THECROSSING
a christian church

Style Best Practices

Fonts:

Helvetica
Arial Black
Avant Garde

At times printed items can seem too busy… in order to avoid this. Here are some suggestions.

Maximum of two fonts per print item. Body copy should always be a simple font (Helvetica and Avante Garde very standard and used widely around The Crossing). This does not include the use of bold or italicized forms of your chosen fonts. Use these as needed and with discretion.
Text using a picture as background can be effective with title and emphasized words, but can be distracting with body copy.
Color – focus your designs on two main colors and an accent color. Adobe Kuler: kuler.adobe.com gives great color scheme ideas. It is a great practice to pull color from an image used in a background, texture, or picture.
Font sizes take on a similar effect as color. Utilize two main size and an accent size if need.
Utilize empty space, it can balance out your project.

Logo:

A form of The Crossing logo must appear on ALL print documents. This can be in the form of just the bug or the full logo. If you are placing over any background, make sure to use the .png, .psd, or .eps which retain transparency. Only use a .jpg on a white background. The full logo of The Crossing should NEVER be smaller than one inch.

Notes:

If you are intending to print at The Crossing everything will print darker than it shows on screen.
Also if printing at The Crossing, keep in mind there will be a white border on your piece so plan for it – it is about .25in all around.
The Communications Team has an archive of all previous printed work. Grab Dominique or Josiah if you want to see this or get some help with your design. They have samples for you to keep as well.
Make sure to take a look at the editing checklist to make sure the copy communicates the right message.