



# Bible Fellowship Church

*"An Expanding Fellowship of Churches  
United to Make Disciples of Jesus Christ"*

***Graphic Standards and Usage***

## Bible Fellowship Church New Logo Story

Every picture tells a story, and the story of the new logo for the Bible Fellowship Church is a simple, yet dynamic one. Its overall appearance captures our shared vision "to become an expanding fellowship of churches, united to make disciples of Jesus Christ."

The logo portrays outward movement and yet a coming-together at the cross.

The center point of human history and of our own lives is the cross of Jesus Christ. The dark edges of the cross represent the condition of our own hearts before we met the savior. Our sin had made us enemies of God, lost in darkness, without hope.

But our sin is nailed to the cross, and we bear it no more.

The white part of the cross represents the purity of Christ. He has washed away our sin, and given us his perfect righteousness. The open ends of the cross suggest the saving power of his atoning sacrifice flowing out to a lost and hurting world. The Bible Fellowship Church is a mission-minded group of churches, eager to take the gospel to the ends of the earth.

Behind the cross, you see a dynamic gold pattern suggesting power and energy. After all, we worship the God who once said "Let there be light! and there was light. That burst of energy also reminds us of a time when the guards at the tomb fell down as dead men in the presence of the awesome life-giving power that enabled Christ to rise from the grave. That explosive image propels us on a bold mission, going in the power of the Spirit, to proclaim the exciting good news that the kingdom of God has dawned, and if anyone is in Christ, he is a new creation.

Of course, gold suggests royalty, because Christ is king of kings -- the sovereign ruler who chooses and calls, who gives faith and sheds mercy. He is seated at the right hand of the Father, and all authority has been given to him.

The blue circle reminds us both of water and the world. God so loved the world that He gave his one and only Son. Jesus invites us to come to him when we thirst, promising that he would become a spring of living water bubbling up within us. The global blue outline offers an persistent reminder that just as Jesus was sent as savior of the world, so we, his disciples in the Bible Fellowship Church, are sent to call the world to Christ, inviting all people groups to be reconciled to God. The world in its wisdom, did not recognize when salvation walked among us as a real man. But take heart, Christ has over-come the world.

So, there it is -- a profound message, portrayed in the simple lines of a circle and a cross... steady in its core beliefs, dynamic in its mission. This is the Bible Fellowship Church: "an expanding fellowship of churches, united to make disciples of Jesus Christ.



PMS 294



PMS 116

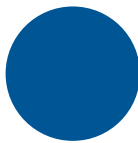
BLACK

BLACK  
Trebuchet MS Regular


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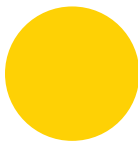
PMS 294  
Trebuchet MS Italic



