



SOUTH COAST
BAPTIST COLLEGE

Brand Guidelines April 2012

introduction

This Branding Guideline is an essential reference material designed to be a living resource which will maintain consistency when creating new materials, for both internal and external practices for South Coast Baptist College. The brand is designed to portray a Modern & Prestigious theme.

The key elements of the Brand Guidelines is to help employees, people involved in marketing, and Graphic Designers to create a concise and visually consistently appearance.

A brand is the expectation that resides in the viewer/customers mind about who we are and an effective brand must have a sense of familiarity. To achieve this goal, consistency is the key. A consistent identity is the quality that holds everything together in a way that feels seamless and appealing to the public.


These Branding Guidelines have a uniform level of quality to ensure a high level of consistency to the South Coast Baptist College. The use of the logo through to the typeface and colours used are integral for superior quality and coherence.

Under no circumstances should the logo, typeface or colours be used or modified in any way other than those specified in this guide.

If you have any questions, or you are using the South Coast Baptist College logo in any promotional or advertorial collateral, please contact [Joanna Gwynn on \(08\) 9528 2838](tel:0895282838)

contents

Identity Guidelines	
» Primary Logo	4
» Logo Variations	5
» Colour Variations	6
» Logo Exclusion Zones	7
» Minimum Logo Size	8
» Logo Misusage	9
» Primary Colour Scheme	10
» Secondary Colour Scheme	11
» Primary Corporate Typeface	12
» Secondary Corporate Typeface	13
» Websafe Typeface Substitution	14
» Supporting Brand Elements	15
Collateral Guidelines	
» Business Cards	17
» Letterheads	18
» Withcomp Slips	19
» Email Signature	24
» Word Documents	25
» PowerPoint Presentations	26
Promotional Guidelines	
» Signage Guidelines	27
» Advert Guidelines	32
» Flyer Guidelines	34

An abstract graphic on the left side of the page, consisting of several overlapping, curved, wave-like shapes in various shades of blue, creating a sense of movement and depth.

identity guidelines

» Primary Logo	4
» Logo Variations	5
» Colour Variations	6
» Logo Exclusion Zones	7
» Minimum Logo Size	8
» Logo Misusage	9
» Primary Colour Scheme	10
» Secondary Colour Scheme	11
» Primary Corporate Typeface	12
» Secondary Corporate Typeface	13
» Websafe Typeface Substitution	14
» Supporting Brand Elements	15



SOUTH COAST
BAPTIST COLLEGE

Primary Logo

The foundation of South Coast Baptist College's identity is the brand's logo. This full colour version of the logo is the preferred logo and should be used whenever possible.



SOUTH COAST
BAPTIST COLLEGE

Colour Variations: black

The black version of the South Coast Baptist College logo is used for black and white application only, and always on a white background.



Colour Variations: inverted

For black and white applications the logo can appear on a black background. It can also be used inverted on any other primary brand colour (see 'Primary Colour Schemes' p10).

The inverted logo can also be used on an image if the image is consistently dark enough to ensure legibility.



Colour Variations: mono

For single or 2 color applications the logo can appear on a white or one of the primary colour backgrounds.

The mono logo can also be used on an image if the image is consistent enough to ensure legibility.





Logo Exclusion Zones

The best logos have specified 'exclusion zones'. The logo should always sit with an exclusion zone of white space as demonstrated on the right.

The grid structure is based upon the spacing of the South Coast Baptist College shield at 50% in size and should not be encroached upon in any way.

Minimum Clear Space: 50% of the shield size.



Minimum Logo Size

To ensure visual clarity and integrity of the logo, it may be reduced to no smaller than 20mm in width.

No versions of the logo are to be reproduced smaller than the above mentioned size, to maintain a clear and acceptable quality.



Never use the logo in any colour other than the Primary Colour Scheme



Never use different colours for the emblem and work mark



Do not change the typefaces



Never alter the proportions of the logo



Never alter the proportions of the logo



Do not change the layout

Logo Misusage

The logo may not be varied or altered in any way other than those mentioned previously.

This includes colour, the position and proportion.



