



# BRANDING KIT & STYLE GUIDE

APRIL 2024

## COLORS

Christian Recovery Centers Inc, (CRCI) recognizes the importance of consistent identity for its brand. The following have been assigned as CRCI's branding colors and are the only colors allowed to be used in print collateral, web content, and on promotional items. These colors may be used in conjunction with each other and with solid black or white. Other colors are not permitted unless specifically authorized for a special project by the Development Office.

Hex code	#93232c	#cb2a39	#df5d6e
CMYK	27,96,84,26	14,97,82,4	8,78,45,0

### Rose House



Brunswick Christian  
Recovery Center



Hex code	#1b4e77	#155695	#4093cc
CMYK	95,71,31,14	96,73,14,2	72,31,2,0



Rose House



## LOGOS

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### **CRCI Logo:**

The CRCI logo is the primary representation of the entire ministry, encompassing CRCI's various programs and services. It includes the women's program (Rose House) and social enterprises such as CRCI Landscaping Services, CRCI Cleaning Services, and CRCI Thrift Store. The CRCI logo may only be used in the shades of blue specified on the 'color' page or in an all-white format. The logo must not be altered or manipulated in any way.

### **Rose House Logo:**

The Rose House logo represents the women's program within CRCI. It should only be used in the specified red and pink colors or in an all-white format. The logo must not be altered or manipulated in any form.

### **Combined Logo:**

The CRCI and Rose House logos may be combined as shown above. When using the combined logo, ensure that both logos are displayed clearly and proportionally, following the color guidelines mentioned above.

### **Background Colors:**

Background colors may be used as long as they align with the standard CRCI branding colors and enhance the visibility of the logo. Care should be taken to ensure that the background does not overshadow or distract from the logo itself.

### **Logo Integrity:**

It is imperative that the CRCI and Rose House logos are used in their original form without any modifications. This includes but is not limited to altering colors, proportions, or elements of the logos.

### **Approval Process:**

Any deviation from these guidelines must be approved by the designated branding authority within CRCI before implementation.

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## FONTS

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### HEADER: MISTRULLY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*~+()

### HEADER: BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$%^&\*~+()

### HEADER: ANTON

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789!@#\$%^&\*~+()**

### HEADER OR BODY: MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*~+()

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Thank you for your interest in Christian Recovery Centers Inc, (CRCI) and the men and women that are served in our program.

For permission to use our logo or if you have questions about these guidelines, please contact

**Kaci Torbich • Brand Manager**  
**980.333.9186 or [ktorbich@crcirecovery.org](mailto:ktorbich@crcirecovery.org)**

If you have questions concerning communications or public relations, please contact

**Development Team**  
**910.287.4357 or [development@crcirecovery.org](mailto:development@crcirecovery.org)**

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