



BRANDING KIT & STYLE GUIDE

AUGUST 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.



#1b4e77
95,71,31,14



#155695
96,73,14,2



#4093cc
72,31,2,0



#93232c
27,96,84,26



#cb2a39
14,97,82,4



#df5d6e
8,78,45,0

Hex code
CMYK

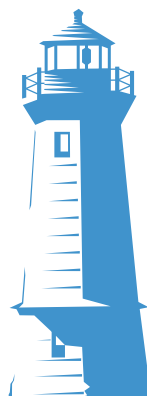
Grant's HARBOR

Rose HOUSE

Bryant's ORCHARD

New LONDON

WORKFORCE
REDEVELOPMENT





LOGOS

The CRCI primary logo represents the entire ministry, including all programs and services.

- **Men's Program:** Grant's Harbor, Bryant's Orchard, New London
- **Women's Program:** Rose House
- **Workforce Redevelopment:**
 - CRCI Landscaping Services
 - CRCI Cleaning Services
 - CRCI Thrift Store
 - CRCI Cabinets & Countertops

Usage: Only in CRCI's approved shades of blue (see "Color" page) or all-white. Must not be altered, recolored, stretched, cropped, or manipulated in any way.

Background Colors

- Backgrounds may be used to enhance logo visibility.
- Must align with CRCI's official brand palette.
- Should never overpower or distract from the logo.

Logo Integrity

- **All CRCI logos must retain their original form.**
- **Prohibited Modifications:**
 - Color changes outside approved palette
 - Resizing that distorts proportions
 - Adding or removing design elements
 - Overlaying effects or filters

Approval Process

Any exceptions to these guidelines require prior approval from CRCI's designated branding authority.



FONTS

HEADER: DAY DREAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&'*~+()

HEADER OR BODY: MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

HEADER: TRUE TYPEWRITER

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

HEADER: BEBAS NEUE

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

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

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