Never use the inverted logo in an illegible way



Never use the logo on any background colour other than those demonstrated under Colour Variation: Inverted (page3)



Never use the colour logo on an image



SCBC Dark Blue

PMS 534 Solid Coated
CMYK 100-80-30-5
RGB 23-74-124
293e6b



SCBC Light Blue

PMS 2905 Solid Coated
CMYK 41-2-0-0
RGB 140-210-244
8dc9e8



SCBC Grey

PMS 5517 Solid Coated
CMYK 8-0-5-017
RGB 197-209-207
bac7c4



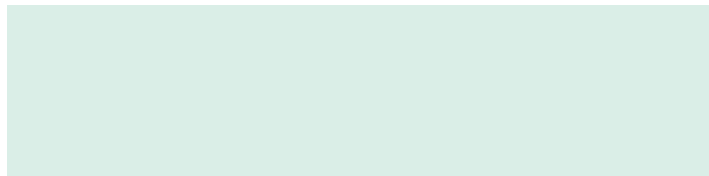
SCBC Blue

PMS 307 Solid Coated
CMYK 100-16-0-27
RGB 00-120-174
0072b1

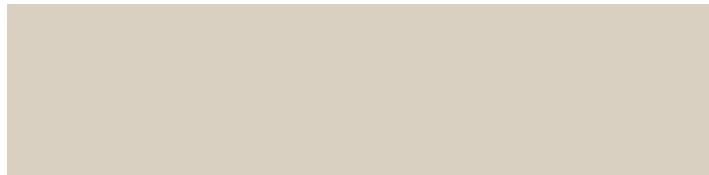
Primary Colour Scheme

The following is the approved Primary Colour Scheme for the South Coast Baptist College brand.

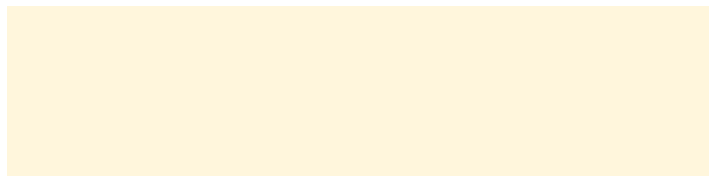
Where applicable all colours should be produced in spot colour for accurate representation of the colours.



PMS 566 Solid Coated
CMYK 21-2-14-0
RGB 200-226-220
c8e2dc



PMS 7529 Solid Coated
CMYK 26-26-33-0
RGB 190-178-166
beb2a6



PMS 7499 Solid Coated
CMYK 7-5-26-0
RGB 238-232-197
eee8c5

Secondary Colour Scheme

The following is the approved Secondary Colour Scheme for the South Coast Baptist College brand.

Trade Gothic LT Condensed No. 18

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

Trade Gothic LT Condensed No. 18 Bold

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

Trade Gothic LT Regular

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

Sabon LT Roman

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

Sabon LT Bold

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

Primary Typeface

The Primary Typeface to be used on all printed and advertising collateral is Trade Gothic LT. This typeface may be used for body copy along with headings and sub headings.

Additionally for an alternate heading or quotes etc the typeface Sabon LT can be used. This is also used in the word mark of the logo.

Helvetica Regular

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

Helvetica Bold

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

Times New Roman Regular

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

Times New Roman Bold

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

Secondary Typeface

Helvetica may be substituted when Trade Gothic LT is not available, for desktop and internal publications.

Where Sabon LT is not available, this may be substituted with Times New Roman.

