



GOSPEL
PUBLISHING
HOUSE

Brand Book

V 1.0 – 2025

Logos
Typography
Color
Graphic System
Examples

Logos
Imprints
Typography
Color
Examples

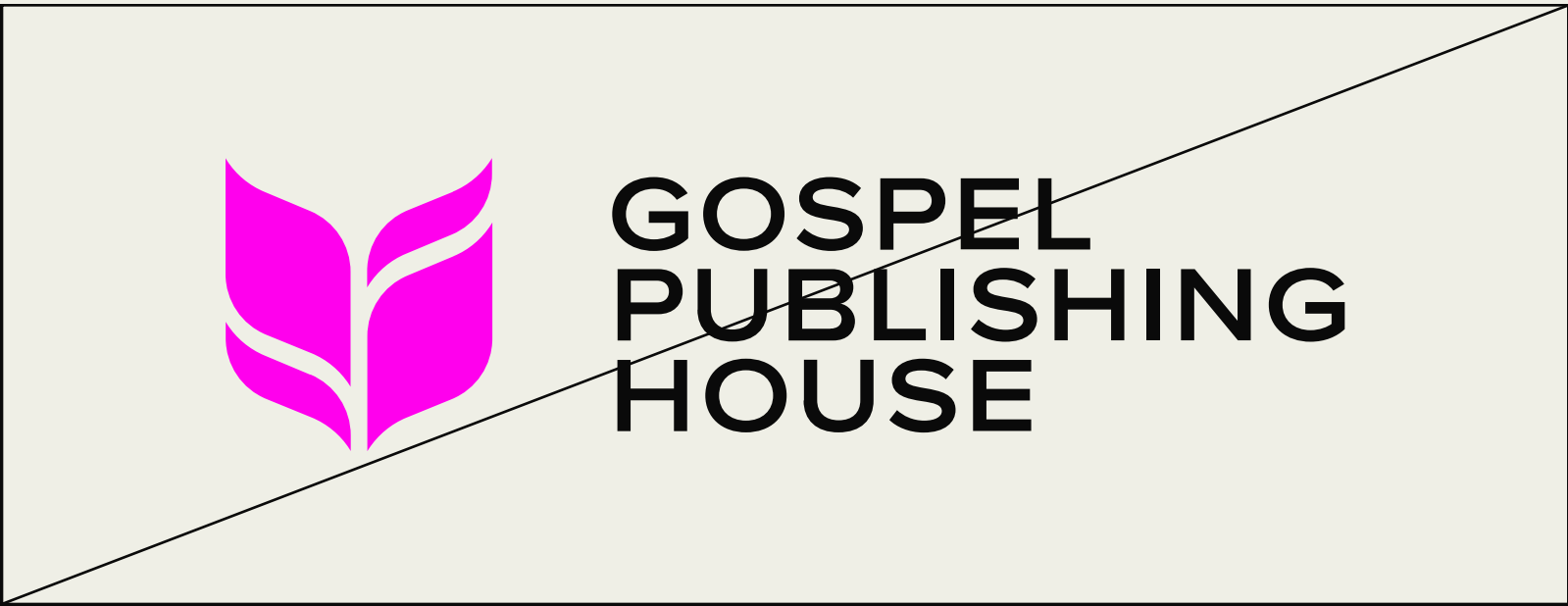




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HOUSE®

Best practice is to allow for safe space around the logo equal to X where X is equal to the width of one of the page/flame shapes of the brand mark.





