



- Reproduction Notes

To maintain the quality of image portrayed by ' Gillingham Community Church ' as an entity please follow the guidelines set out below.

Always use original artwork from the supplied film / bromide or computer files and scale the logo proportionally i.e. maintaining the width to height ratio

Logo Sizes

The logo has been designed to scale up and down within wide tolerances. There is no maximum size provided that the following are applied:

- If the reproduced size is to be larger than the standard A4 film logo then one of the scaleable computer file formats must be used for origination. **(Either .ai or .eps format NOT .tiff or .bmp.)**
- once scaled, the logo should be checked against a suitable reference to ensure that there has been no degradation

The **minimum size** that the standard logo should be scaled to is **40mm** wide. Beyond this there is a loss of quality and clarity.

For very small applications, such as pens, a micro version can be supplied on the computer disk. This uses different artwork and type weights to aid clarity and to try to avoid bleeding issues that can occur at such sizes.

The **micro version** should not normally be scaled but the colour version can be enlarged to a width of 35mm satisfactorily. Reduction below its standard size of 25mm is not recommended and may produce unpredictable results. It should be noted that the B&W and colour versions are deliberately different. Ensure that the relevant type is used for mono and colour applications.

Colours

Pantone 382C or 376C for the word 'Community' and other colour elements
Selected Pantones are for coated stock only and specific selection of 382C or 376C depends on both stock and press.

50% Black tint for the words 'Gillingham' and 'Church'

Mono reproductions of the logo will be supplied upon request.

Rights

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