



Miracle Hill[®]
MINISTRIES

External Brand & Style Guide

To maximize the Miracle Hill brand, the logo may only be used with the strictist guidelines below.

The logo cannot be used by any outside entity for business, personal or charitable purposes without explicit permission from Miracle Hill's brand manager.

Miracle Hill Logo

SPECIFICATIONS:

Miracle Hill logo usage is restricted to the following guidelines.

The logo may only be used in the two formats on this page. The logo may only be used in PMS 2935c with letters in solid black, or solid white. It may be used in a reverse format. The logo and letters may also be a solid black or solid white for use in one color print processes.

The logo cannot be changed or manipulated in any form.

Background colors are acceptable, provided they are a standard Miracle Hill branding color and enhance the logo's visibility.



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On occasion, a special logo may be created for events deemed to be ongoing from year to year. These logos are restricted to the following guidelines.

The logo must include PMS 2935c, Miracle Hill's main brand color. Letters may be solid white or solid black. Myriad Pro must be used as a main font.

These logos must incorporate Miracle Hill's brand logo (above right) and must include the ministry name.

The Miracle Hill logo (above) cannot be changed or manipulated in any form.



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Branding Colors

Miracle Hill recognizes the importance of consistent identity for its brand. The following have been assigned as Miracle Hill's branding colors and are the only colors allowed to be used in print collateral, web content, and on promotional items. These colors may be used in conjunction with each other and with solid black or white. Other colors are not permitted unless specifically authorized for a special project by the Development Office.

SPECIFICATIONS:



Pantone 2935c
CMYK 100 68.09 3.57 .016
Web #0066cc



Pantone 375c
CMYK 46.27 0 100 0
Web #99cc00



Pantone 1585c
CMYK 0 71.64 98.34 0
Web #ff6600



Pantone 297c
CMYK 51.61 4.71 2.58 0
Web #66ccff



Pantone 109c
CMYK .3 16.29 100 0
Web #ffcc00



Pantone 427c
CMYK 17.02 12.2 12.68 0
Web #cccccc



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Thank you for your interest in Miracle Hill Ministries and the homeless children and adults that are served in our shelters.

For permission to use our logo or if you have questions about these guidelines, please contact

Susan Pottberg • Director of Marketing
864.631.0130 or spottberg@MiracleHill.org

If you have questions concerning communications or public relations, please contact

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