



Awana® Clubs™
Brand Identity
01/09/08

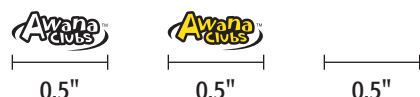
2.1 — Awana Clubs Logo

2.1.2 — Logo Graphics Usage

2.1.2 — Logo Graphics Usage

Minimum size

No version of the Awana Clubs logo should ever be reproduced smaller than .5" wide.



Protected area

The clubs logo must always be surrounded by a minimum expanse of open space, as shown below. Type, graphics, illustrations, headlines or the edge of a printed piece must not enter this area; it should remain clean and uncluttered. This allows for a legible, easily identifiable logotype which is crucial in maintaining the full visual impact of the logo. Any exceptions must have corporate approval.



"x" is equal to half the height of the initial 'A' in the logo. To determine the protected area, simply allow the "x" distance on all sides of the logo.

Use of color in logo

The preferred presentation of the logo is the full-color (CMYK or PMS) version.



The black/white and reversed versions of the logo should be used ONLY when production constraints demand.





Awana® Clubs™
Brand Identity
01/09/08

2.1 — Awana Clubs Logo

2.1.2 — Logo Graphics Usage (cont.)

Use of logo over a photograph

The logo may only be positioned over a photograph when that photograph contains a clean, simple, light background area (A). If such an area is not available (B1), an alternative solution would be to create a clean area using a graphic element as shown below (B2):

A.



B1.



B2.





Awana® Clubs™
Brand Identity
01/09/08

2.1 — Awana Clubs Logo

2.1.2 — Logo Graphics Usage (cont.)

Use of logo over a photograph

The following are examples of unacceptable use of the logo with a photograph:



- Logo positioned over multiple value tones.



- Logo positioned over highly textured background.



- Logo with glow effect applied.

Unacceptable uses of logo

Unacceptable use of color

- The logo must not be used on a dark background.
- No color substitutions are allowed within the logo.
- The logo must not span multiple background colors.





Awana® Clubs™
Brand Identity
01/09/08

2.1 — Awana Clubs Logo

2.1.2 — Logo Graphics Usage (cont.)

Other unacceptable uses of the logo

- The logo should not be used with drop shadows, highlights, gradients or any other graphic attributes.



- The logo should not be rotated, stretched, warped or distorted.



- The logo should not be used without the trade mark symbol.



- The logo should not be screened or tinted.



- The logo should not be used as part of a sentence.



- The logo should not be reconfigured or altered.





Awana® Clubs™
Brand Identity
01/09/08

2.1 — Awana Clubs Logo
2.1.2 — Logo Graphics Usage (cont.)

Other unacceptable uses of the logo (continued)

- The logo should not be used with a stroke.



- The logo should not be used in a repetitious manner, such as creating a background pattern.



- The logo should not be placed inside an object that is smaller than the minimum protected space.



- The logo should not be used on a heavily patterned or textured background which would distort any part of the logo.

