Carlos
Gordon

BRAND GUIDELINES
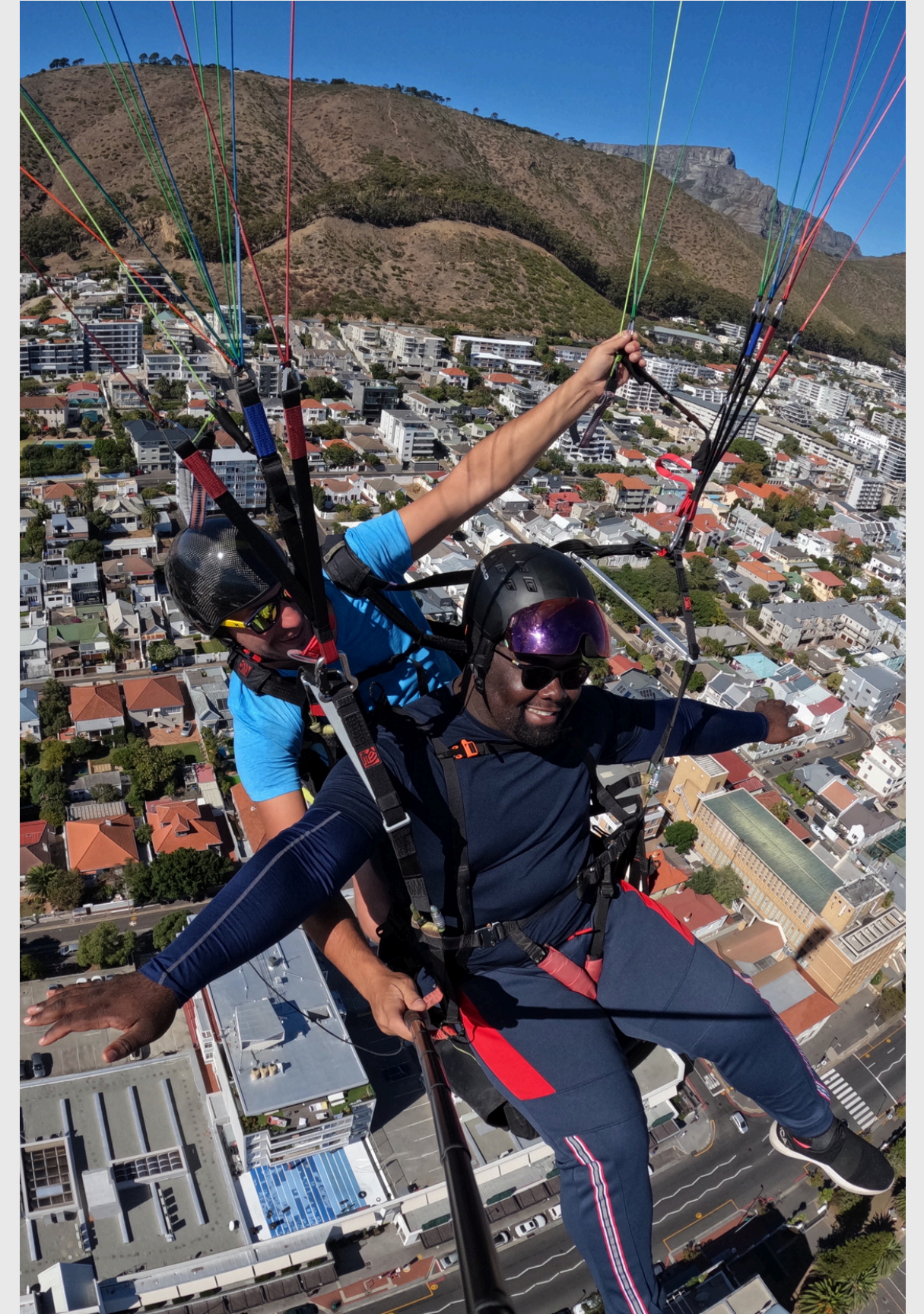
CARLOS GORDON

www.carlosgordon.com

CONTENTS

ABOUT

PARTNERING TO CREATE LASTING IMPACT THROUGH STEWARDSHIP

Carlos Gordon is a missionary serving as the Regional Finance Coordinator for the Church of the Nazarene - Africa Region.

MISSION

To ensure financial integrity and sustainability so that every project funded by our partners has the resources it needs to thrive, bringing glory to God and lasting transformation to the communities we serve.

LOGO
SYMBOLIZING STRUCTURE AND CLARITY

The logo consists of two elements:

- The square outline: symbolizes structure and modernity.

- The name "Carlos Gordon" in script font: symbolizes creativity, elegance and individuality.

All elements of the logo should be used together.

The logo must be black or white.

Please use the black logo on light backgrounds and the white logo on grey background.

LOGO

Usage

- Don't recreate the logo.

- Always include sufficient cleat space around the logo.

