlike the dynamic interplay between the *logos* and the *rhema* with which the Lord communicates to us all.

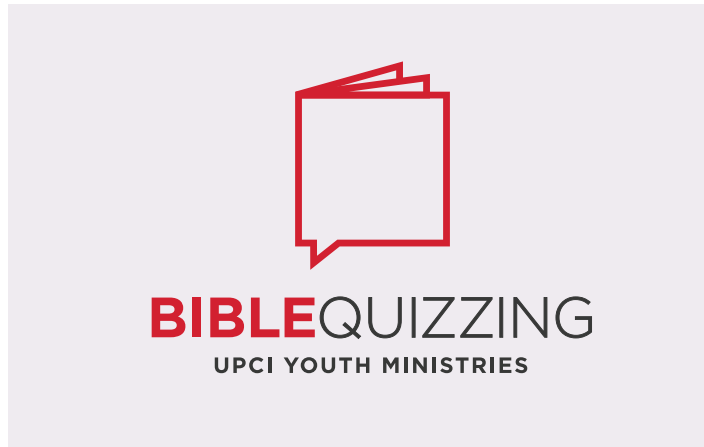**CONTINUITY WITH YOUTH MINISTRIES:**

The new brandmark was designed as a visual extension of the recently updated (2017) UPCI Youth Ministries brand. The colors, fonts, and core shape represent a cohesive style, confirming that the Youth Ministries and Bible Quizzing brands are part of the same family.
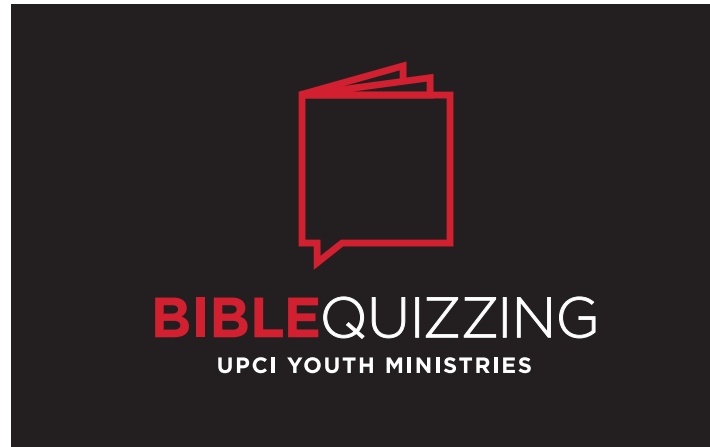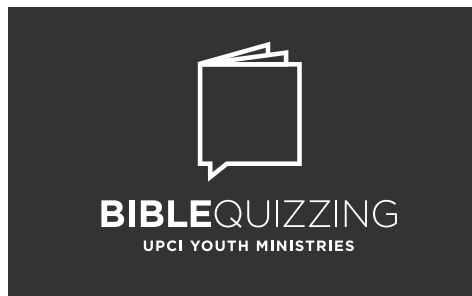
LOGO

PRIMARY

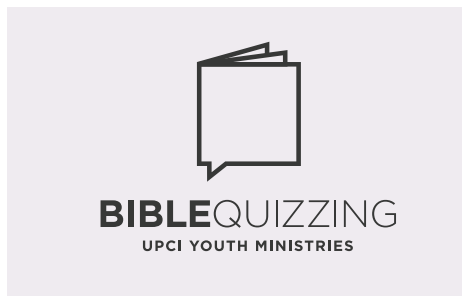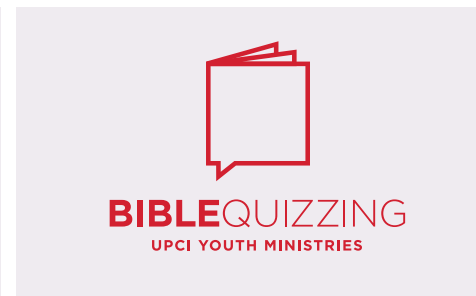PRIMARY, INVERSE

