

PRESBYTERIAN
CHURCH
IN AMERICA

LOGO
STANDARDS
GUIDE

PRIMARY MARK



PCA[®]

SECONDARY MARK



**PRESBYTERIAN
CHURCH IN
AMERICA**

TYPOGRAPHY

GOTHAM BLACK

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 £&@?!/+ (.,:;)

GOTHAM MEDIUM

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 £&@?!/+ (.,:;)

COLORS

SCOTTISH BLUE
PANTONE 300 C, 3005 U
CMYK 100 / 63 / 7 / 0
RGB 0 / 101 / 164
0065A4

DEEP BLUE
PANTONE 294 C, U
CMYK 100 / 85 / 10 / 50
RGB 4 / 35 / 86
042356

SILVER
PANTONE COOL GRAY 7 C, U
CMYK 0 / 0 / 0 / 50
RGB 147 / 149 / 152
939598

ONE-COLOR OPTIONS



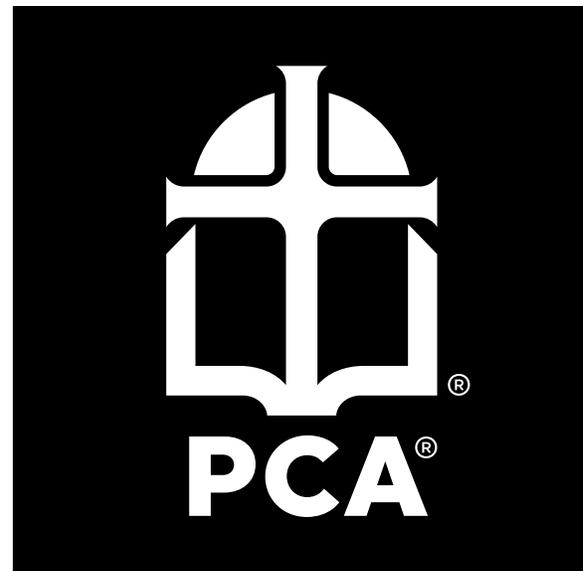
PANTONE 300 C, 3005 U
or
CMYK 100 / 63 / 7 / 0



PANTONE COOL GRAY 7 C, U
or
CMYK 0 / 0 / 0 / 50



BLACK



WHITE
For dark backgrounds only

PRODUCTION STANDARDS

SPACING



To ensure visual clarity, allow for ample space around the landmark. This exclusion zone should be free from any other elements.

MINIMUM SIZE



MINIMUM WIDTH 0.375"

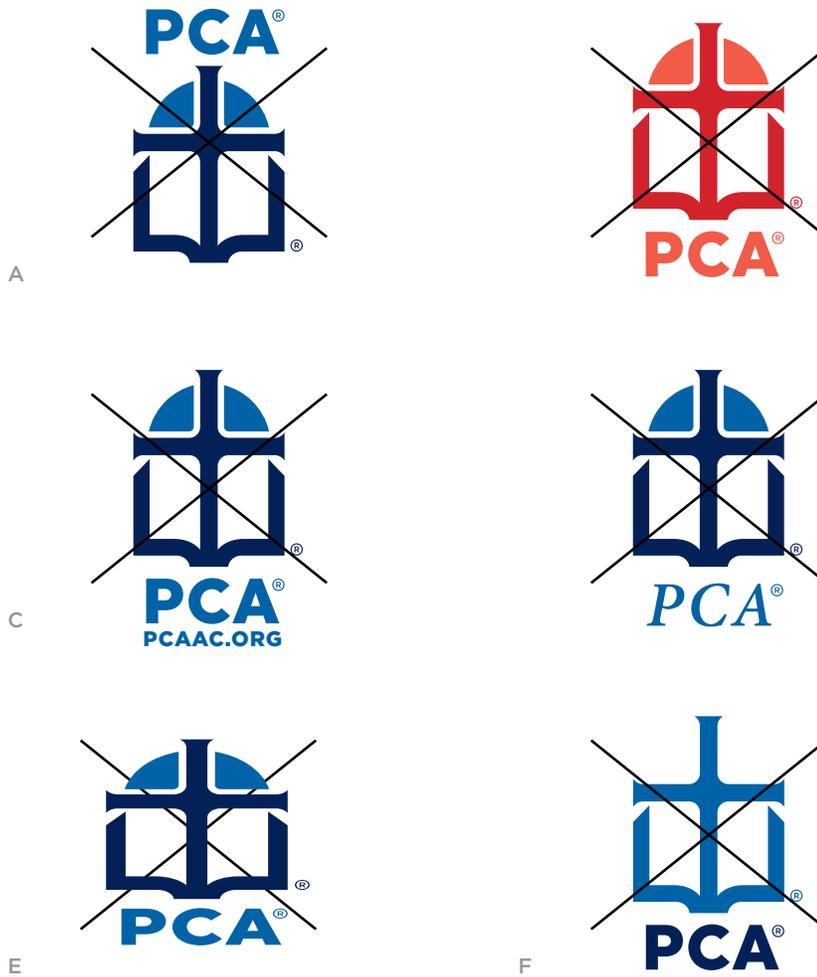


MINIMUM WIDTH 0.5"

To ensure legibility, adhere to the minimum reproduction size of each individual landmark layout.

