

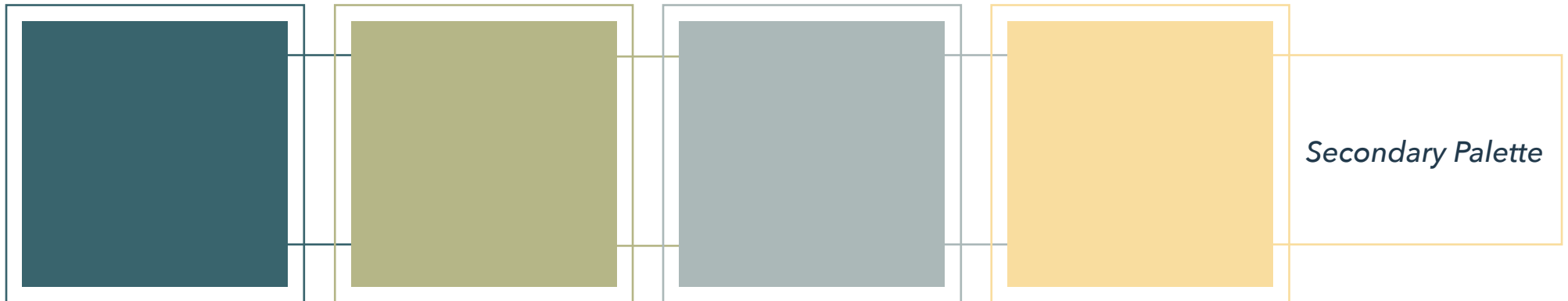
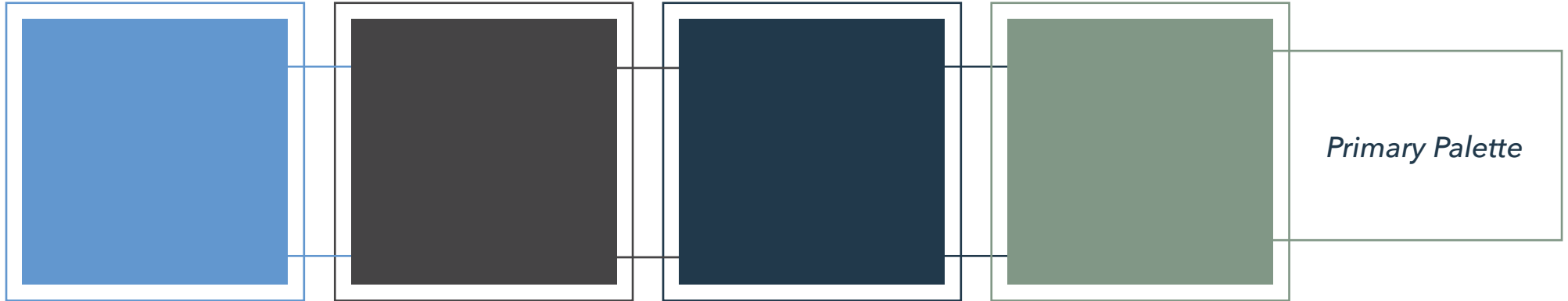
BRAND GUIDE 2025