BIBLEQUIZZING
UPCI YOUTH MINISTRIES

BIBLEQUIZZING
UPCI YOUTH MINISTRIES

PRIMARY, WHITE

PRIMARY, GREY

PRIMARY, RED

BIBLEQUIZZING
UPCI YOUTH MINISTRIES

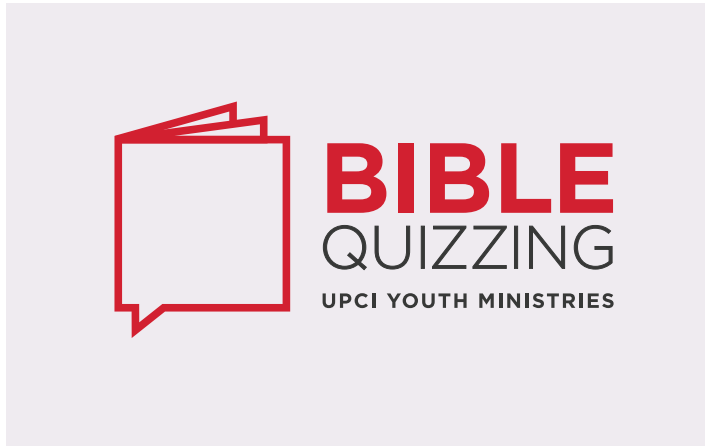**BIBLE**QUIZZING
UPCI YOUTH MINISTRIES

BIBLEQUIZZING
UPCI YOUTH MINISTRIES

ALTERNATIVE LAYOUTS

Pg.5

HORIZONTAL

HORIZONTAL, INVERSE

BIBLE QUIZZING
UPCI YOUTH MINISTRIES

BIBLE QUIZZING
UPCI YOUTH MINISTRIES
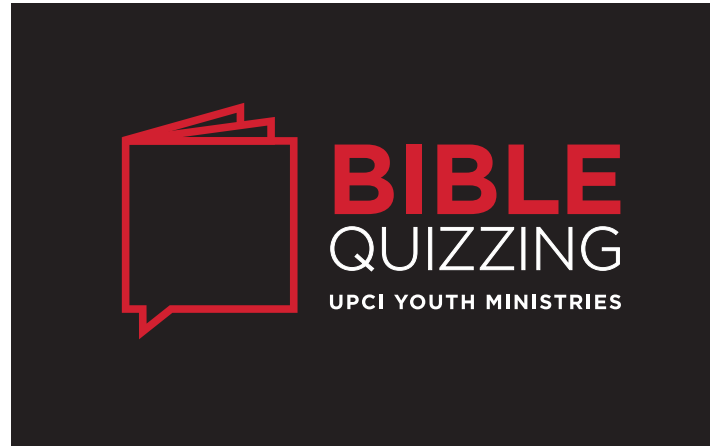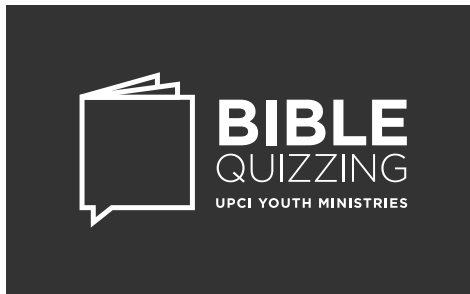
HORIZONTAL, WHITE

HORIZONTAL, GREY
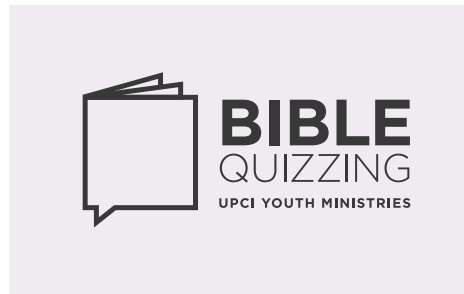
HORIZONTAL, RED
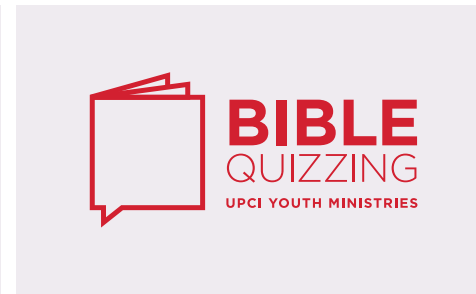
BIBLE QUIZZING
UPCI YOUTH MINISTRIES

