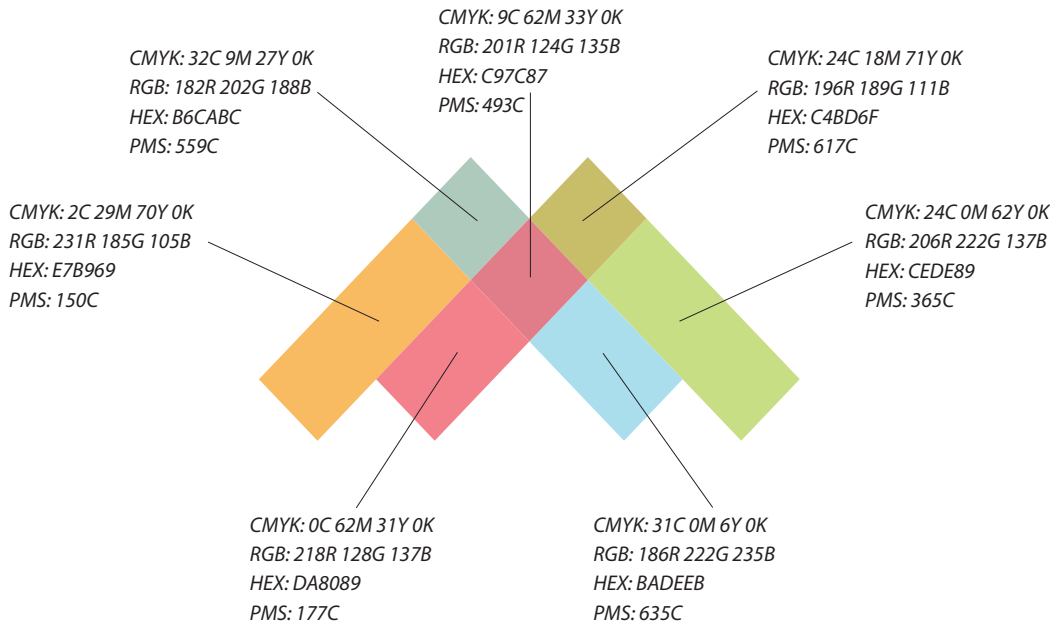


The National Church Residences' color palette is comprised of multiple tint values. **Do not alter these values.** Most printed materials will use the CMYK values for accurate reproduction. Most electronic materials will use the RGB or HEX values. Some specialized printing processes (like silk screening) may require the Pantone Matching System (PMS) colors. **Do not** use the PMS colors unless your reproduction process requires them.

GRAPHIC ELEMENT COLOR REPRODUCTION



TAGLINE COLOR REPRODUCTION



COMMUNITY NAME COLOR REPRODUCTION



OUR TRUE COLORS

The National Church Residences' color system was carefully chosen to reinforce our key brand attributes. Consistently using these colors helps us establish a strong graphic identity.

DOs and DON'Ts

DO

Always use the color values detailed on this page when creating full-color National Church Residences communications.

Apart from our logo and its reproduction requirements, apply the color palette to headlines, body copy, backgrounds and other elements – using recognized principles of effective design.

Recognize how photographs and illustrations can support the brand palette. Though not every image will match our brand colors, create or choose imagery that incorporates (or is in harmony with) the palette.

DON'T

Never reproduce the logo in non-standard colors. No other colors should be used to represent National Church Residences.

Do not alter the tint values defined within our logo's "rooftop" graphic element or any other color within the brand palette.

For more detail on secondary color options, logo color variations and background colors, see pages 10 and 11.