Arial Regular

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

Arial Bold

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

Times New Roman Regular

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

Times New Roman Regular

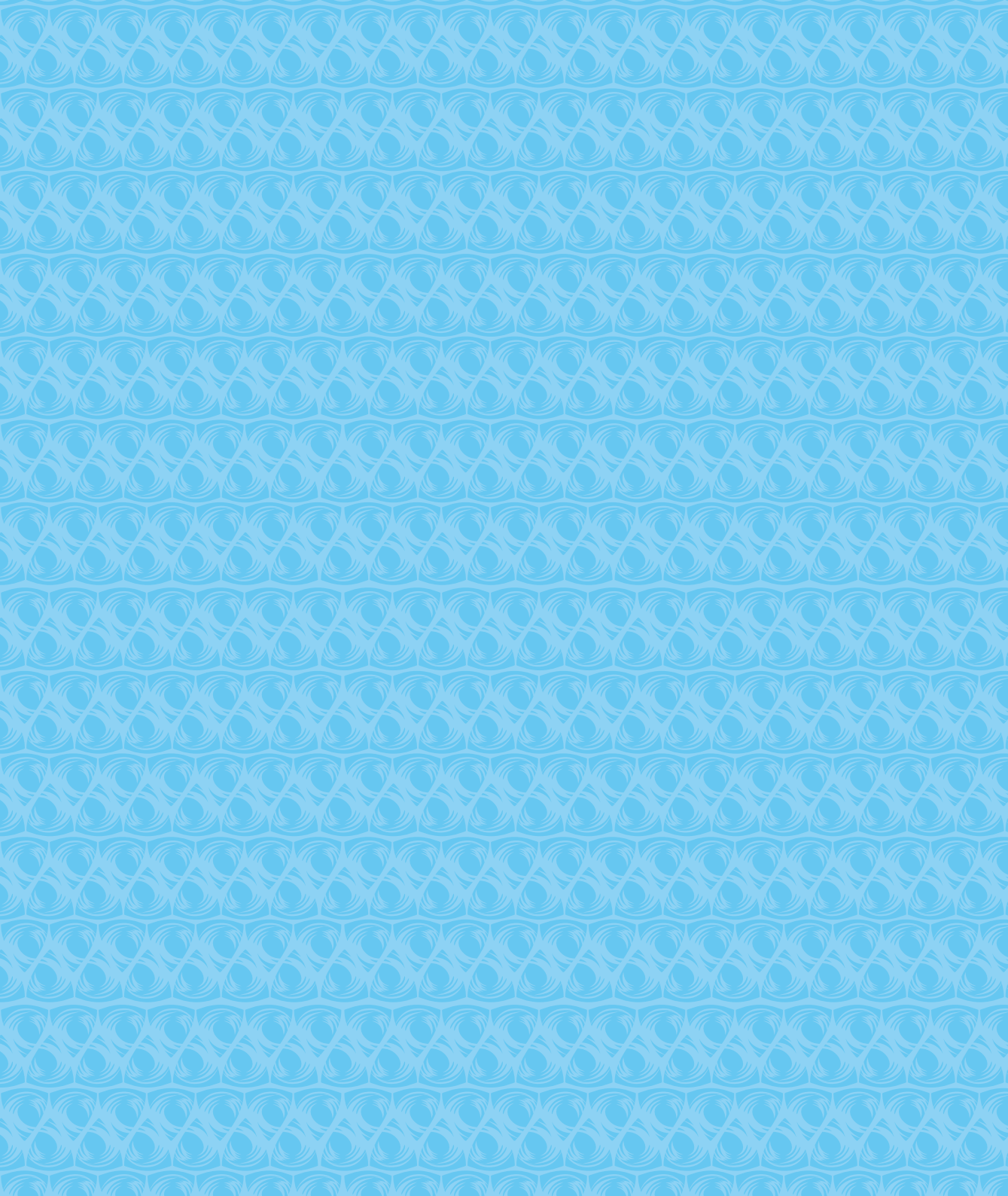
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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

Websafe Typeface

The following are the recommended typefaces for all web and email related collateral. The San Serif substitute is Arial and for San Serif use Times New Roman.



Supporting Brand Element: Shield Wave

The following pattern is built using the Shield emblem used in the logo. The distance and space between each shield has been created to provide a smooth visual transition, and also reflect the movement of ocean waves. The spacing should not be altered or distorted.

The pattern can be used in printed collateral such as brochures as well as interior design such as wallpaper etc.



Supporting Brand Elements

A secondary branding element used is the symbolic wave featured in the shield of the logo, seen on the right.

This may be used to bleed of a document or used in full.

If it is to be used as a watermark than it should be used no less than 10% opacity.

A large, abstract graphic on the left side of the page, consisting of several overlapping, curved, wave-like shapes in various shades of blue, creating a sense of movement and depth.

collateral guidelines

» Business Cards	17
» Letterheads	18
» Withcomp Slips	19
» Email Signature	24
» Word Documents	25
» PowerPoint Presentations	26



Business Cards

Size: 86mm x 54mm

Stock:

Weight:

Name:

Trade Gothic LT Condensed, 9pt, 10pt leading, -10 Tracking,
1mm line space after, PMS 534

Title:

Trade Gothic LT Condensed, 7pt, 10pt leading, -10 Tracking,
1mm line space after, PMS 2905

Contact Info Points (p, f, m and e):

Trade Gothic LT Condensed, 8pt, 9.5pt leading, -10 Tracking,
PMS 2905

Contact Info Details:

Trade Gothic LT Condensed, 8pt, 9.5pt leading, -10 Tracking,
PMS 534, 1mm line space after,

Web Address:

Trade Gothic LT Condensed, 8pt, 9.5pt leading, -10 Tracking,
PMS 2905



SOUTH COAST
BAPTIST COLLEGE

30 Gnangara Drive
PO Box 6126,
Waikiki WA 6169
p (08) 9528 2838
f (08) 9528 2025
www.scbc.wa.edu.au



Rigorous Minds | Compassionate Hearts

Letterheads

Size: 297mm x 210mm (A4)

Stock:

Weight:

Positioning Statement:

Trade Gothic LT Condensed, 11pt, 13.5 leading, -10 Tracking,
PMS 2905

ABN:

Trade Gothic LT Condensed, 7pt, 8.5 leading, -10 Tracking,
PMS 534

Contact Info Points (p, f, m and e):

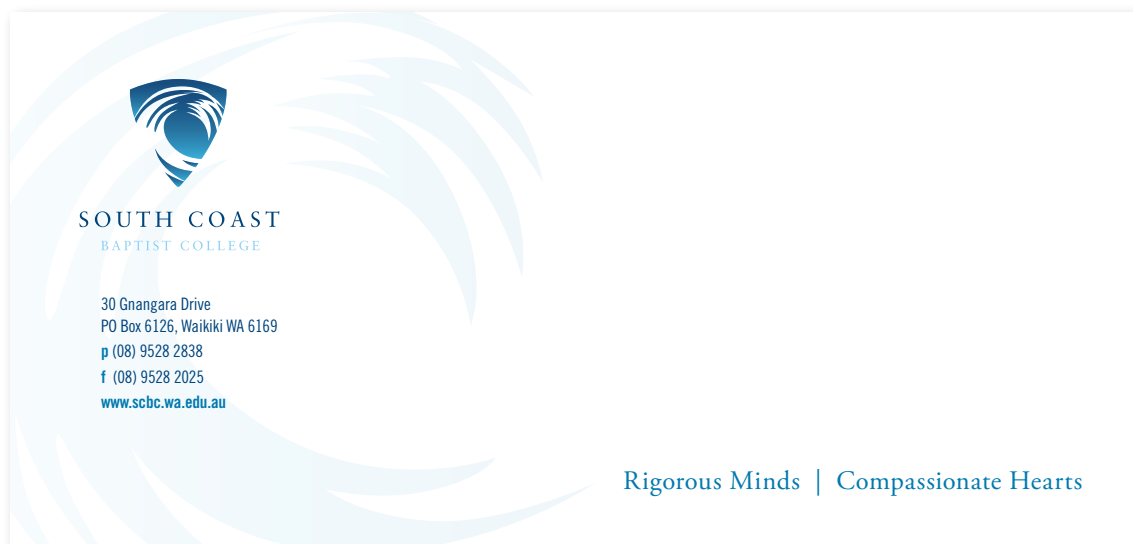
Trade Gothic LT Condensed, 8pt, 9.5pt leading, -10 Tracking,
PMS 2905

Contact Info Details:

Trade Gothic LT Condensed, 8pt, 9.5pt leading, -10 Tracking,
PMS 534, 1mm line space after,

Web Address:

Trade Gothic LT Condensed, 8pt, 9.5pt leading, -10 Tracking,
PMS 2905



Withcomp Slips

Size: 210mm x 99mm (DL)

Stock:

Weight:

Positioning Statement:

Trade Gothic LT Condensed, 11pt, 13.5 leading, -10 Tracking, PMS 2905

ABN:

Trade Gothic LT Condensed, 7pt, 8.5 leading, -10 Tracking, PMS 534

Contact Info Points (p, f, m and e):

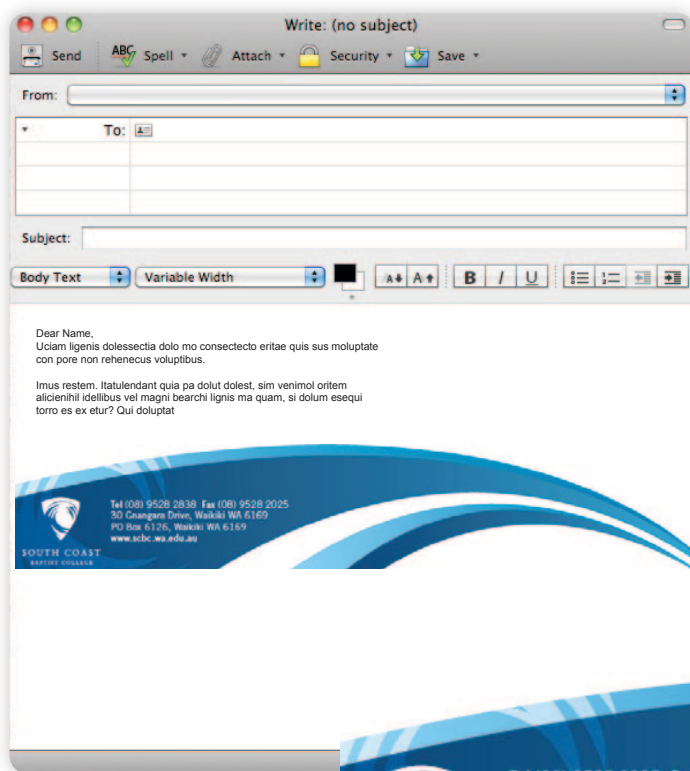
Trade Gothic LT Condensed, 8pt, 9.5pt leading, -10 Tracking, PMS 2905