BIBLE QUIZZING
UPCI YOUTH MINISTRIES

BIBLE QUIZZING
UPCI YOUTH MINISTRIES

ALTERNATIVE LAYOUTS

CONDENSED

BIBLEQUIZZING
UPCI YOUTH MINISTRIES

CONDENSED, INVERSE

BIBLEQUIZZING
UPCI YOUTH MINISTRIES

CONDENSED, WHITE

BIBLEQUIZZING
UPCI YOUTH MINISTRIES

CONDENSED, GREY

BIBLEQUIZZING
UPCI YOUTH MINISTRIES

CONDENSED, RED

BIBLEQUIZZING
UPCI YOUTH MINISTRIES
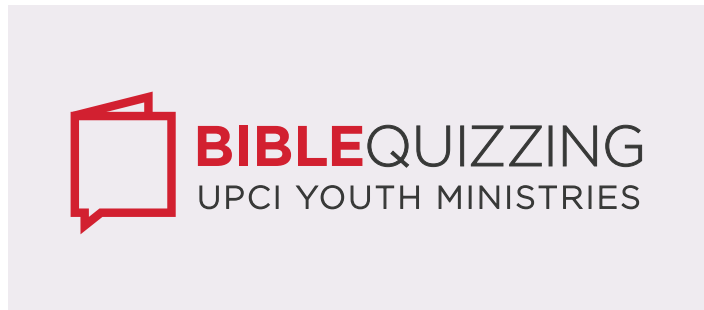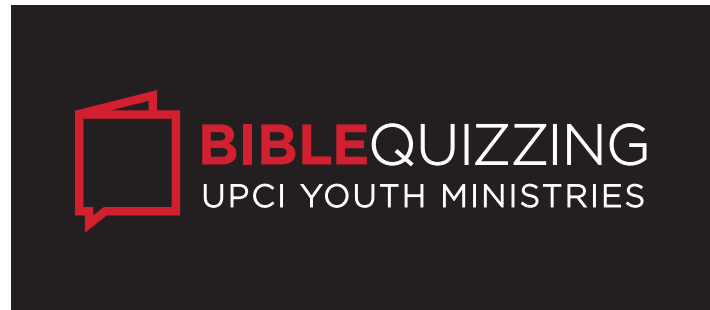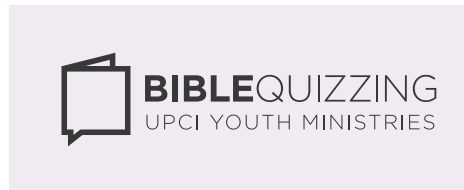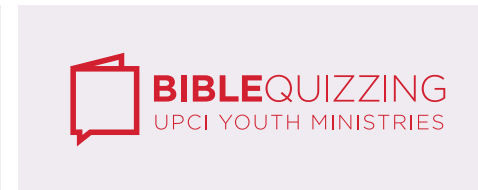
ALTERNATIVE LAYOUTS

