

THIS CHANGES EVERYTHING.

2018 ELCA
YOUTH
GATHERING

2018 ELCA YOUTH GATHERING | BRAND GUIDELINES



Evangelical Lutheran Church in America
God's work. Our hands.

BRAND OVERVIEW

In order to present a consistent style and theme for the 2018 ELCA Youth Gathering, please adhere to these guidelines when talking or writing about the event or using the logos. Please refer to the ELCA brand guidelines document, "Building Awareness of our Church," available at: <http://www.ELCA.org/Resources/ELCA-Branding>, for any issues not addressed in this short document. Brand guidelines for MYLE and The tAble are also available upon request.

ELCA YOUTH GATHERING

This is the preferred way to refer to the Gathering. According to the ELCA Style Guide, it may be referred to as "the Gathering" (capitalized) on subsequent reference. Please do not use "National Gathering," "National Youth Gathering (NYG)," or simply "Youth Gathering."

2018 ELCA YOUTH GATHERING

Preferred way to refer to the 2018 ELCA Youth Gathering. "2018 Gathering" is also acceptable, on subsequent reference. Please do not use "Gathering 2018."

THIS CHANGES EVERYTHING.

The theme of the 2018 ELCA Youth Gathering is "This Changes Everything." Note that it is capitalized with a period for emphasis. It is appropriate to offset it from other text by using italics. "Our youth group will be attending the 2018 ELCA Youth Gathering, *This Changes Everything.*" or "The theme of the 2018 ELCA Youth Gathering is *This Changes Everything.*" Please do not just use one word from the theme or abbreviate using "TCE."

The accompanying theme verse is:

"For by grace you have been saved through faith,
and this is not your own doing; it is the gift of God."
Ephesians 2:8

#ELCAYG2018

This is the official hashtag of the 2018 ELCA Youth Gathering. It should appear with the logo whenever possible. See SECTION 1 in The Logo - Alternate Versions for examples.

THE LOGO



The 2018 ELCA Youth Gathering logo is a visual representation of the theme, *This Changes Everything*. It incorporates the coming together of a mosaic to reflect the diverse host city of Houston, as well as the idea that we are a church where *all* are imperfect and incomplete, yet we each belong in – and have an important place in – God’s masterpiece. The cross at the center of the logo is the focus – it is God’s grace that changes everything for all people.

Standards for acceptable use of the official 2018 ELCA Youth Gathering identity mark:

- Proportions should remain consistent to the original design and not be distorted, redrawn or recomposed.
- No alternative fonts can substitute for the typographic elements within the mark.
- The mark should not be used on any background that would interfere with the legibility or ability to be recognizable.
- No elements may be removed from or added to the mark.
- The mark can be sized as needed, but should not be reduced below 1” wide for the sake of readability.
- The mark must include at least 25% white space on all sides.

See page 4 for alternate versions of the logo and acceptable uses.

THE LOGO – ALTERNATE VERSIONS

SECTION 1: LOGO | FULL-COLOR WITH HASHTAG, WITH HOUSTON



SECTION 2: LOGO | 2-COLOR OPTIONS



[two-color, teal]



[two-color, yellow]



[two-color, blue]

SECTION 3: LOGO | GRAYSCALE OPTIONS



[grayscale, gradient]



[grayscale, flat]

SECTION 4: LOGO | ICON VERSION*



[full color]



[reverse, full color]



[reverse, 2-color]



[reverse, 1-color]

*The icon version should be used only in digital and/or micro-format print projects. Because it does not include the full gathering name, it must include the hashtag.

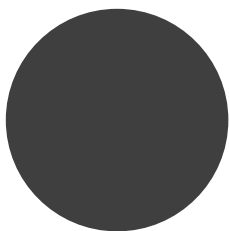
SECTION 5: LOGO | EN ESPAÑOL*

The official Spanish translation of the theme is "Esto Cambia Todo." It should appear at all times with the words "2018 ELCA Youth Gathering" in English.