**BLUE**  
PMS 294  
C:100 M:58 Y:0 K:21

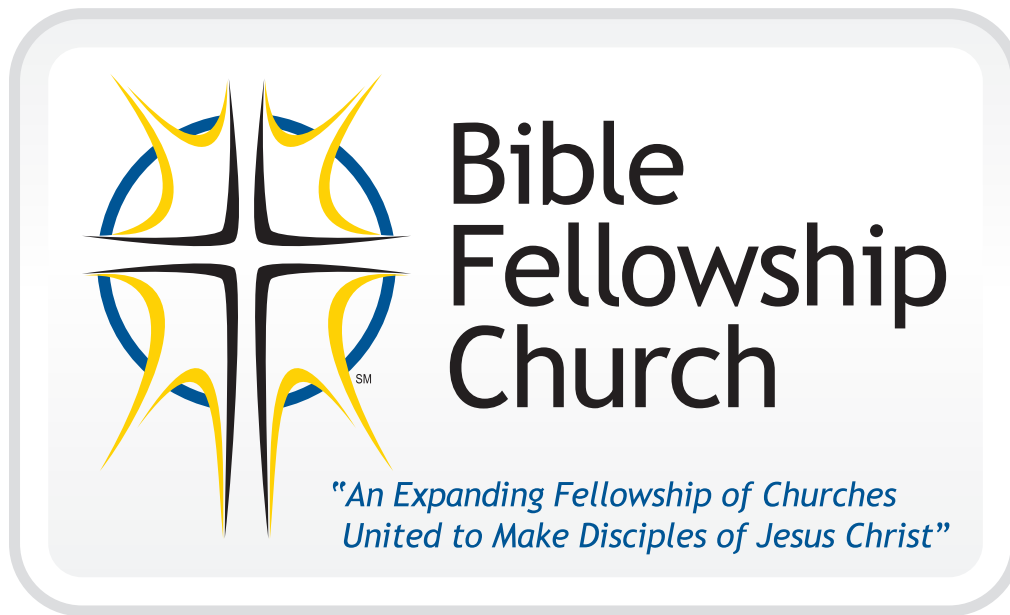


**BLACK**



**GOLD**  
PMS 116  
C:0 M:16 Y:100 K:0

## Explanation of Print Logo Usage



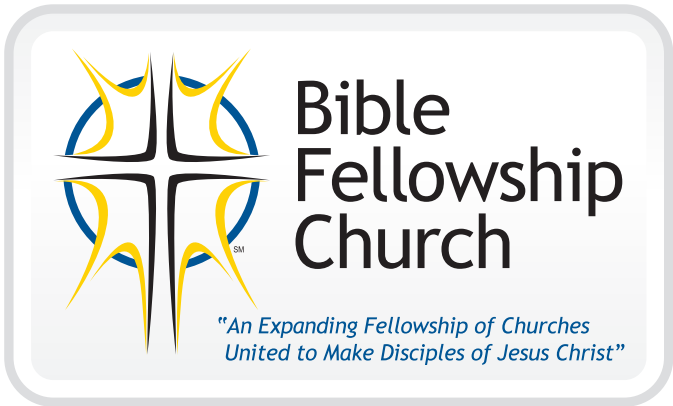
- >> The Bible Fellowship logo has been encapsulated in a rendered, rounded-corner rectangle to allow for easy inclusion into all existing print environments. In these instances, always use the BFC logo @ 300 dpi.
- >> The BFC logo should never print less than 2" wide in all print applications (see below).



- >> Logo should remain in this format unless other permission. Please contact the BFC Webservant: [bfc.org](http://bfc.org).
- >> Please use the file names (located above logos) in this PDF when determining which logo best suits your needs.
- >> All final files can be supplied using links in this PDF, via ftp site or email.
- >> If you would like to incorporate your logo with the BFC logo please contact the BFC Webservant: [bfc.org](http://bfc.org).