Pg.7

SQUARE

SQUARE, INVERSE

BIBLE
QUIZZING
UPCI YOUTH MINISTRIES

BIBLE
QUIZZING
UPCI YOUTH MINISTRIES
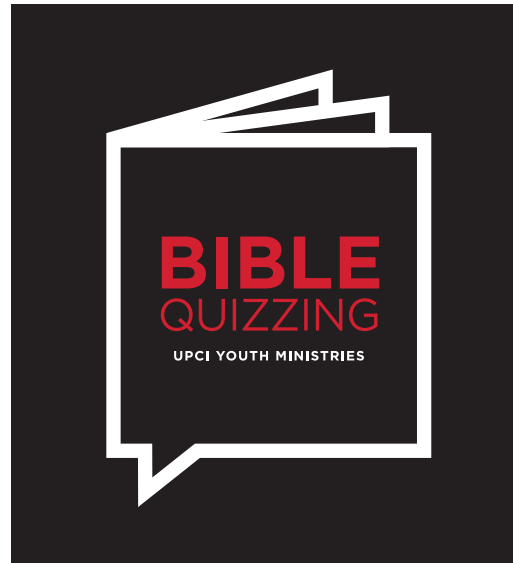
SQUARE, WHITE

SQUARE, GREY

SQUARE, RED

BIBLE
QUIZZING
UPCI YOUTH MINISTRIES

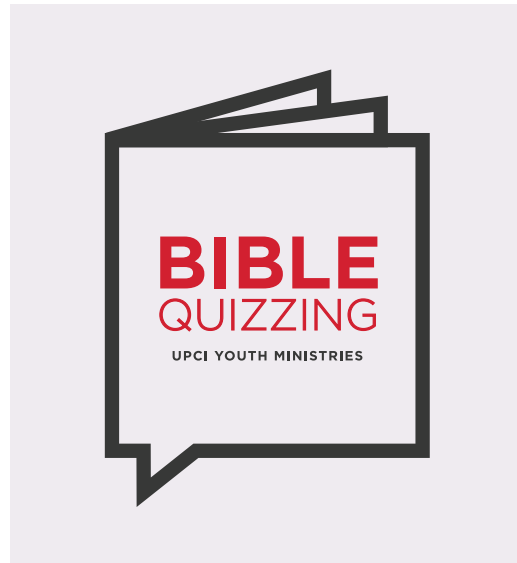**BIBLE**
QUIZZING
UPCI YOUTH MINISTRIES

BIBLE
QUIZZING
UPCI YOUTH MINISTRIES
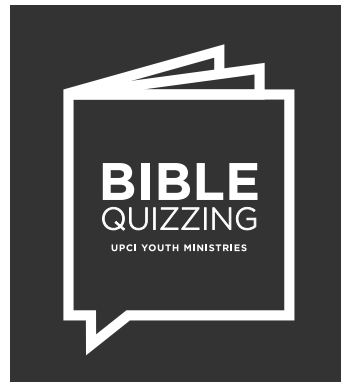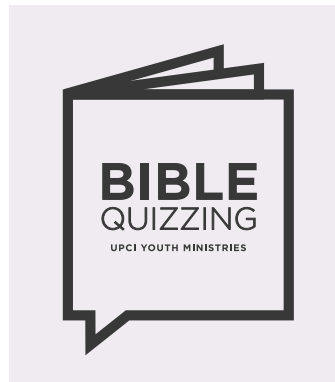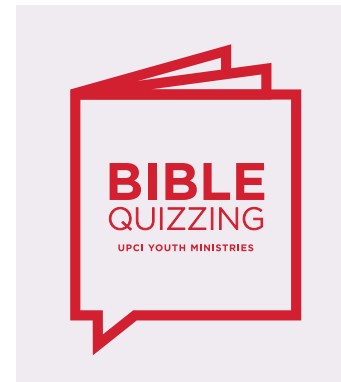
ALTERNATIVE LAYOUTS

Pg.8

COMPACT

COMPACT, INVERSE

COMPACT, WHITE

COMPACT, GREY

COMPACT, RED

FAVICONS

COLOR

Pg.9

Core Color Pallet

HEX: cc3333
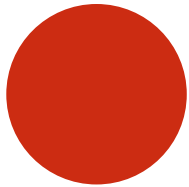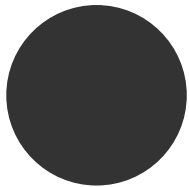RGB: R=204   G=44   B=18
CMYK: C=14%   M=94%   Y=88%   K=4%
Pantone: 485 C

HEX: 333333
RGB: R=51   G=51   B=51
CMYK: C=69%   M=63%   Y=62%   K=58%
Pantone: Black 7 C

HEX: FFFFFF
RGB: R=255   G=255   B=255
CMYK: C=0%   M= 0%   Y= 0%   K= 0%
Pantone: White

LOGO USAGE
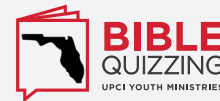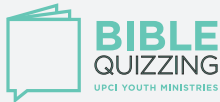
Appearance

You must not alter the appearance of any Bible Quizzing logo or wordmark or obscure any Bible Quizzing logo or wordmark in any way. Changing the color, font, orientation, placement, or proportions of any Bible Quizzing logo or wordmark is prohibited.

