



B R A N D I D E N T I T Y

TABLE OF CONTENTS

3 OUR
MISSION & VISION

4 THE
LOGO

5 LOGO
USAGE

6 LOGO
CLEAR SPACE

6 LOGO
MINIMAL SIZING

7 LOGO
MISUSE

8 COLOR
PALETTE

9 **TYPOGRAPHY**

OUR
MISSION

To glorify Christ by equipping, empowering, and mobilizing a network of churches to respond to the physical, emotional and spiritual needs of those affected by disaster.

Luke 10:25-37, Ephesians 4:12-16

OUR
VISION

An active, empowered network of prepared churches, bringing hope into crisis through the transforming power of Jesus Christ to every life and community we serve.

Revelation 19:7



THE LOGO

The Greater Orlando Disaster Relief Network (GO-DRN) logo is a wordmark with a graphic element. The curvature of the graphic projects the emotional connection of community and unity. The reference to the infinity symbol represents the endless love God has to help those who are in need and the new beginning and life that is made possible to them. The leaf symbolism demonstrates the hope that the churches are bringing to the community in need.

The logo is to be used across all brand applications and must appear at least once in any layout utilizing the GO-DRN identity. Depending on the orientation needed, the primary or secondary logo may be used interchangeably.

PRIMARY LOGO



SECONDARY LOGO



LOGO USAGE

The colored GO-DRN logo with black text is our primary logo colorway, and it should only be used with a white background and light photography. If being applied on a dark background, the white text version may be used. Use care when choosing the color or image, so that the type and graphic are not obstructed by the image or muted by the color chosen. The monochrome logo should not be used unless absolutely necessary and only in black or white (e.g., printing costs only allow one color).

Tips for photos and color backgrounds:

1. Photos with shallow depths-of-field work best
2. Avoid busy images with too much detail
3. Applying a darker transparent overlay on an image helps makes text more readable.
4. The badge-type logo may only be used when the logo legibility would be compromised by the photo or color background.
5. Avoid color backgrounds that are similar or clash with the logo colors.

COLOR LOGO WITH BLACK TEXT on a white background



COLOR LOGO WITH WHITE TEXT on a dark background and photo



MONOCHROME LOGO



LOGO CLEAR SPACE

To protect the clarity and visual integrity of the logo, an exclusion zone applies. This exclusion zone frames the logo, separating it from other elements such as headlines, text, imagery and the outside edges of printed collateral.

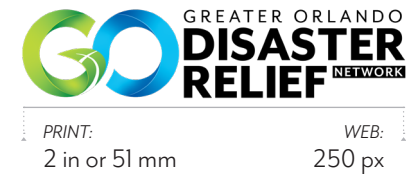
The minimum clear space margin is created around the logo by measuring the height of the “G” in *Greater Orlando* and maintaining that minimum space around the entire logo.



LOGO MINIMAL SIZING

To ensure legibility, the primary logo must be no smaller than 2 in or 51 mm wide for print and 250 px for web. The secondary logo must be no smaller than 1 in or 25 mm wide for print and 150 px for web.

The maximum size can be determined by the user’s judgment.



LOGO MISUSE

Inconsistent use of the GO-DRN logo detracts from the brand and is not permissible. Always follow the rules below when using the logo:

1. Space around the logo

Always leave space to breathe.

2. Alterations

Do not rotate, crop, stretch, change the orientation or transparency.

3. Color clashing

Do not place the color logo on similar or clashing colors or backgrounds.

4. Complex backgrounds

Do not overlay any versions of the logo on a busy background.

5. Artistic enhancements

Do not add embellishments such as drop-shadows or embossing.

1. ✓



2. ✗



3. ✗



4. ✗



5. ✗



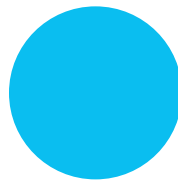
COLOR PALETTE

Color is an integral part of our brand identity. Consistent use of the color palette will not only reinforce the cohesiveness of the brand, but also serves a psychological purpose by communicating a certain feeling to the audience.

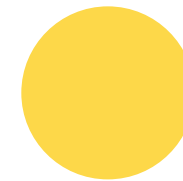
The green, blue and yellow represent the values of GO-DRN. Green reflects life, renewal, and healing. Blue instills trust, loyalty, sincerity and faith. While yellow brings hope, happiness, optimism and remembrance.



RGB: 186, 215, 57
Hex: BAD739
CMYK: 22, 0, 97, 0
Pantone: 381 U



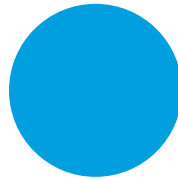
RGB: 50, 184, 222
Hex: 32B8DE
CMYK: 73, 0, 1, 0
Pantone: 638 U



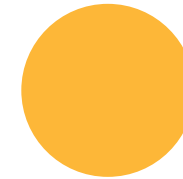
RGB: 255, 217, 74
Hex: FFD94A
CMYK: 0, 4, 92, 0
Pantone: 114 U



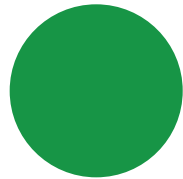
RGB: 140, 201, 71
Hex: 8CC947
CMYK: 42, 0, 94, 0
Pantone: 2292 U



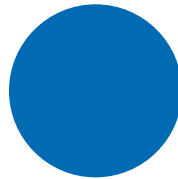
RGB: 5, 151, 204
Hex: 0597CC
CMYK: 93, 14, 0, 0
Pantone: 2393 U



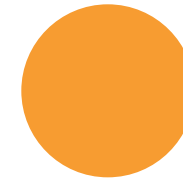
RGB: 255, 184, 56
Hex: FFB838
CMYK: 0, 19, 99, 0
Pantone: 7549 U



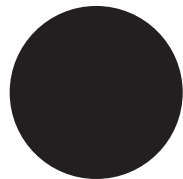
RGB: 18, 148, 71
Hex: 129447
CMYK: 87, 0, 100, 4
Pantone: 2426 U



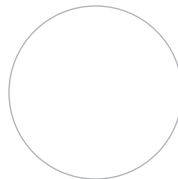
RGB: 0, 110, 182
Hex: 006EB6
CMYK: 100, 54, 0, 3
Pantone: 300 U



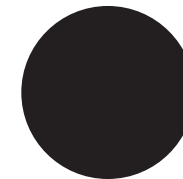
RGB: 247, 155, 47
Hex: F79B2F
CMYK: 0, 36, 100, 0
Pantone: 130 U



RGB: 0, 0, 0
Hex: 000000
CMYK: 0, 0, 0, 100



RGB: 255, 255, 255
Hex: FFFFFFFF
CMYK: 0, 0, 0, 0



RGB: 110, 112, 113
Hex: 6E7071
CMYK: 58, 48, 47, 15

TYPOGRAPHY

Typography is a powerful brand tool when used consistently. These sets of typefaces should be used across all print and web applications.

PRINT HEADINGS AND SUBHEADINGS

MR EAVES MOD OT

LIGHT	ABCDEFGHIJKLMNOPQRSTUVWXYZ
BOOK	ABCDEFGHIJKLMNOPQRSTUVWXYZ
REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ
BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ
HEAVY	ABCDEFGHIJKLMNOPQRSTUVWXYZ

PRINT BODY

Mr Eaves San OT

Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Book	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Heavy	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

WEB HEADINGS AND SUBHEADINGS

HELVETICA

LIGHT	ABCDEFGHIJKLMNOPQRSTUVWXYZ
REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ
BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ

WEB HEADINGS AND SUBHEADINGS

Helvetica

Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz



B R A N D I D E N T I T Y