

Presbytery of the James Style Guide

LOGO



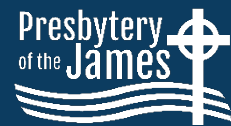
Primary



Stacked



Black



White

Do not modify the colors of the logo.

Do not stretch or alter the proportions of the logo.

Surround the logo with generous (not visually-cluttered) space.

Use the multi-color logo (primary or stacked) over a solid background only. Use the black or white logo over solid or patterned (such as a photo) backgrounds.

ICON



Use the icon on its own only if you do not have enough room for the full logo.

COLOR PALETTE

Navy	Medium Blue	Aqua	White
#0c3c60	#3b729b	#2ec9db	#ffffff
			

TYPOGRAPHY

Title Font	Body Font
Fjalla One	Aptos
Fjalla One is a Google font. It can be downloaded for free and added as a font in Windows applications.	Aptos is the font used throughout this document. In 2023, it replaced Calibri as the default font for Microsoft Office.

WRITING STYLE GUIDELINES

- Use a serial (Oxford) comma (in a list of three or more elements) for clarity
- Use a single space between sentences
- Justify paragraphs to the left
- Capitalize formal titles that come directly before a name. Lowercase formal titles that appear on their own or follow a name. Never capitalize job descriptions regardless of whether they are before or after a name.
- For dates: do not use st, nd, rd, or th following the number
- For times: use a.m. and p.m.
- For numbers: spell out numbers one through nine, and use figures for numbers 10 and higher (unless at the beginning of a sentence)
- Refer to AP Style for all other style questions