

Primary Logo

The primary logo consists of a purple rounded square icon with a white checkmark, followed by the text "check-ins" in a bold, black, sans-serif font. The logo is set against a light gray background with a diagonal line pattern. Red and blue lines with 'x' marks indicate the required clear space around the logo. The clear space is defined by a blue rectangle that is equal to the x-height of the letters in the planning center mark. The clear space is also defined by magenta lines that are taken from the x-height of the letters in the planning center mark.

BLUE indicates boundaries of the clear space. This area (equal to the x-height of the letterforms) must be kept free of other elements.

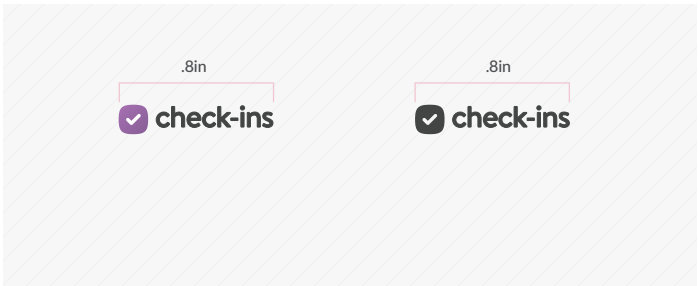
MAGENTA indicates how the clear space is determined. The measurement is taken from the x-height of the letters in the planning center mark.

Reversed Full Color Logo



For use on backgrounds less than 60% brightness to black HSB

Alternate Logo Versions and Specifications



.8in is the smallest recommended width for optimal legibility

One Color Logos




For use on backgrounds less than 60% brightness to black HSB




For use on backgrounds greater than 60% brightness to white HSB


Logo Abuse | Think you need a modified version? Please ask us about it 1st.

The logo with the text "check-ins" in blue and the checkmark icon in a gradient of red and blue. A red 'X' is placed over the logo.


Don't modify the text or icon color

The logo with the text "check-ins" in white and the checkmark icon in purple, set against a dark blue background with a green smiley face icon in the bottom right corner.

Stick to solid or simple backgrounds

The logo with the text "planning center check-ins" in black and the checkmark icon in purple.

Don't modify the logotype

The logo with the text "planning center check-ins" in black and the checkmark icon in purple, with the icon and text placement altered.

Don't alter the icon/type placement