- Abide by minimum size requirements
  min-height: 20px

To keep our visual representation consistent and strong, never make alterations to the logo. The following are example alterations.
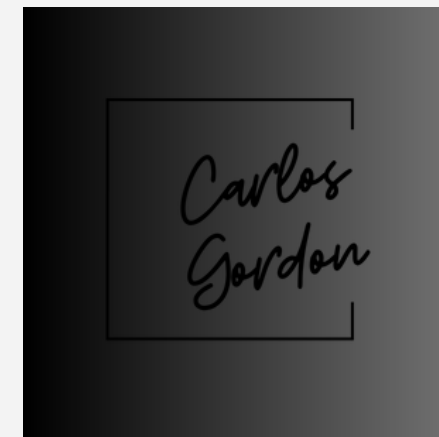

Adding effects like shadows. 🚫

Recoloring the logo. 🚫

Using very low resolution. 🚫

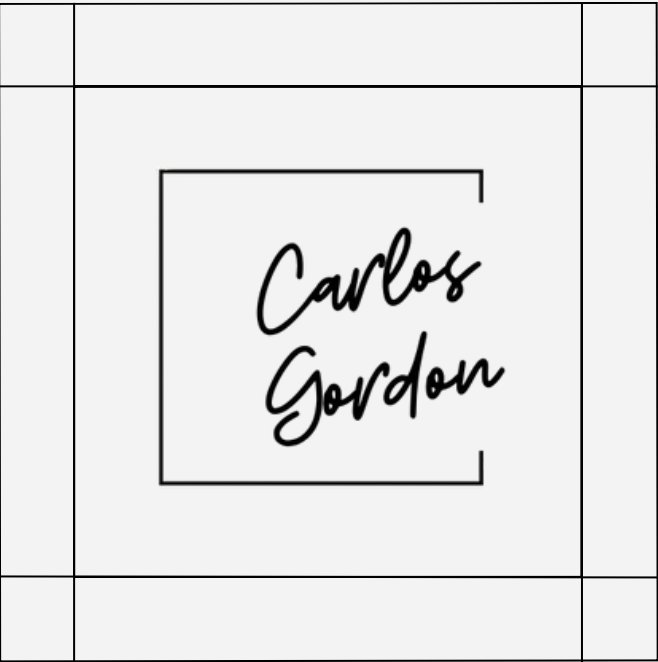Using a background that hinders visibility. 🚫

Using a background that hinders visibility. 🚫

LOGO

Co-branding

Ensure a 6 mm padding gap in between the Carlos Gordon logo and other organizational logos at all times all around.

COLORS

SUBTLE HUES,
HARMONIOUS ELEGANCE

COLOR USAGE RULES

- **Primary colors:** Serve as the foundation, with White for main content backgrounds and Deep Blue for key interactive elements and important headings.

- **Footer colors:** Main color for the footer and a strong visual anchor for subtle highlights and secondary sections.

- **Grey colors:** Serve as a secondary background, ensuring sufficient contrast, consistency, and purposeful use across the site to maintain harmonious elegance.

- **Alternative colors:** Provide accents and structural support.

GREY

CMYK: (0%, 0%, 1%, 36%)
RGB: (162, 162, 161)
HEX: #a2a2a1

PRIMARY COLOR

CMYK: (0%, 0%, 0%, 0%)
RGB: (255, 255, 255)
HEX: #ffffff

SECONDARY COLOR

CMYK: (83%, 44%, 0%, 44%)
RGB: (25, 81, 144)
HEX: #195190

FOOTER COLOR

CMYK: (57%, 30%, 0%, 82%)
RGB: (20, 32, 46)
HEX: #14202e

ALTERNATIVE COLOR

CMYK: (5%, 2%, 0%, 1%)
RGB: (241, 247, 253)
HEX: #f1f7fd

TYPOGRAPHY

WORDS THAT SPEAK,
FONTS THAT DEFINE

FONT USAGE RULES

Raleway is the font used in the carlosgordon.com website.
It is available through Google Fonts Library.

It is well suited for titles, paragraphs and emphasized text.

Raleway

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqUuRrSsTtUu
VvWwXxYyZz

1234567890

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation laboris nisi ut aliquip ex ea commodo consequat.

black   **bold**   regular   light

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IMAGERY
VISIONS UNLEASHED, STORIES CAPTURED

IMAGE USAGE RULES

Images must be authentic, purposeful, and reflect the mission's work in Africa.

All images must be high-resolution and accurately depict mission activities and professional contexts, while ensuring cultural sensitivity.

Visual consistency - color integration with the brand palette, appropriate use of human elements, minimal text overlays, and adherence to ethical guidelines.

TEMPLATE

DESIGNING FUTURES, SHOWCASING AUTHENTICITY

PROMOTIONAL MATERIALS

Use a high resolution portrait of Carlos as the central visual element.

Ensure color integration with the brand palette.

Ensure text is legible and contrast is visible to enhance readability.

Avoid inconsistent branding like altering the logos.

CARLOS GORDON

Your missionary serving in Africa

CONTACT ME

CONNECTING THROUGH
EVERY INTERACTION

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