

The Ultimate Journey Logo Usage and Graphics Standards

Christ-Life Ministries is excited to partner with you to bring hope and healing to more people by making *The Ultimate Journey* path available to them. In order to help others understand how we are partnering together and to maximize brand identification, we have developed standards as to how our logo is to be used. The Ultimate Journey is a trademarked name. We are pleased to work with you to produce quality materials that represent both your standards and ours. Please adhere to the following guidelines in all uses of *The Ultimate Journey* logos.

- *The Ultimate Journey* logos will be used in all materials and/or websites promoting *The Ultimate Journey*, including signs, brochures, bulletin inserts, flyers, mailings, websites, etc.
- *The Ultimate Journey* website address, www.theultimatejourney.org, should be prominently displayed on all materials or websites using and/or promoting *The Ultimate Journey*.
- To ensure legal integrity of logos, all *The Ultimate Journey* logos should be received directly from Christ-Life Ministries. Upon completion of logo use in your materials, delete all *The Ultimate Journey* logos from your files. Should you need them for other authorized productions in the future, you may download them from www.theultimatejourney.org or request that Christ-Life Ministries send new logos to you.
- The following statement must be used on all materials or websites using *The Ultimate Journey* logo other than those used only for internal church purposes: “*The Ultimate Journey* is a three phase discipleship process developed by Christ-Life Ministries. For a more detailed explanation go to www.theultimatejourney.org.”
- Christ-Life Ministries will need to give approval for any usage of *The Ultimate Journey* logo that is not going to be used for an internal only church publication produced with *The Ultimate Journey* logos before they are printed and distributed or posted. For this purpose, all websites are considered to be external usage. Please send a hard copy or a PDF file for approval to:
 - o Christ-Life Ministries
P.O. Box 3841
Des Moines, IA 50323
 - o Or, info@theultimatejourney.org
- All typography for *The Ultimate Journey* logos must remain in current typestyle and condition. The following examples represent the correct and acceptable usage of *The Ultimate Journey* logos.

Printed size and logo version



If logo is 2.25 inches or larger, then use tagline version.



If logo is less than 2.25 inches, use version with no tagline.

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Clear space around logo



A minimum of clear space must always surround The Ultimate Journey logo, separating it from other elements such as headlines, text or imagery. The protected areas are equal to the size of the height of the “o” in “journey” and is proportional to the size of the logo being used.

If using logo without tagline then clear space begins at the bottom of the “j”.

Color



CMYK **RGB**
 C-0 R-85
 M-55 G-42
 Y-100 B-0
 K-80



CMYK **RGB**
 C-0 R-246
 M-42 G-160
 Y-100 B-26
 K-1



CMYK **RGB**
 C-28 R-157
 M-3 G-171
 Y-93 B-50
 K-22

Black and White Usage



When the final product is going to be printed in black and white, a two-tone version of the logo is preferred over single color black. All other versioning, size and clear space rules apply.

Incorrect Logo Usage



Do not confine the logo within a shape.



Do not place the logo on a pattern or color of insufficient contrast.



Do not use the logo in a headline or text.



Do not turn the logo into an outline.