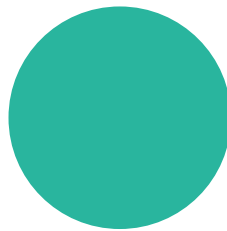
*A limited number of print and digital resources will be available in Spanish. *Un número limitado de recursos impresos y digitales estará disponible en español.*



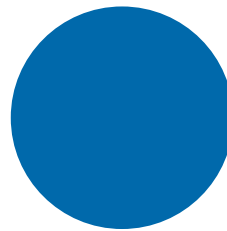
THE COLOR PALETTE



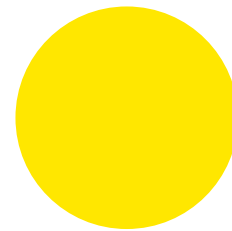
Soft Black
PANTONE: Black 3C
HEX: #404041
RGB: 64 / 64 / 65
CMYK: 0 / 0 / 0 90



Medium Teal
PANTONE: 3265C
HEX: #2ab49d
RGB: 42 / 180 / 157
CMYK: 74 / 3 / 49 / 0



ELCA Blue
PANTONE: 2945C
HEX: #0069aa
RGB: 0 / 105 / 170
CMYK: 100 / 45 / 0 / 14



Lemon Yellow
PANTONE: 803C
HEX: #fff000
RGB: 255 / 241 / 0
CMYK: 4 / 0 / 95 / 0

THE FONTS

To create visually consistent posters, shirts, or other products using the logo, use the following corresponding fonts:

Logotype: **BLACKOUT MIDNIGHT** by Tyler Finck (design contributor to ELCA's brand font, League Spartan)

Typefaces: **MELTOW SANS 200** by TypeSketchBook
Acumin Pro Light by Robert Slimbach

Matching font sources* and alternative free fonts to be used in place of these typefaces:

BLACKOUT MIDNIGHT* (FREE): <https://www.theleagueofmoveabletype.com/blackout>

MELTOW SANS 200*: <http://www.myfonts.com/fonts/typesketchbook/meltow/sans-200-regular/>
MONTERRAT (Similar, FREE): <https://www.fontsquirrel.com/fonts/montserrat>

Acumin Pro*: <https://www.fontspring.com/fonts/adobe/acumin-pro>

Source Sans Pro (Similar, FREE): <https://www.fontsquirrel.com/fonts/source-sans-pro>

THE DIGITAL MEDIA

WEBSITE

The official website of the ELCA Youth Gathering is <http://www.elca.org/gathering>. The ELCA resource pages <http://ELCA.org/Resources/ELCA-Youth-Gathering> currently has logos, forms, promotional items (including a letterhead template), and videos available for download.

FACEBOOK

Facebook is a primary tool for Gathering leadership to communicate with participants and others interested in this ministry. The ELCA Youth Gathering's page on Facebook can be found at fb.com/youthgathering and is monitored by Gathering staff and volunteer leadership.

THE DIGITAL MEDIA (CONT.)

TWITTER

There are a variety of ways to follow the Gathering on Twitter, including handles and hashtags. Twitter is used by both adult and youth participants. We will feature the Twitter feed on screens throughout the event.

**@elcagathering is the primary Twitter presence for the ELCA Youth Gathering
#ELCAYG2018 is the official hashtag for the event**

@elcayouth is an official Twitter handle for all ELCA Youth Ministries
@ELCAYouthGather has been reserved to protect it from unwanted use
@youthgathering has been reserved to protect it from unwanted use

INSTAGRAM

The official account for the ELCA Youth Gathering is: @elcagathering

SNAPCHAT

The official account for the ELCA Youth Gathering is: elcagathering

YOUTUBE

The ELCA's Churchwide Channel is at www.youtube.com/ELCA. This is the official site managed by ELCA Mission Advancement and the Digital Media Team. All ELCA Youth Gathering Videos are accessible by clicking on Playlists and choosing ELCA Youth Gathering or are directly accessible via <https://www.youtube.com/playlist?list=PLD2BE6D47D7169CB5>.

BLOG

blogs.ELCA.org/youthgathering is the official blog of the ELCA Youth Gathering.