

Godly Hands Construction Services Style Guide - May 2015



Godly Hands Construction Services Background

For the past decade, Godly Hands Construction Services (GHCS) has performed a variety of construction services such as carpentry, painting, framing, sheet-rocking, electrical, plumbing, roofing, masonry, and landscaping in both commercial and residential settings.

One of GHCS's main goals is to generate opportunities for those in need of work.

Primary Logo

The primary logo is the main element of the GHCS identity and is to be used to represent GHCS in all communications.



Alternate Logo

The alternate logo is to be used when a horizontal logo is optimal. For example: in the navigation bar of a website.



Godly Hands
Construction Services

Exclusion Zone

The 'exclusion zone' refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the 'exclusion zone' is equal to that of the 'H' height of 'Hands'.



Exclusion Zone (Alternate)

The 'exclusion zone' refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the 'exclusion zone' is equal to that of the 'H' height of 'Hands'.



Grayscale

When a full-color logo is not an option, the grayscale version of the logo can be implemented.



Godly Hands

Construction Services

One Color

Converting the logo to a single color is a possibility, but must only be used when absolutely necessary. For example: a one-color vinyl application.



Brand Colors

When using the following brand colors, each CMYK value must always be correct.



Godly Hands
Construction Services

Dark Gray

C: 70
M: 65
Y: 65
K: 70

Dark Blue

C: 95
M: 70
Y: 20
K: 5

Light Blue

C: 80
M: 40
Y: 10
K: 0

Gray

C: 50
M: 40
Y: 40
K: 0

White

C: 0
M: 0
Y: 0
K: 0

Brand Font

The Gotham font family is to be used whenever designing under the GHCS brand. There are no restrictions on the weights of the family.

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz