

VISUAL TEMPLATES

Best practice guidelines
for printable templates via
Traders Point Workroom

Last Updated: September. 2019

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WELCOME

Thank you for taking the time to carefully read these guidelines. Your participation in taking the time to clearly communicate to our congregation, guest, and volunteers will help eliminate barriers between them and Jesus!

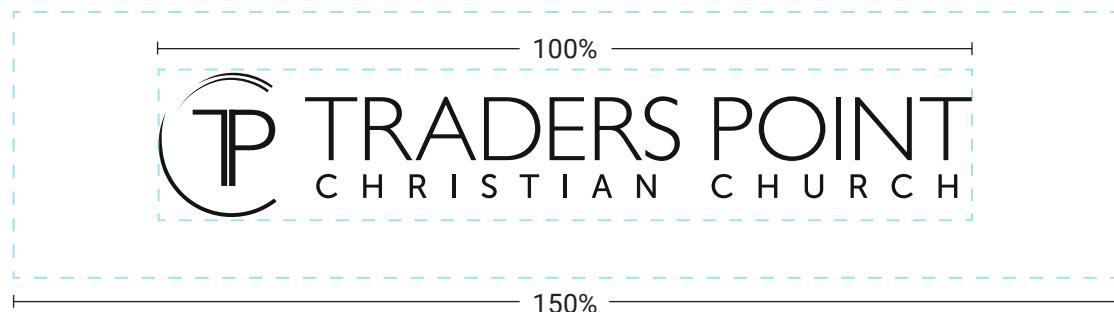
WHY IS THIS GUIDE IMPORTANT?

These guidelines outline the general rules when using TPCC's brand assets. When we communicate clearly and effectively, we provide an environment free of confusion and haste . This may seem unimportant but it plays a small yet pivotal role in leading people to Jesus.

This guide will briefly cover guidelines for the primary assets available at tpcc.org/workroom, under visual templates, where you can download assets files and make a request to our communications team.

LOGO

When using these Visual Templates, the Traders Point logo will be provided on specified versions. Do not skew, distort, change color, or make any changes to the logo.



On any print piece you may be working on, be sure to leave plenty of room for the logo to "breathe." This helps maximize clarity and legibility.

FONTS

The typography provided on the Visual Templates has been picked for it's clarity, accessibility, legibility, and relation to the Traders Point Christian Church brand.

Please do not change the fonts provided on the templates.

Helvetica Bold (Headings)

AaBbCcDdEeFfGgHhIiJjKk
LIMmNnOoPp QqRrSsTtUu
VvWwXxYyZz
1234567890!@#\$%^&*()

Helvetica Regular (Sub-Headings + Body Text)

AaBbCcDdEeFfGgHhIiJjKk
LIMmNnOoPp QqRrSsTtUu
VvWwXxYyZz
1234567890!@#\$%^&*()

On 11 x 17 inch templates, heading font size should range from 70-100.
Sub-headings and body text should range from 60-70.

On 8.5 x 11 inch templates, heading font size should range from 70--80.
Sub-heading and body text should range from 45-55.

Staying within these parameters will prevent text from getting cut off by our sign frames and stands.

FONT EXAMPLE

WELCOME!
WE'RE GLAD
YOU'RE HERE.

We're currently
preparing for service
and the doors will
open soon.

Helvetica Bold

Helvetica Regular

17in

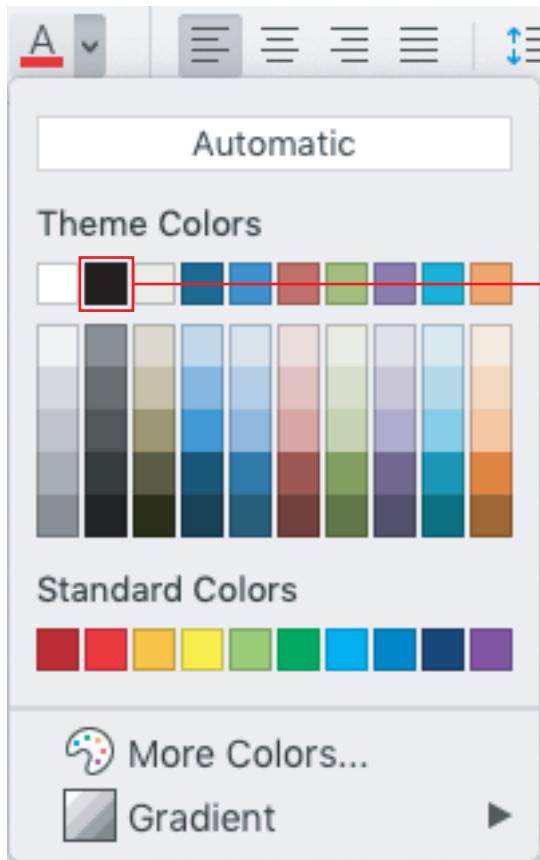


11in

COLOR

The colors provided on the Visual Templates has been picked for their contrast and legibility.

Please do not change the colors provided on these templates.



In Microsoft Word, if the font color is accidentally changed, use the black option shown.

DO'S & DONT'S

These are general guidelines to follow closely when using Traders Point's brand assets. Only use logos found at tpcc.org/workroom

Do:

Be sure to leave approximately 1.5 inch margins around the border of the document

This prevents any content from being cut off from our sign holders/displays

Leave enough space for any assets for them to be clear and uncluttered and use assets at a legible size

Keep text short, simple, but understandable

Don't:

Change any fonts or colors

Add any images such as photos or clip art

Pluralize or abbreviate words/rooms a guest might not know

Don't use logos/icons in place of words

Questions?

Submit a support request via tpcc.org/workroom & we'd be happy to assist you.

NAME TAGS

On files that offer printable nametags, be sure to keep font size at 20 points in Helvetica Regular.

On the Non-Staff Nametag file, only use the first name and first initial of the persons last name.



John Smith



John Smith

 TRADERS POINT CHRISTIAN CHURCH	 TRADERS POINT CHRISTIAN CHURCH
Name	Name
 TRADERS POINT CHRISTIAN CHURCH	 TRADERS POINT CHRISTIAN CHURCH
Name	Name
 TRADERS POINT CHRISTIAN CHURCH	 TRADERS POINT CHRISTIAN CHURCH
Name	Name
 TRADERS POINT CHRISTIAN CHURCH	 TRADERS POINT CHRISTIAN CHURCH
Name	Name

DIRECTIONAL SIGNAGE

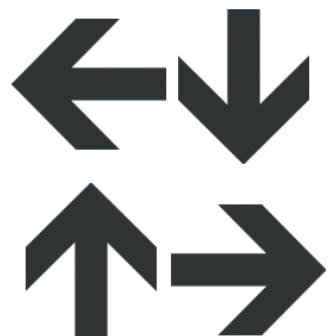
On files with directional arrows, you will find at the bottom of the document, a variety of arrows. Simply pick the direction you'd like the arrow to face and delete the second page prior to printing.

OUT OF ORDER

Proceed to elevator located by the Park entrance



 TRADERS POINT
CHRISTIAN CHURCH



 TRADERS POINT
CHRISTIAN CHURCH



LEARN MORE AT TPCC.ORG/WORKROOM

