

Logo Guidelines

The Presbyterian
Church in Canada

Logo



CMYK values

Red – C:12 M:100 Y:95 K:2

Blue – C:100 M:86 Y:28 K:14

RGB values

Red – R:209 G:32 B:43

Blue – R:30 G:60 B:113

The 140th General Assembly approved a recommendation that the “burning bush” and “nec tamen consumebatur” be authorized as an official symbol and motto of The Presbyterian Church in Canada (see 2014 A&P, p. 279). This version of the burning bush, updated in 2018, is used by the national office as a logo for both print and electronic resources and information. The stylized PCC burning bush logo is available for congregations, groups and bodies of The Presbyterian Church in Canada to use for church-related materials, such as church signs, bulletins, websites, newsletters, etc. The logo is also available for collaborative and cooperative ecumenical ventures.

Below are guidelines for the best use of this version of the logo, which are also available at presbyterian.ca/logo.

Logo with name

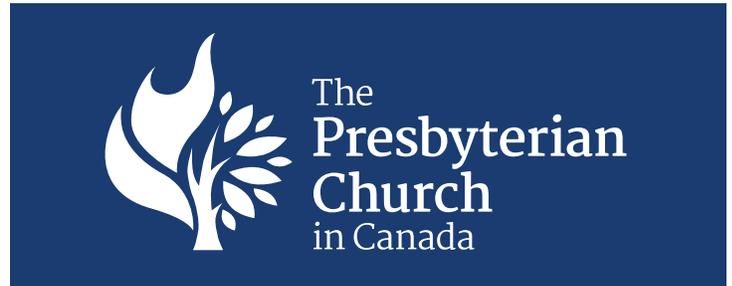
When using the name The Presbyterian Church in Canada along with the logo, there are several options available. Using one of these approved configurations (available at presbyterian.ca/logo) will help ensure consistency in communication and representation of the PCC. The font used is Martel. This font is available from Google Fonts.

The name of the church should appear in the same blue as the logo (values listed above). White is the best background on which to reproduce the colour logo. When placing the logo on a coloured background or overtop of a photo, the background should be light enough to not interfere with the clarity of the logo. See “Logo in black and white” for options where clarity is an issue.

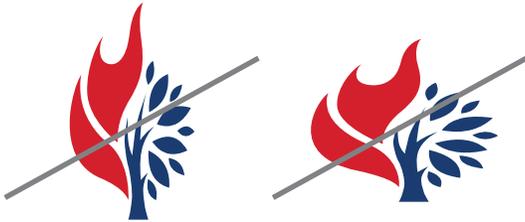


Logo in black and white

If color reproduction is not available or the colour logo is not suitable on a particular coloured background or photo, the logo should be reproduced in solid black or in white. Black and white logos are available from the Communications Office.



Logo usage errors to avoid



Don't squeeze or stretch the logo.



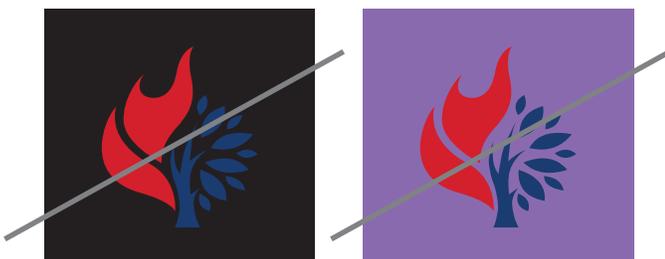
When using the name with the logo, use the approved artwork; don't typeset the name in a different font.



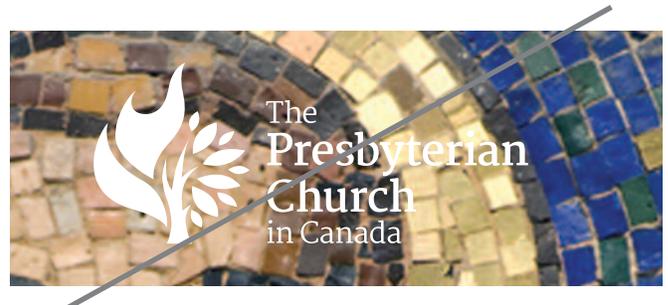
Don't change the logo colours.



Don't use the logo in grayscale; use the solid black artwork.



Don't use the colour logo on a dark background or on a colour that conflicts.



Don't place the logo on a busy photograph or pattern.