CovenantEyes

BRAND STANDARDS

• • • • 10/31/19

This guide is for all
Covenant Eyes
brand ambassadors.
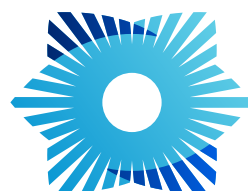
Contents

Index

Our new logo updates our look and better reflects our mission to help individuals and families overcome and protect themselves from the damaging effects of pornography.

Wordmark

This wordmark has characteristics of both angular and rounded features to communicate both human approachability and innovative technology. This reflects our desire to convey ourselves as a company made up of caring people who at the same time possess the expertise and know how necessary to provide meaningful, reliable and forward-thinking technology solutions.

The gradient flowing from the beginning to the end of the wordmark shows the transformation of individuals over time, from darkness to light, struggle to freedom. It symbolizes the meeting of the ally and the struggler, and the illumination of the struggler's spirit and life as they gain freedom from porn.

Symbol

The three eyes symoblize the coming together of the three personas: the struggler, spouse and ally. It is also symbolic of the trinity at the heart of the Christian faith that is an important part of many of our clients' lives.

Like our past logos, this icon symbolizes the eyes, but in a nonthreatening way. It emphasizes the importance of paying attention to what we allow our eyes to see, because what we see affects us and those around us. The rays that make up the eye progress outward, showing that significant, lasting change starts within and allows the struggler to move forward.

The logo evokes the vital partnership between Covenant Eyes and our customers. We're here to help them.

Primary logo

The Covenant Eyes logo is prepared in different lock-ups and color options to work in different situations. "Lock-up" refers to the symbol and the wordmark combined. These lock-ups should not be changed or altered in any way. Refer to this section for guidance on which logo to use.

Primary logo – vertical lock-up

Primary logo – horizontal lock-up

Primary logo reversed – vertical lock-up

Primary logo reversed – horizontal lock-up

The two-color primary logos should be used wherever possible. There are four primary logo configurations: regular and veversed, each with a vertical and horizontal lock-up. It is important to use the primary logos as the first appearance in a Covenant Eyes brand application when there are no color restrictions.

When vertical space allows, use the vertical lock-up. When vertical space is limited or the area better suits a horizontal format, use the horizontal lock-up. The two elements should appear exactly as pictured above, without variation in color or shape. The size ratio between wordmark and symbol and the alignment of the two elements should not be changed.

One-color white

The one-color white version of the Covenant Eyes logo option is a flexible option to use on approved brand background colors and surfaces. Although the one-color white version is acceptable for use in various media, the two-color primary logos are the preferred versions for first appearances in digital and printed materials.

One-color white – vertical lock-up

This logo iteration is used only when required, and only on an approved brand color area.

One-color white – horizontal lock-up

This logo iteration is used only when required, and only on an approved brand color area.

Other logo options

One-color solid

One-color versions in blue and black are a flexible option to use when printing restrictions apply. Although the one-color versions are acceptable for use in various media, the two-color primary logos are the preferred versions for first appearances in digital and printed materials.

One-color printing

The one-color logo should be used when restricted to one-color printing applications.

Black only

The black logo is only to be used when black and white print is restricted.

Helping our customers reconnect with reality and find freedom.

Clear space

Open space around the Covenant Eyes logo sets it apart from the surrounding content and affords better recognition and proper status. Treat the logo as highest in status among all other graphic elements to maintain its brand image.

Clear space

Clear space is the open and uninterrupted expanse surrounding an element, such as the logo. When applying the logo to new graphic applications, always reserve clear space. This is especially important if it is the first time the logo has appeared in the particular application.

Minimum allowance

Use the X-height of the capital letter 'C' from the logo as a unit of minimum space. Never allow another element inside this clear space. Give the logo more than this minimum clear space, if available.

The Covenant Eyes logo is designed for maximum clarity at reduced sizes. However, where drastic reduction is required, do not reduce past the following dimensions:

Width: .4956" | Height: .25"

Width: .6923" | Height: .136"

Minimum size

Choose the appropriate lock-up for the application. The vertical logo will fit most square and vertical layouts, while the horizontal will fit most horizontal applications. The logotype and symbol both maintain clarity to their minimum size, specified above. Reducing below this sacrifices legibility and should not be allowed.

Acceptable usage

The Covenant Eyes logo looks its best when it is clearly visible and consistently placed. The proper background or surface color optimizes visibility.

Background or surface placement

Good contrast between the Covenant Eyes logo and the surrounding color is important. Different logo versions work best for different media: digital and print. The preferred color scheme is the full-color logo, as well as the full-color reversed logo. However, the one-color version is exceptable when print colors are limitied.

DARK BLUE BACKGROUND
When applying the logo over a dark blue background, use the full-color reversed logo.

PHOTOGRAPHY
When applying the logo over a photo, use the full-color reversed logo. The photo must have good contrast and can't be busy.

ONE-COLOR REVERSED
When limited to one-color printing, and applying the logo over a dark blue background, use the one-color logo in white.

ONE-COLOR REVERSED
When limited to one-color printing, and applying the logo over a blue background, use the one-color logo in white.

DARK BLUE GRADIENT
When applying the logo over a dark blue gradient background, use the full-color reversed logo.

LIGHT PHOTOGRAPHY
When applying the logo over a light-colored photo, use the primary logo version. The photo must have good contrast and can't be busy.

ONE-COLOR LOGO
When limited to one-color printing, use the one-color logo in a Covenant Eyes approved blue.

ONE-COLOR IN BLACK
When limited to one-color black only printing, you may use the one-color logo in black.

Unacceptable usage and treatment

❌ DO USE THE NON-REVERSED LOGO ON A BLACK/DARK BACKGROUND

❌ DO NOT SWITCH COLORS

❌ DO NOT USE UNAPPROVED COLORS

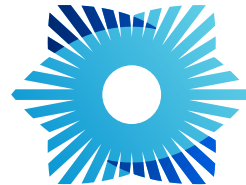❌ DO NOT SKEW OR SCALE IN ONE DIRECTION

❌ DO NOT ADD EFFECTS OR STROKES

❌ NO BUSY BACKGROUNDS

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❌ DO NOT ROTATE

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❌ DO NOT CHANGE THE LOGO AND WORDMARK SCALE

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❌ DO NOT CHANGE THE WORDMARK

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Internet Accountability

❌ DO NOT ADD ANY TAGLINES

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❌ DO NOT CHANGE THE LOCKUPS

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❌ DO NOT USE THE ONE-COLOR LOGO WITH COLOR