

# Crossroads

Church of God of Prophecy  
**BRAND GUIDELINES 2020**

## COPY VARIATIONS

**Header - Gotham Bold 20pt**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^  
& \* ( ) - \_ = + { } [ ] | \ / ? > < . , : ; “ ‘**

**Subtitle - Gotham Light 15pt**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx  
Yy Zz 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) - \_ = + { } [ ] | \ / ? > < . , : ; “ ‘**

**Body - Gotham Book 12pt**

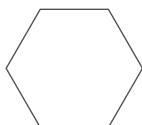
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8  
9 0 ! @ # \$ % ^ & \* ( ) - \_ = + { } [ ] | \ / ? > < . , : ; “ ‘**

## COLOR SCHEME



**Black**

HEX: 231f20  
R: 35 G: 31 B: 32  
C: 0 M: 0 Y: 0 K: 100



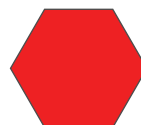
**White**

HEX: ffffffff  
R: 255 G: 255 B: 255  
C: 0 M: 0 Y: 0 K: 0



**Grey**

HEX: 4e4d4e  
R: 78 G: 77 B: 78  
C: 65 M: 58 Y: 58 K: 37



**Red #1**

HEX: ed2224  
R: 237 G: 34 B: 36  
C: 0 M: 99 Y: 100 K: 0



**Red #2**

HEX: dd1f26  
R: 221 G: 31 B: 38  
C: 6 M: 100 Y: 99 K: 1



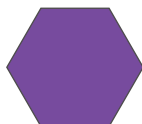
**Red #3**

HEX: bc273e  
R: 188 G: 39 B: 62  
C: 19 M: 98 Y: 76 K: 8



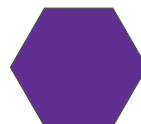
**Purple #1**

HEX: 774878  
R: 119 G: 72 B: 120  
C: 60 M: 82 Y: 27 K: 9



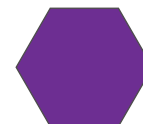
**Purple #2**

HEX: 774c9d  
R: 119 G: 76 B: 157  
C: 64 M: 83 Y: 1 K: 0



**Purple #3**

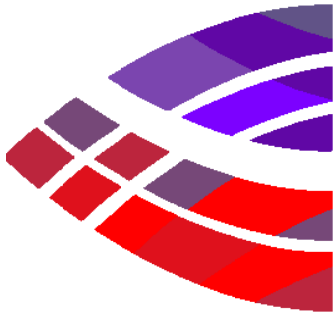
HEX: 622e91  
R: 98 G: 46 B: 145  
C: 77 M: 99 Y: 0 K: 0



**Purple #4**

HEX: 702e91  
R: 112 G: 46 B: 145  
C: 69 M: 99 Y: 0 K: 0

**LOGO VARIATIONS**



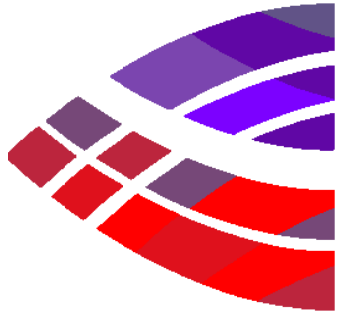
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