

# myBibleStudy.com

## Identity Standards

The purpose of this document is to establish consistent application of design standards for the myBibleStudy.com logo.

In order to successfully implement this objective, these guidelines should be followed by those responsible for developing myBibleStudy.com materials.

This document is not intended to limit future application, but to channel design efforts in a way which will best serve myBibleStudy.com products.

### Full-Color Application on Colored Background



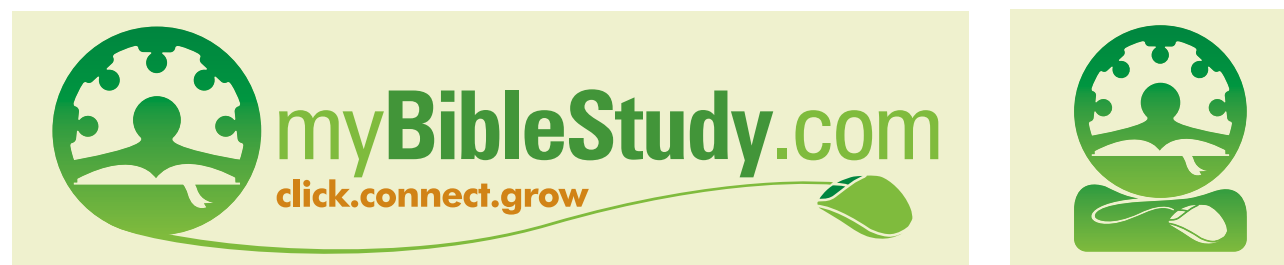
compact logo example



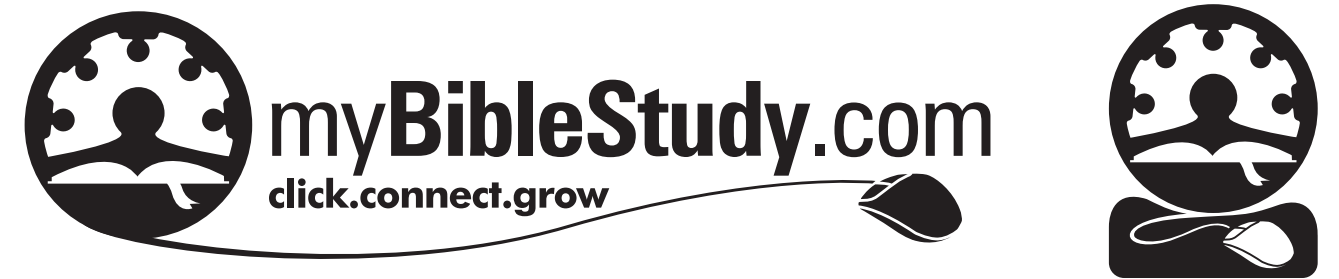
Steps to create gradient portion of the myBibleStudy.com logo:  
Begin with PMS 356C (dark green). Add PMS 376C as second point of gradient. Apply to the logo at a 90 degree angle. PMS 356C at top, 376C at bottom

For the compact logo apply this same gradient to the bottom portion. It is not one complete gradation but two separate elements.

### Color Application on Colored Background without White



### Black & White Application on White Background

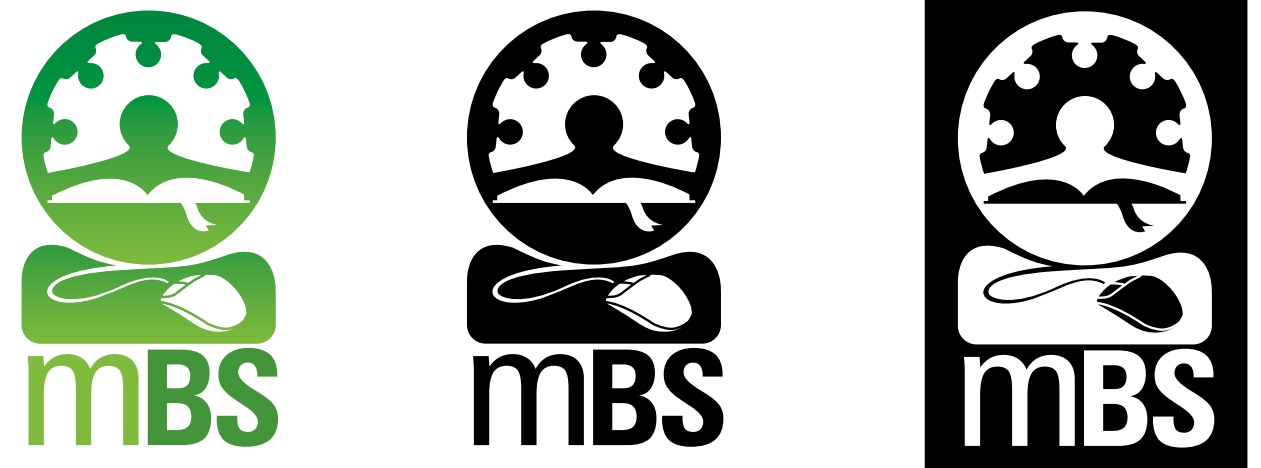


See guidelines for full-color application on white or light background.

### White Application on Dark Background



### Other Applications



In order to accomplish the objectives of this document, any questions concerning unusual situations not covered should be directed to: Kilpatrick & Miller (kilmil.com).