Contact Info Details:

Trade Gothic LT Condensed, 8pt, 9.5pt leading, -10 Tracking, PMS 534, 1mm line space after,

Web Address:

Trade Gothic LT Condensed, 8pt, 9.5pt leading, -10 Tracking,



Email Signatures

Main body copy:

Arial 10pt, 12pt leading, Black



<div data-bbox="295 363 365 427" data-label="Text">15mm</div>	<div data-bbox="416 240 517 357" data-label="Image"> </div> <div data-bbox="358 370 575 422" data-label="Text"> <p>SOUTH COAST BAPTIST COLLEGE</p> </div>	<div data-bbox="1043 253 1223 386" data-label="Text"> <p>30 Gngara Drive PO Box 6126, Waikiki WA 6169 p (08) 9528 2838 f (08) 9528 2025 www.scbc.wa.edu.au</p> </div> <div data-bbox="1162 363 1232 427" data-label="Text">15mm</div>
	<div data-bbox="358 587 492 611" data-label="Text"> <p>Dear Mrs Smith,</p> </div> <div data-bbox="358 639 1039 718" data-label="Text"> <p>Maximosa dolessusam, totatemolut et molorum nobitae accum rerrum ut ommolore initis molum quatia imintibus qui iusam que ma sintia nonse magnam, sequisi ntectatur, ero illa voluptur? Qui aborrovid.</p> </div> <div data-bbox="358 748 1039 852" data-label="Text"> <p>Loriate mporehent quam aut vel ipsanderrum rerspe nihiciendit, consed magna parume lant ipsam, odio voloreh enimilliquam apienimi, quam alibus, sedit laccuscias et am aliquam comnitionse cullant.Et ditatur ma quae parcia isit auditaqui ut ut aut essecae solum, ut estrupt atiscidus</p> </div> <div data-bbox="358 880 1016 1038" data-label="Text"> <p>latempelia quunt expliti beriaspis il magnis net valoribus, sim fuga. Pudanihil inteni omnimusam il mos molore et, culpaiae valoris sit et laccaborpori qui apererum ende molorum nobitia et fugit excere sinihit, et am eliqui doluptat. Alitis alissunte que que mollate nobis magniam veliquia doloren daection ra voluption prest que et ut mo maximporate nonesen debitistium voluptur, et laccati blabora eiuntusam reium alignientin reris esecabo. Ut laborro es quam.</p> </div> <div data-bbox="358 1094 443 1120" data-label="Text"> <p>Sincerely,</p> </div> <div data-bbox="358 1139 595 1246" data-label="Text"> <p><i>John Smith</i> John Smith</p> </div>	
<div data-bbox="548 1428 972 1463" data-label="Text"> <p>Rigorous Minds Compassionate Hearts</p> </div> <div data-bbox="1232 1471 1292 1500" data-label="Text">15mm</div>		

Word Documents

Heading:

Helvetica Bold, 11pt, 14pt leading, Black

Sub Headers:

Helvetica Bold, 9pt, 12pt leading, Black

Main Body Content:

Helvetica Roman, 9pt, 12pt leading, Black

Document Margin:

15mm left, right and bottom margin

65mm top margin



Powerpoint Presentations

Main Heading:

Helvetica Bold, 35pt, 37pt leading, White

Sub Headers:

Helvetica Bold, 9pt, 12pt leading, Black

Main Body Content:

Helvetica Roman, 9pt, 12pt leading, Black

A large, abstract graphic on the left side of the page, consisting of several overlapping, curved, wave-like shapes in various shades of blue, creating a sense of movement and depth.

promotional guidelines

» Signage Guidelines	27
» Advert Guidelines	32
» Flyer Guidelines	34



Directional Signage

Substrate: Colorbond

Mounts: Stainless Steel Wall Mount, 32mm diameter

Directional Signage is to be printed on vinyl and applied to Colorbond and mounted directly to the wall.