CENTRAL CHURCH
OF THE NAZARENE

COLOR PALETTE

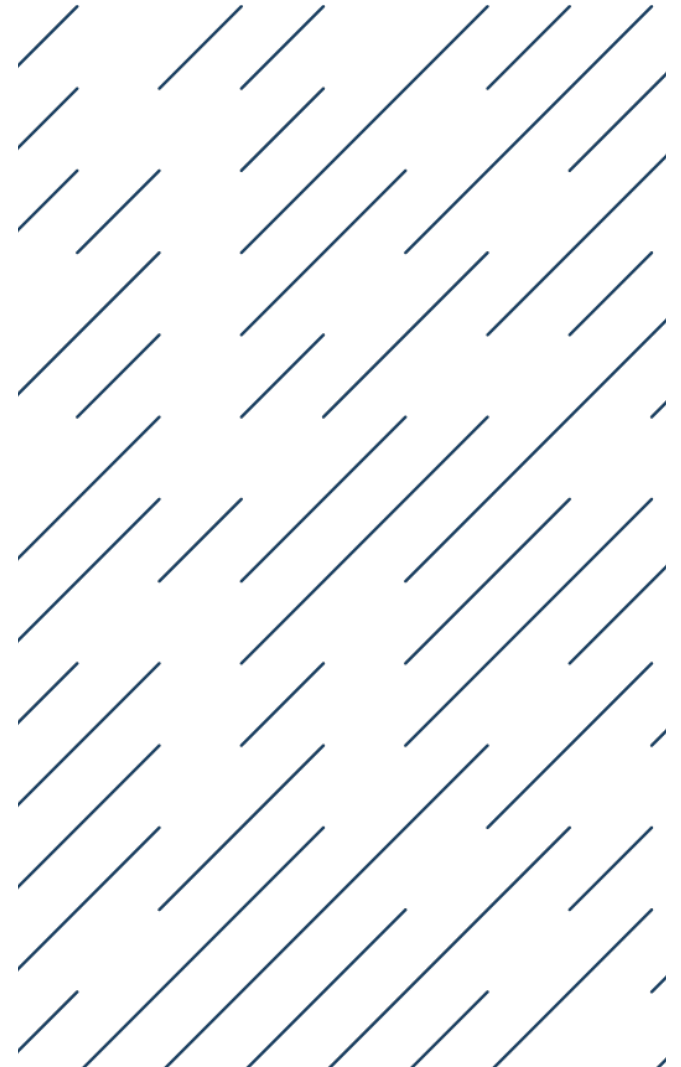
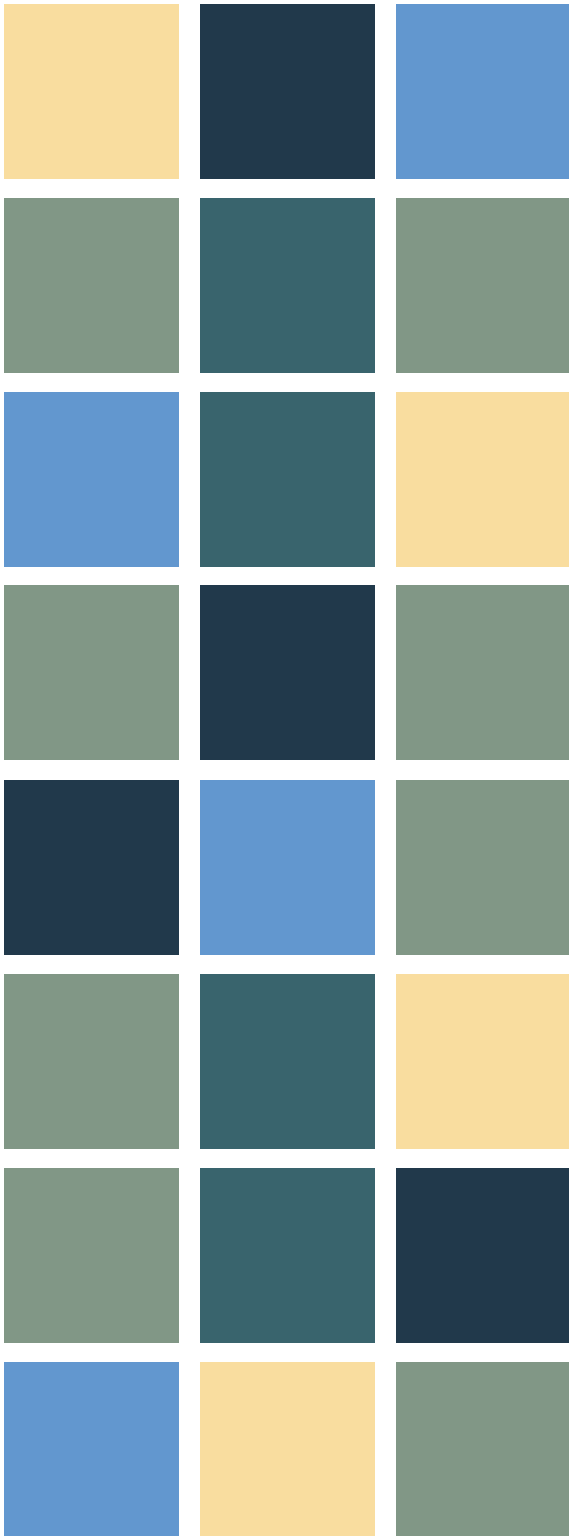
Primary & Secondary



Using brand colors correctly ensures a consistent and recognizable visual identity across all platforms. Proper use of brand colors also ensures your messaging aligns with your brand's personality and values, making it easier for customers to connect with and remember your brand.

Use the **Primary Palette** as the main colors in your design, and use the **Secondary Palette** as supporting (accent) colors.

DESIGN PATTERNS



Use design patterns as an accent pattern by lowering the opacity or having it edge a graphic. **DO NOT** use text over patterns.

BRAND LOGOS



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