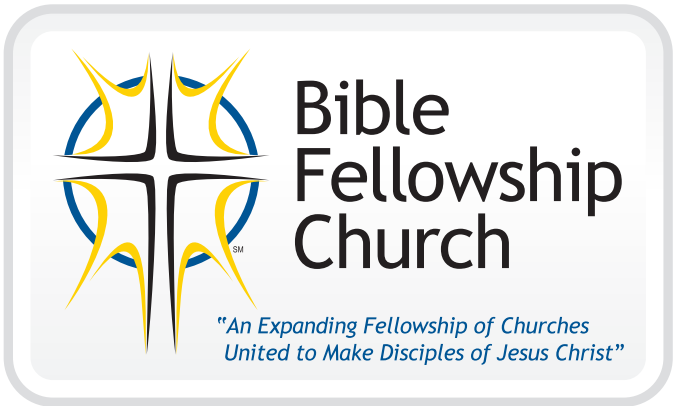
Logos for Print Only Applications

BFC\_logo\_3 color.eps



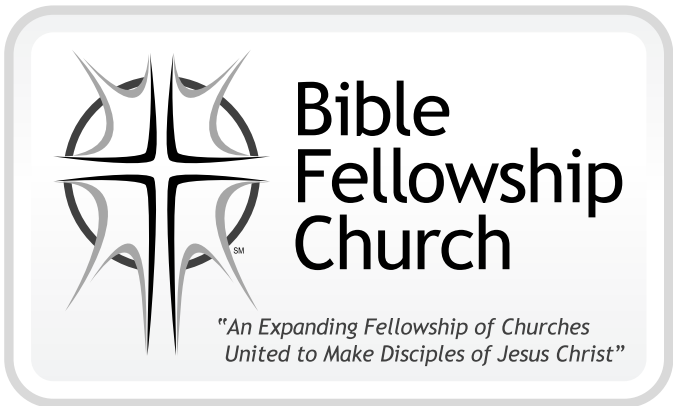
3 COLOR LOGO

BFC\_logo\_4 color.eps



4 COLOR LOGO  
(PROCESS)

BFC\_logo\_grayscale.eps



GRAYSCALE LOGO

BFC\_logo\_3 color flat.eps



FLAT 3 COLOR LOGO  
(USE FOR APPAREL APPLICATION)

BLACK BORDER IS OPTIONAL. Most common use:  
on a white background. For questions please  
contact the BFC Webservant: [bfc.org](http://bfc.org).



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**BLUE**

R:9 G:35 B:7A



**BLACK**

R:0 G:0 B:0



**GOLD**

R:FA G:D6 B:13



**GRAY  
STROKE**

R:D9 G:D9 B:D9



**GRAY TO  
WHITE FADES**

GRAY--R:E6 G:E6 B:E6  
WHITE--R:FF G:FF B:FF



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- >> The Bible Fellowship logo has been encapsulated in a rendered, rounded-corner rectangle to allow for easy inclusion into all existing web environments. In these instances, always use the BFC logo @ 72 dpi.
- >> The BFC logo should appear no less than half the size of the logo of our local church or BFC agency.
- >> Logo should remain in this format unless other permission. Please contact the BFC Webservant: [bfc.org](http://bfc.org).
- >> Webmasters may choose from a number of web-friendly BFC logos (2193 x 575 pixels). The logos will need to be re-sized for each unique application. The various file formats are named:
  - **BFC\_logo\_trans\_bkgd.png**
  - **BFC\_logo\_trans\_bkgd.gif**
  - **BFC\_logo.jpg**
- >> All final files will be using links in this PDF, via ftp site or email.
- >> If you would like to incorporate your logo with the BFC logo please contact the BFC Webservant: [bfc.org](http://bfc.org).

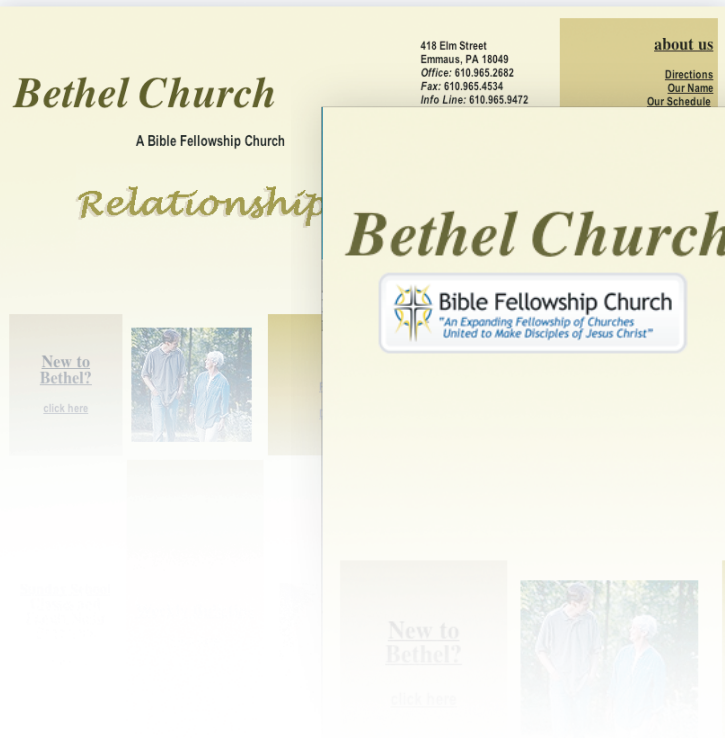
# Examples of BFC Logo Addition to existing Website

## \*BEFORE



## \*AFTER

## \*BEFORE



## \*AFTER