LOGOS

THE DAWSON LOGO

The Dawson logo is a visual tool that ties together the personality, purpose, and promise of the church body using imagery and color. Our logo is a marriage of the traditional and contemporary, with Jesus as the very center of it all. The visual center of our logo is the cross. Without the cross, there is no need or justification for the existence of Dawson. This church was founded to declare the good news of the cross and the resurrection.

But, where does the logo begin? Viewed one way, it appears that the cross is where the artist started. Viewed from another perspective, it would appear that the artist concluded with the cross. Our ministry begins at the cross and leads to the cross. In addition, the design may appear incomplete as if it leads to infinity. Dawson is a church still in process. We are an unfinished work of God. Each time a new member unites with us, the church changes, grows, and expands.

The bold and classic lettering of the word “Dawson” in a contemporary color signifies that through the Dawson Family of Faith you can hear the historic Christian message told with simplicity and boldness in a contemporary method. The plot of the old, old story never changes, but we are continually seeking new ways to tell it.

Utalizing the Dawson's logo isn't about placing our "brand" in a competing market among other churches. It helps to share the personality and characteristics that are unique to the Dawson Family of Faith which is inherent to fulfilling our vision and mission.

Approved Dawson Logo (Horizontal)

	Blue Dawson Logo
	Grayscale Dawson Logo **Please use this Dawson logo on promotion pieces.**

General Logo Usage Guidelines:

- Please leave a consistent amount of white space around the Dawson logo.
- The Dawson logo may NOT be used smaller than 1 inch.
- Always reduce and enlarge the Dawson logo, proportionally.
- NEVER modify the Dawson logo.

Where are the approved Dawson logos located?

- The Approved Dawson logos located on the O Drive in the Communications folder in a file entitled Dawson Logos (Approved)

What file formats of the approved Dawson logos are available?

The Dawson logos are available in horizontal and verticle (stacked) versions in color & black and white

- PNG (.png - raster art)
- AI (Adobe Illustrator, .ai - vector art)
- JPEG (.jpg - raster art)
- TIFF (.tiff- raster art)
- EPS (.eps - vector art)
- PDF (jpg - raster art)

Please Note:
The stacked Dawson logo should be used in spaces ONLY when a horizontal logo is NOT an option (e.g. a square or vertical space).

Approved Stacked Dawson Logo (Vertical)

DAWSON Family of Faith	**Grayscale Stacked Dawson Logo**

General Logo Usage Guidelines:
- Please leave a consistent amount of white space around the Dawson logo.
- The Dawson logo may NOT be used smaller than 1 inch.
- Always reduce and enlarge the Dawson logo, proportionally.
- NEVER modify the Dawson logo.

Solid Background With Dawson Logo

DAWSON Family of Faith	**To avoid the white box behind the Dawson logo when placed on a solid background, please use a PNG file only.**
DAWSON Family of Faith	**Do not place the following Dawson logo files on a solid background: EPS, JPG, PDF, Tiff**

Improper Dawson Logo Usage

	Do not eliminate any of the "Dawson D" circles.
	Do not exclude the "Dawson D."
	Do not exclude the tagline "Family of Faith."
	Do not eliminate the line between "DAWSON" and "Family of Faith."

Improper Dawson Logo Usage

	Do not stretch (distort) the logo.
	Do not fill the Dawson circle.
	Do not use any form of the Old Dawson logo.