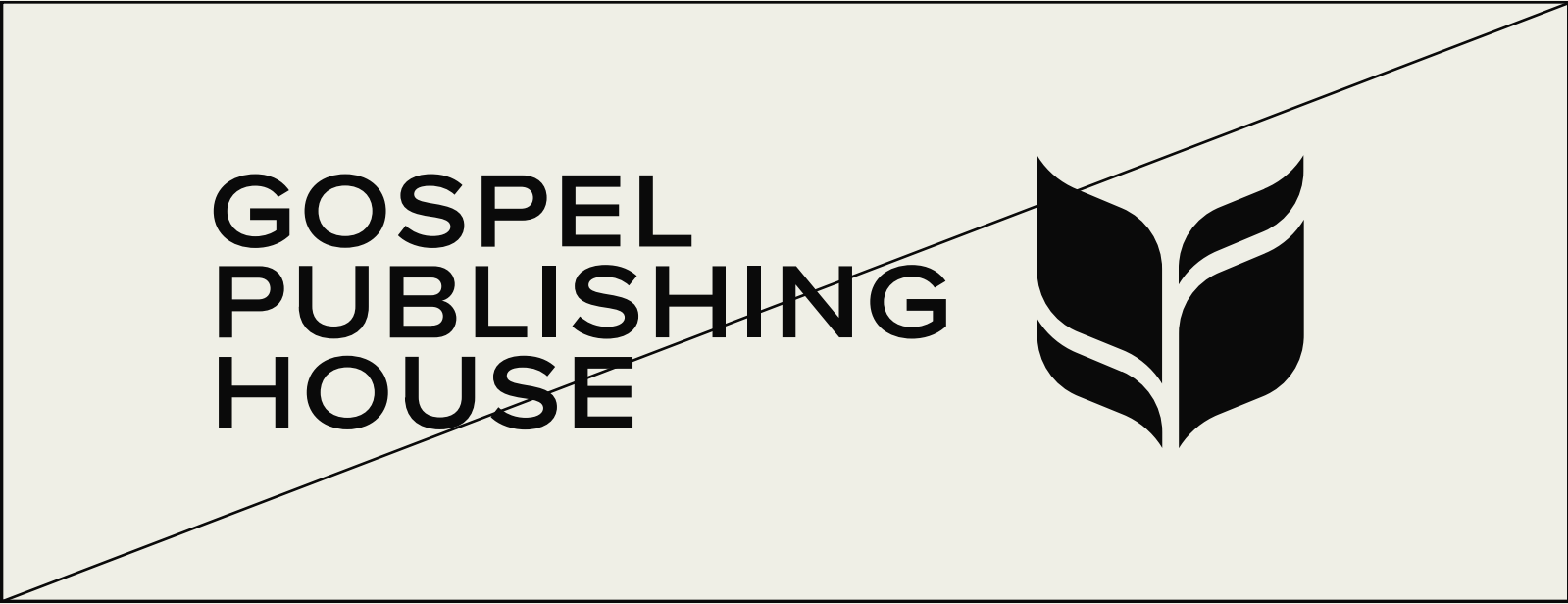
DON'T USE OTHER COLORS



DON'T APPLY SHADOWS OR EFFECTS



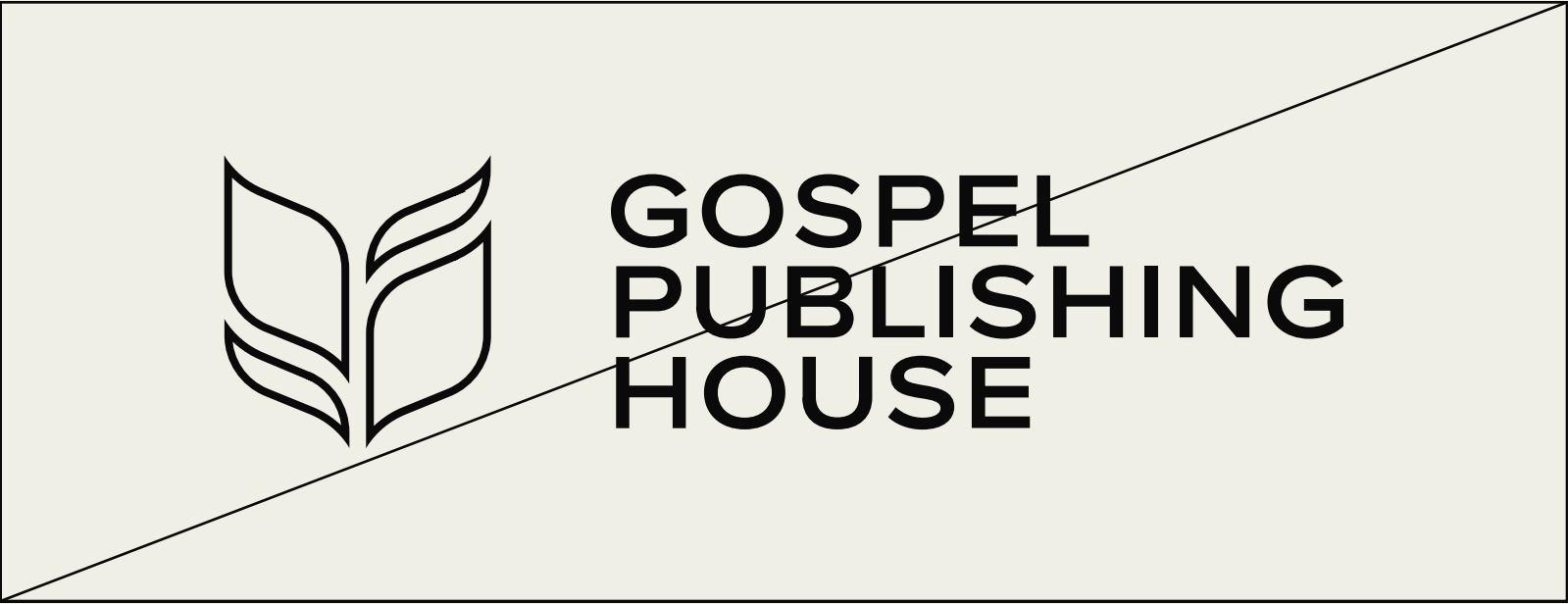
DON'T ROTATE



DON'T RE-ARRANGE LOGO ELEMENTS



DON'T REPLACE FONTS IN THE LOGO



DON'T MODIFY THE LOGO



**GOSPEL
PUBLISHING
HOUSE®**

GPH





Logos
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LOGION

PRESS®







SALUBRIS[®]

RESOURCES



SALUBRIS[®]
RESOURCES

Logos
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Color
Examples

Articulat CF

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & *

HEADLINE

ARTICULAT CF MEDIUM
LEADING: 100%
KERNING: -1%
CASE: TITLE

Equip Your Ministry
for Every Season

SUBHEAD

ARTICULAT CF REGULAR
LEADING: 140%
KERNING: 0%
CASE: SENTENCE

From Sunday School curriculum to leadership
development tools, GPH supports your mission to
disciple, teach, and lead effectively.

BODY

ARTICULAT CF REGULAR
LEADING: 140%
KERNING: 0%
CASE: SENTENCE

From Sunday School curriculum to leadership development tools,
GPH supports your mission to disciple, teach, and lead effectively.

CTA

ARTICULAT CF DEMI BOLD
LEADING: 140%
KERNING: 0%
CASE: TITLE

Explore Curriculum

EYEBROW

ARTICULAT CF DEMI BOLD
LEADING: 140%
KERNING: 6%
CASE: UPPER

PUBLISH THE GOOD NEWS

EYEBROW

PUBLISH THE GOOD NEWS

HEADLINE

Equip Your Ministry for Every Season

SUBHEAD

From Sunday School curriculum to leadership development tools, GPH supports your mission to disciple, teach, and lead effectively.