Title: Sabon LT, 30pt, 34pt leading, 125 Tracking, White



Directional Signage

Substrate: Colorbond

Mounts: Stainless Steel Wall Mount, 32mm diameter

Directional Signage is to be printed on vinyl and applied to Colorbond and mounted directly to the wall.

Title: Sabon LT, 30pt, 34pt leading, 125 Tracking, White



Internal Signage

Substrate: 6mm Clear Acrylic

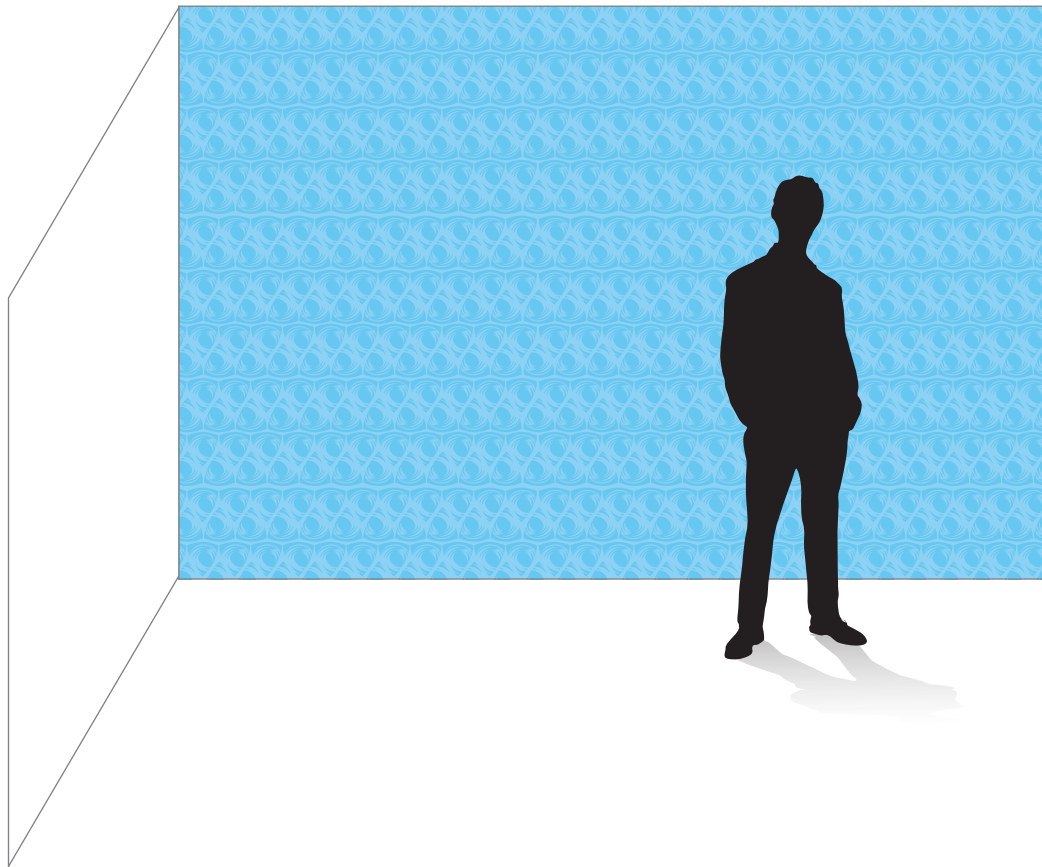
Mounts: Satin Chrome Mounts, 32mm diameter

Internal Signage is to have full colour graphics printed and applied to the back of the Acrylic. The logo and title are to be cut from white vinyl and applied to the front.

Title:

Sabon LT, 30pt, 34pt leading, 125 Tracking, White

The inverted logo is to be used.



Internal Signage

Substrate: Printed vinyl

The Internal branding of SCBC must have one feature wall. This wall is to be in PMS 2905 with the Shield Wave pattern (see page 15).

All other walls should remain white.

Advert Guidelines

Illoqui aepat esentio omnihi ipsi essimus earumque istioreptat voluptatem venditatem eum aliqui audit, sum sus, inia con core, ulparit deligen istas reptae qui ut voluptas con platas nonsenda con prepera tionsequi tem. Itat auda expedit aeperec atiant am, ut volioram que nos eatosanihil magnihici dolulem aut aspedic torempu liquibusam restotate voluptatatem quiberf eribus autemqui aliaes autet utate ne repra voluptatem. Paribus et ullatem dundi ipis dolecto repre, am, tem. Ibusa aut porernat quam aut escia dolendit, et eaqui rehendereb quam exero est, tecaborepudi volorum facculi aborem hillend andandam simodis magnim vit as sint.