PRODUCTION STANDARDS

MISUSE

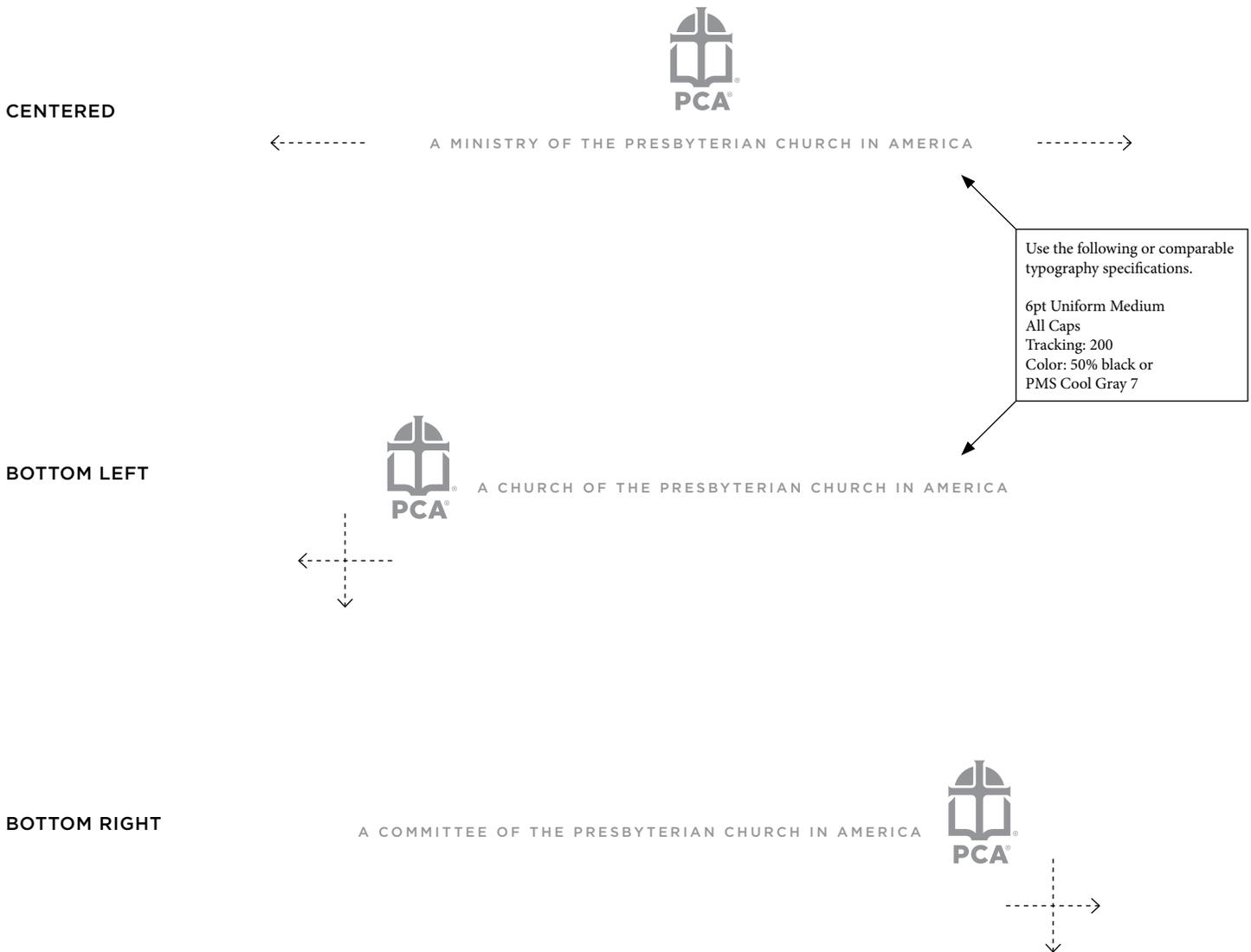


DO NOT:

- A. Use unapproved layouts
- B. Use unapproved colors
- C. Add elements inside exclusion zone
- D. Use unapproved fonts
- E. Stretch or condense
- F. Alter elements

RECOMMENDATIONS

Sample recommendations for churches, committees, and official ministries* of the Presbyterian Church in America to include on their letterhead, signage, and branded documents.



*NOTE: An official ministry of the Presbyterian Church in America is defined as a General Assembly-level ministry or agency, a PCA presbytery, a PCA particularized or mission church. Other ministries or organizations — including those approved for advertising or exhibiting with the PCA General Assembly — wishing to use the PCA logo in any form must receive express written consent by the Office of the Stated Clerk of the Presbyterian Church in America.