CTA

Explore Curriculum

Logos
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Examples

BLACK

HEX: #0A0A0A
RGB: 10 10 10
BLACK 6 C

GRAY 1

HEX: #C8C8C8
RGB: 200 200 200

GRAY 2

HEX: #969696
RGB: 150 150 150

GRAY 3

HEX: #646464
RGB: 100 100 100

GRAY 4

HEX: #323232
RGB: 50 50 50

RED

HEX: #DA291C
RGB: 218 41 28
485 C

CRIMSON

HEX: #B41423
RGB: 180 20 35
200 C

BURGUNDY

HEX: #50001E
RGB: 80 0 30
7421 C

BLUE

HEX: #46D2E1
RGB: 70 210 225
319 C

TEAL

HEX: #3C989D
RGB: 60 152 157
5483 C

DARK TEAL

HEX: #214F51
RGB: 33 79 81
7477 C

WHITE

HEX: #FFFFFF
RGB: 255 255 255

OFF-WHITE

HEX: #F0F0E6
RGB: 240 240 230
WARM GRAY 1 C

TAN 1

HEX: #CFC5A2
RGB: 207 197 162
7501 C

TAN 2

HEX: #B4A572
RGB: 180 165 114
4515 C

GOLD

HEX: #998542
RGB: 153 133 66
4505 C

DARK GOLD 1

HEX: #726433
RGB: 114 100 51
7561 C

DARK GOLD 2

HEX: #4D4324
RGB: 77 67 36
450 C

BROWN

HEX: #272315
RGB: 39 35 21
BLACK 2 C



BLACK HEX: #0A0A0A RGB: 10 10 10 BLACK 6 C	GRAY 1 HEX: #C8C8C8 RGB: 200 200 200	RED HEX: #DA291C RGB: 218 41 28 485 C	CRIMSON HEX: #B41423 RGB: 180 20 35 200 C	BURGUNDY HEX: #50001E RGB: 80 0 30 7421 C	
	GRAY 2 HEX: #969696 RGB: 150 150 150				
	GRAY 3 HEX: #646464 RGB: 100 100 100				
	GRAY 4 HEX: #323232 RGB: 50 50 50				
WHITE HEX: #FFFFFF RGB: 255 255 255	OFF-WHITE HEX: #F0F0E6 RGB: 240 240 230 WARM GRAY 1 C	TAN 1 HEX: #CFC5A2 RGB: 207 197 162 7501 C	GOLD HEX: #998542 RGB: 153 133 66 4505 C	DARK GOLD 1 HEX: #726433 RGB: 114 100 51 7561 C	BROWN HEX: #272315 RGB: 39 35 21 BLACK 2 C
		TAN 2 HEX: #B4A572 RGB: 180 165 114 4515 C		DARK GOLD 2 HEX: #4D4324 RGB: 77 67 36 450 C	

Examples of acceptable color combinations for Logion press.



BLACK HEX: #0A0A0A RGB: 10 10 10 BLACK 6 C	GRAY 1 HEX: #C8C8C8 RGB: 200 200 200	BLUE HEX: #46D2E1 RGB: 70 210 225 319 C		TEAL HEX: #3C989D RGB: 60 152 157 5483 C	DARK TEAL HEX: #214F51 RGB: 33 79 81 7477 C
	GRAY 2 HEX: #969696 RGB: 150 150 150				
	GRAY 3 HEX: #646464 RGB: 100 100 100				
	GRAY 4 HEX: #323232 RGB: 50 50 50				
WHITE HEX: #FFFFFF RGB: 255 255 255	OFF-WHITE HEX: #F0F0E6 RGB: 240 240 230 WARM GRAY 1 C	TAN 1 HEX: #CFC5A2 RGB: 207 197 162 7501 C	GOLD HEX: #998542 RGB: 153 133 66 4505 C	DARK GOLD 1 HEX: #726433 RGB: 114 100 51 7561 C	BROWN HEX: #272315 RGB: 39 35 21 BLACK 2 C
		TAN 2 HEX: #B4A572 RGB: 180 165 114 4515 C		DARK GOLD 2 HEX: #4D4324 RGB: 77 67 36 450 C	

Examples of acceptable color combinations
for Salubris Resources



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