



FIRST BAPTIST HURST

FIRST HURST LOGO

The logo mark is a church's most prominent visual representation of its brand identity. Consistent and accurate logo usage helps to build recognition of the First Hurst brand. Always follow the usage standards.

- *Always use one of the approved logos*
- *Always use one of the approved logo sizes*
- *Always reproduce from approved digital file.*
- *Always maintain consistent white space as defined by the control area*
- *Always use the primary three color version first rather than the single color version*

PRIMARY LOGO



FIRST BAPTIST HURST
www.FirstHurst.com

LOGO SIGNATURE The First Hurst signature consists of the 1/H Circle combined with the logo type and website address. Signature can also be used without the website address.

LOGO VARIATIONS

Here are the only acceptable variations on the First Hurst Logo. Mark and Type can be separated and used independently



FIRST BAPTIST HURST



FIRST BAPTIST HURST

www.FirstHurst.com



FIRST BAPTIST HURST



FIRST BAPTIST HURST

FirstHurst.com

FIRST BAPTIST HURST



FIRST BAPTIST HURST

FirstHurst.com



LOGO USAGE

Below are the acceptable usage for the logo.



CONTROL AREA Never crowd the logo, or place other elements in the control area. Control area measurement 1x is equal to the x-height of the "F" in First Baptist Hurst.

BLACK



FIRST BAPTIST HURST
www.FirstHurst.com

GREY (50% BLACK TINT)



FIRST BAPTIST HURST
www.FirstHurst.com

REVERSE/KNOCK-OUT







FIRST BAPTIST HURST
www.FirstHurst.com

ONE COLOR APPLICATIONS If placed on a colored background, a one-color black, white, or grey version of the logo should be used.

BRAND COLORS

Below are the acceptable colors for the First Hurst Brand.

		PANTONE	CMYK	RGB
	BLUE	Pantone 7476C	C 94 M 46 Y 33 K 22	R 0 G 97 B 123
	ORANGE	Pantone 716C	C 2 M 63 Y 100 K 0	R 241 G 124 B 14
	RED	Pantone 1807C	C 21 M 97 Y 100 K 12	R 178 G 41 B 37
	GREEN	Pantone 7495C	C 52 M 14 Y 100 K 1	R 136 G 173 B 62

TYPEFACE

Frutiger LT Std

FIRST BAPTIST HURST

Frutiger LT Std, 75 Black
Kern - 480

www.FirstHurst.com

Frutiger LT Std, 46 Light Italic
Kern - 120

Frutiger LT Std, 47 Light Condensed

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
1234567890

Frutiger LT Std, 57 Condensed

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
1234567890

Frutiger LT Std, 67 Bold Condensed

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
1234567890

Frutiger LT Std, 77 Black Condensed

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
1234567890

Frutiger LT Std, 87 Extra Black Condensed

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
1234567890

Frutiger LT Std, 45 Light

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
1234567890

Frutiger LT Std, 46 Light Italic

*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
*abcdefghijklmnopqrstu**vw**xyz*
1234567890

Frutiger LT Std, 55 Roman

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
1234567890

Frutiger LT Std, 56 Italic

*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
*abcdefghijklmnopqrstu**vw**xyz*
1234567890

FIRST BAPTIST HURST

1801 N. Norwood, Hurst, TX 76054

📞 817.282.3628 📠 817.282.3483 🌐 FirstHurst.com