Minimum Clear Space
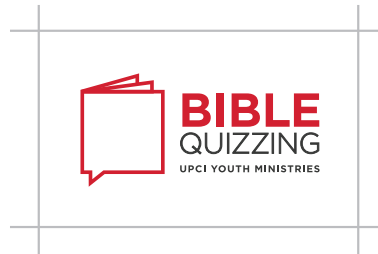
If you are using a Bible Quizzing logo, there must exist ample white space between each side of the logo and other graphic or textual elements, which shall be a minimum of 15 pixels on a web page and 0.2" on printed materials.

LOGO USAGE

Primary Logo

This will be the primary logo representing Bible Quizzing on digital and print mediums. Only in the event that the primary logo cannot be used due to format, space, or product application should an alternative logo found below be used. The minimum logo size is 90 pixels high.

Alternative Logo Layouts

Horizontal
When space or format does not allow for the Primary Logo to be used, the Horizontal Logo may be used. The minimum logo size is 60 pixels high.
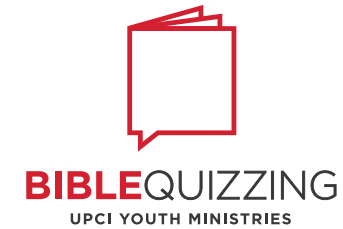
Horizontal Condensed
The Horizontal Condensed Logo is to be used only on small scale printing projects such as pens. This logo must not be used larger than 20 pixels high.
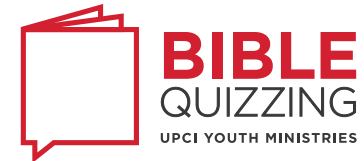
Square
The Square Logo is designed to compliment the Youth Ministries Logo and is an acceptable variation of the Primary Logo, especially on promo gear like t-shirts. To keep the subtext readable, the minimum logo size is 175 pixels high.

Square Compact
When space or format does not allow for the Square Logo to be used, the Square Compact may be used. The minimum logo size is 50 pixels high.

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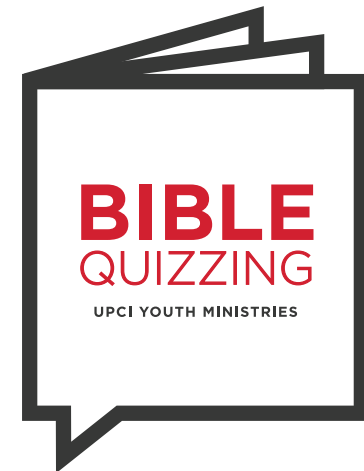
PRIMARY
MIN. SIZE 90 px

BIBLE QUIZZING
UPCI YOUTH MINISTRIES

HORIZONTAL
MIN. SIZE 60 px

BIBLEQUIZZING
UPCI YOUTH MINISTRIES

CONDENSED
MAX. SIZE 20 px

BIBLE QUIZZING
UPCI YOUTH MINISTRIES

SQUARE
MIN. SIZE 175 px

BQ

COMPACT
MIN. SIZE 50 px

TYPOGRAPHY

Gotham Bold
Branding font

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q
r s t u v w x y z

1 2 3 4 5 6 7 8 9 0
! @ $ % ^ & * , . ?

Gotham Light
Complementary font

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q
r s t u v w x y z

1 2 3 4 5 6 7 8 9 0
! @ $ % ^ & * , . ?

CO-BRANDING WITH YOUTH MINISTRIES

Bible Quizzing and UPCI Youth Ministries

For instances requiring both the Youth Ministries and Bible Quizzing brands side by side, the co-branding logo may be used.

NOTE: *When co-branded with the Youth Ministries emblem, true black must be used for the Bible Quizzing emblem and wordmark rather than Black 7 C.*

To keep the subtext readable, the minimum logo size is 80 pixels high.

Emblems

When space or format does not allow for the Full Logo to be used, the emblems may be used. The minimum logo size is 45 pixels high.

YM & BQ FULL LOGO
MIN. SIZE 80 px

YM & BQ EMBLEMS
MIN. SIZE 45 px