



I M M E R S E

The **Bible** Reading Experience™

*BRAND GUIDE*



INSTITUTE FOR  
BIBLE READING



TYNDALE

# Logo

Church Program Logo:

I M M E R S E  
The **Bible** Reading Experience™

Alternate Church Program Logo:

I M M E R S E: The **Bible** Reading Experience™

Book Logo:

I M M E R S E  
The Reading **Bible**™

Alternate Book Logo:

I M M E R S E: The Reading **Bible**™



# Brand Usage

**Using the brand within copy:**

**Umbrella brand** — Immerse

**Church Program** — Immerse: The Bible Reading Experience

**Church Program once full name has been used** — Immerse

**Bible** — *Immerse: The Reading Bible*

**Individual volumes** — *Immerse: Messiah, Immerse: Beginnings, etc.*

**Individual church campaigns** — *Immerse: Messiah* (e.g. Chris's church is doing *Immerse: Messiah*)

**Informal reference to the "Big Idea"** — The Immerse movement, the Immerse campaign (only Immerse is capitalized)

**Inconsistent representations:**

The Immerse Experience, The Immerse Campaign, The Immerse Program, The Immerse Bible

# Fonts

## Headings

Avenir - Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## Body

Arno Pro - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

# Color

## Text

#4c4c4e.  
C 0, M 0, Y 0, K 85  
R 77, G 77, B 79

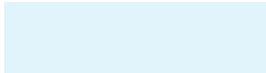


## Messiah

#30719d  
C 84, M 51, Y 22, K 2  
R 48, G 113, B 157



#e1f4fd  
C 10, M 0, Y 0, K 0  
R 225, G 244, B 253



## Beginnings

#005832  
C 91, M 38, Y 94, K 37  
R 0, G 88, B 50



#218e51  
C 83, M 20, Y 89, K 6  
R 34, G 142, B 81



## Kingdoms

#703c24  
C 36, M 74, Y 87, K 41  
R 113, G 61, B 36



#555b28  
C 61, M 45, Y 98, K 35  
R 85, G 91, B 41



## Prophets

#f9d154  
C 2, M 16, Y 78, K 0  
R 77, G 77, B 79



#d64f2c  
C 11, M 84, Y 95, K 1  
R 215, G 79, B 44



## Poets

#8b4469  
C 44, M 83, Y 37, K 13  
R 141, G 69, B 106



#5a5832  
C 57, M 49, Y 86, K 36  
R 91, G 88, B 51



## Chronicles

#969736  
C 43, M 29, Y 100, K 5  
R 153, G 152, B 54



#36683d  
C 79, M 36, Y 89, K 27  
R 54, G 105, B 61