Osam, sincis eic tem fuga sequo conem quodis de pedis ut a comihici cietur aspidem fuga pernat volupis aut venis solupitum elus voloribus mosseque voluptatis reptas dem eum, qui ratia cuscium quo to que voloreh endio. Ximus.

Restrumquo deri tet officiente conetur, sequoditis cor rehentibusVerovid maio tese coninitum arum sequi doluplat alisciae omnos unt ab ipsus et quietum restia nonseque occaeped ut liquae. Namus am exerrume sitio. Must, volor autatum aut quat accabor epudios antiusdant es vendaes volore num, ullessequam re, offic tem ea consequam, evellique vit eaquia sum core nonsenti totat omnis eatquam, verferf erunt hicia venimus, quidellaut et moditaa uaetur aliquis si re nam quist reprora dolupta ecatestius?

Es il imilicia aute voloritatur?Otatem nulparioe optatest, occusam faccabo rionseq uasperr ovilet, utem auda nimpore mquist ullupta temqui nonsequ isquam raturit aut es quamus et officitatur, simusda coned magnitatur aperepu dandelent, seque mi, aut eaquame iduciet latestotam etur simi, et quibusaerrum est eluntios delestr uplatemquo biaboreni as utatur, ant untin re quodicia pa voluptae pa ima inimi, aut ut que volut et et poruptaquis

atus non et es ulpa parum, et incitatis essequos reiciam aut adis quo consequi ad quo magnatus conseditum is ut repudio. Itatur, abo. Ut et iis entur sequiae volente il imodit es duntorem aut in explamusa corestis sendero iumque quatuat iatur? Quibus cus voluptatis atecturit a simet vit, odtestis dolore maio. Ut volendel id minus exces duci as et auda cum faccus aut lant.

Puda ipic te pa ex eaqui quo blant.

Ditatem ut experrovid ut as alignihiliam quiandi vero blanis adisquia iumquod ignihil et excerum consequi quibus eum hiciquod quae et, enimagnim dolorimusdanist, excerchit eaquam repe pel is asita quiderias id et ut aborept iorem. Et arum esequam fugiti ullabo. Itati verum, im que nihit que voluptate quistur alis arum nis eatem autecupit omnit ligent ut eum aut molenih illenimusa pre nos doluplat.

Nem reicabo reptas re nonsequ isincid utem. Ut vit odit labora doluplur, secatur?

Rum qui conse nobit repel modis eiciend ignatit iossima gniant odi imodigent.



A CHANGE IS COMING...



SOUTH COAST BAPTIST COLLEGE

Estium endae. Itatusciam fuga conll idist as aut que labor rendae nullessectet alit volum quam lessectet alit volum quam recatem.

iminum quiant adis ma niminve lendaer atibusa pidenim, nos doluptaque quia samus es eosa as alit raecab ipsaper adis ma niminve chitatis et fugit lant uuyet jshdfh saper adis ma niminveaudae dus.

Nestiuntus simi, eri quia consectam, susandi to te nihictiantem volupi eri quia coc te peribus.

Rigorous Minds | Compassionate Hearts

p (08) 9234 4567 f (08) 9234 5678 e office@scbc.wa.edu.au
www.scbc.wa.edu.au

Advert Guidelines

When an advertorial without imagery is required the template shown is the recommended design.

Inverted White logo is used on the PMS 534 background with the use of the wave eblem.

Heading:

Sabon LT Bold, 18pt, 22pt leading, White

Intro Content:

Trade Gothic LT Condensed, 14pt, 14pt leading, PMS 2905

Main Body Content:

Helvetica Roman, 11pt, 13pt leading, White

Margin:

3mm white border

Advert Guidelines

Illoqui aepat esentio omnihi ipsi essimus earumque istiorepat voluptatem venditatem eum aliqui audit, sum sus, inia con core, ulparit deligen istas reptae qui ut voluptas con platas nonsenda con prepera tionsequi tem. Itat auda expedit aeperec atiant am, ut volioram que nos eatosanihil magnihici dolutem aut aspedic torempe liquibusam restotote voluptatatem quiberf eribus autemqui allaes autet utate ne repra voluptatem. Paribus et ullatem dundi ipis dolecto repre, am, tem. Ibusa aut porernat quam aut escia dolendit, et eaqui rehendeis quam exero est, tecaborepudi volorum facculi aborem hillend andandam simodis magnim vit as sint.

