

BRANDING KIT & STYLE GUIDE

JANUARY 2025

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 event or project by the Development Office.



Hex code
CMYK

#1b4e77
95,71,31,14

#155695
96,73,14,2

#4093cc
72,31,2,0



Hex code
CMYK

#93232c
27,96,84,26

#cb2a39
14,97,82,4

#df5d6e
8,78,45,0

LOGOS

CRCI Logo:

The CRCI logo is the primary representation of the entire ministry, encompassing CRCI's various programs and services. It includes the men's program (Grant's Harbor), women's program (Rose House) and Workforce Redevelopment such as CRCI Landscaping Services, CRCI Cleaning Services, CRCI Thrift Store, and CRCI Cabinets & Countertops. 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.

Grant's Harbor Logo:

The Grant's Harbor logo represents the men's program within CRCI. It should only be used in the specified blue colors or in an all-white format. The logo must not be altered or manipulated in any form.

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 logos may be combined as shown at the top of this page. When using the combined logo, ensure that all 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 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.

FONTS

HEADER: BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#\$%^&*-'+()

HEADER: DAY DREAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&-'+()*

HEADER OR BODY: MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*-'+()



Grant's HARBOR *Rose* HOUSE



BRANDING KIT & STYLE GUIDE

JANUARY 2025

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

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

Development Team
910.287.4357 ext. 1404 or development@crcirecovery.org