Osam, sincis eic tem fuga sequo conem quodis de pedis ut a comihici cietur aspidem fuga pernat volupis aut venis solupium elus voloribus mossequi voluptatis reptas dem eum, qui ratia cuscium quo to que voloreh endio. Ximus.

Restrumquo deri tet officiente conetur, sequoditis cor rehentibusVerovid maio tese cominitum arum sequi doluplat alisciae omimos unt ab ipsus et quiatum restia nonseque occaeped ut liquae. Namus am exerrume sitio. Must, volor autatum aut quiat accabor epudios antiusdant es vendaes volore num, ullessequam re, offic tem ea consequam, evellique vit eaqua sum core nonsenti totat omnis eatquam, verterf erunt hicia venimus, quidellaut et moditaa uaetur aliquis si re nam quist reprora dolupta ecastestur?

Es il imilicia aute voloritatur?Otatem nulparioe optatest, occusam faccabo rionseq uaspep ovilet, utem auda nimpore mqulist ullupta temqui nonseque isquam raturit aut es quamus et officitatur, simusda consed magnitatur aperepu dandelent, seque mi, aut eaquame iduciet latestotam etur simi, et quibusaeum est eluntios delestur uplatemquo biaboreni as utatur, ant untin re quodicia pa voluptae pa ima inimi, aut ut que volut et et poruptaquis

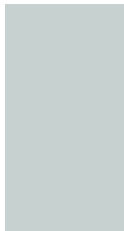
atus non et es ulpa parum, et incitatis essequos reiciam aut adis quo consequi ad quo magnatus conseditum is ut repudio. Itatur, abo. Ut et iis entur sequiae volente il imodit es duntorem aut in explamusa corestis senderc iumque quatuat iatur? Quibus cus voluptatis atecturit a simet vit, odtestis dolore maio. Ut volendel id minus exces duci as et auda cum faccus aut tant.

Puda ipic te pa ex eaqui quo blant.

Ditatem ut experovid ut as alignihiliam quiandi vero blanis adisquia iumquod ignihil et excerum consequi quibus eum hiciquod quae et, enimagnim dolorimusdanist, excerchit eaquam repe pel is astia quiderias id et ut aborep iorem. Et arum esequam fugiti ullabo. Itati verum, im que nihit que voluptate quistur alis arum nis eatem autecupit omnit ligent ut eum aut molenih illenimusa pre nos doluplat.

Nem reicabo reptas re nonseque isincid utem. Ut vit odit labora doluplur, secatur?

Rum qui conse nobit repel modis eiciend ignatrat iossima gniant odi imodigent.



SOUTH COAST
BAPTIST COLLEGE

A CHANGE IS COMING...

Estium endae. Itatusciam fuga conll idist as aut que labor rendae nullessectet alit volum quam lessectet alit volum quam recatem.

iminum quiant adis ma niminve lendaer atibusa pidenim, nos doluptaque quia samus es eosa as alit raecab ipsaper adis ma niminve chitatis et fugit lant uuyet jshdfh saper adis ma niminveadae dus.

Nestiuntus simi, eri quia consecam, susandi to te nihictiantem volupi eri quia coc te peribus.

Shaping Rigorous Minds | Compassionate Hearts

p (08) 9234 4567 f (08) 9234 5678 e office@scbc.wa.edu.au
www.scbc.wa.edu.au

Advert Guidelines: with Imagery

When an advertorial with imagery is required the template shown is the recommended design.

Primary logo is used on a white background use of the wave as a watermark.

Heading:

Sabon LT Bold, 18pt, 22pt leading, PMS 534

Intro Content:

Trade Gothic LT Condensed, 14pt, 14pt leading, PMS 534

Main Body Content:

Helvetica Roman, 11pt, 13pt leading, 534



Promotional Guidelines: Flyer

When a DL flyer is required the template shown is the recommended design.

Primary logo is used on a white background use of the wave as a watermark.

Heading:

Sabon LT Bold, 18pt, 22pt leading, PMS 534

Intro Content:

Trade Gothic LT Condensed, 14pt, 14pt leading, PMS 534

Main Body Content:

Helvetica Roman, 11pt, 13pt leading, 534



SOUTH COAST
BAPTIST COLLEGE

p (08) 9528 2838

f (08) 9528 2825

e office@scbc.wa.edu.au

www.scbc.wa.edu.au