BRAND GUIDELINES
BRAND OVERVIEW

In order to present a consistent style and theme for the 2022 ELCA Youth Gathering, please adhere to these guidelines when talking, writing, or creating visuals about the event. Please refer to the ELCA brand guidelines document, “Building Awareness of our Church,” available at: elca.org/Resources/ELCA-Branding, for any issues not addressed in this short document.

Brand guidelines and resources for the Gathering, MYLE and The tAble will be available at elca.org/gathering.

Questions about our Brand Guidelines? Please contact Gathering Staff at gathering@elca.org.

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.”

2022 ELCA Youth Gathering
This is the preferred way to refer to the 2022 ELCA Youth Gathering. “2022 Gathering” is also acceptable, on subsequent reference. Please do not use “Gathering 2022.”

#ELCAYG2022
This is the official hashtag of the 2022 ELCA Youth Gathering. (See page 8 for a logo that includes the hashtag.)
THE THEME

boundless: God beyond measure
The theme of the 2022 ELCA Youth Gathering is “boundless: God beyond measure”. Note that when written in text, “God” is the only word capitalized. It is appropriate to offset the theme from other text by using italics: “Our youth group will be attending the 2022 ELCA Youth Gathering boundless” or “The theme of the 2022 ELCA Youth Gathering is boundless: God beyond measure.” Please do not use “God beyond measure” alone, or abbreviate the tagline using “GBM.”

The accompanying theme verse is Ephesians 3:14-21:

Contemporary English Version (CEV)

14 I kneel in prayer to the Father. 15 All beings in heaven and on earth receive their life from [God]. 16 God is wonderful and glorious. I pray that [God’s] Spirit will make you become strong followers 17 and that Christ will live in your hearts because of your faith. Stand firm and be deeply rooted in [God’s] love. 18 I pray that you and all of God’s people will understand what is called wide or long or high or deep.19 I want you to know all about Christ’s love, although it is too wonderful to be measured. Then your lives will be filled with all that God is.

20-21 I pray that Christ Jesus and the church will forever bring praise to God. [God’s] power at work in us can do far more than we dare ask or imagine. Amen.
The 2022 ELCA Youth Gathering logo is a visual representation of the theme, boundless. With letters that stretch beyond the normal limitations of the written word, the logo reminds us of the immeasurable — and sometimes unexpected — reach of God in our lives and the greater world. The infinity sign used in some design projects is a visual reminder of a God “too wonderful to be measured.” Finally, textures used as design elements — from a starry night sky to boundary waters to human diversity — will reflect both the location of the Gathering (Minneapolis) as well as the tangible ways we can witness the boundlessness of God’s creation, love, strength and grace in our own lives.

Standards for acceptable use of the official 2022 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 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 1.5” wide for the sake of readability.
- The mark must include at least 25% white space on all sides.

See pages 5-8 for alternate versions of the logo and acceptable uses.
LOGO FORMATS

I. FULL-COLOR

The full-color logo should be used whenever possible. On larger print pieces, the logo should include the #ELCAYG2022 (see page 8.) If using the logo for detailed embroidery, please request the custom non-gradient version of the logo with a 6-color vector .eps file.

II. 2-COLOR

The two-color logo should be used only when ink colors are limited for a specific print project, such as simple (2-color) embroidery, screen-printing, etc.

III. 1-COLOR

The one-color logo should only be used for internal projects, memos, etc. When a flat logo is necessary for printing purposes, the one-color format can be used in one of the three official (dark) palette colors above.
LOGO FORMATS

IV. REVERSE

The reverse logo (in white) should be used against the official gradient from the color palette. In select instances, it can be used against solid colors if they are from the official color palette and used at 100%.

V. GRAYSCALE

The grayscale logo should only be used for print projects, such as black-and-white copies, bulletin inserts, etc.

VI. FLAT BLACK

The flat black logo should only be used in print projects when gradients and/or color ink is not an option.
The official Spanish translation* of the theme is “ilimitado: un Dios incalculable.” It should appear at all times with the words “2022 ELCA Youth Gathering” in English.

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

The theme verse should be translated as:

Dios Habla Hoy (DHH)

Te pido, entonces, que conozcas el amor de Cristo, que es mucho mayor que todo lo que podemos saber, para que puedas estar lleno de la plenitud de Dios. Efesios 3:19
Digital icons are stylized icons that can be used in place of the full-color logo when space is constrained, specifically for an app icon or social media icon.
**COLOR PALETTE**

- **Purple**
  - PANTONE 526C
  - HEX: #663190
  - RGB: 102, 49, 142
  - CMYK: 75, 98, 3, 0

- **Sky Blue**
  - PANTONE 304C
  - HEX: #81c1ea
  - RGB: 129, 193, 234
  - CMYK: 46, 10, 0, 0

- **Green**
  - PANTONE 2413C
  - HEX: #27b373
  - RGB: 41, 180, 115
  - CMYK: 76, 1, 75, 0

- **Gathering Gradient**

- **True Black**

- **75%**

- **25%**
To create visually consistent posters, shirts or other materials using the logo, please use the following fonts:

**Reross** by Adobe (custom use for logo only)
**Zillah Modern** (similar) FREE Commercial License
https://www.1001fonts.com/zillah-font.html

**Glacial Indifference**
FREE Commercial License, also available FREE on Canva
https://www.1001fonts.com/glacial-indifference-font.html

**Source Sans Pro**
FREE Commercial License
https://www.fontsquirrel.com/fonts/source-sans-pro

**Knewave**
FREE Commercial License, also available FREE on Canva
https://www.1001fonts.com/knewave-font.html

I want you to know all about Christ’s love, although it is too wonderful to be measured. Then your lives will be filled with all that God is.

— Ephesians 3:19 (CEV)

WHERE IS MINNEAPOLIS?
WEBSITE

The official website of the ELCA Youth Gathering is www.elca.org/gathering. The ELCA resource page http://ELCA.org/Resources/ELCA-Youth-Gathering currently has logos, forms, PowerPoint templates, 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. #ELCAYG2022 is the official hashtag for the event.

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. The primary Twitter presence for the ELCA Youth Gathering is @elcagathering. #ELCAYG2022 is the official hashtag for the event.

Please note @elcayouth is an official Twitter handle for all ELCA Youth Ministries. @ELCAYouthGather has been reserved to protect it from unwanted use, and @youthgathering has been reserved to protect it from unwanted use.
INSTAGRAM

The official account for the ELCA Youth Gathering is @elcagathering.
#ELCAYG2022 is the official hashtag for the event.

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

The official blog of the ELCA Youth Gathering can be found at blogs.ELCA.org/youthgathering.
Adult leader: They assist the primary adult leader with all Gathering duties and provide additional leadership and support to youth; adult leaders are not simply chaperones.

ELCA: Evangelical Lutheran Church in America. Learn more at ELCA.org.

Final 15: A brief Bible study created for each night of the Gathering to help wrap-up the day.

Gathering Leadership: The collective identity of staff, planning teams and key decision-makers.

Gathering Volunteer Corps: Often referred to as GVC, they are a group of volunteers that serve in almost every area of the Gathering, including ushering at the stadium, checking wristbands, directing foot traffic with Interactive Learning, staffing information booths, or moving equipment in the convention center.

Getting Ready Materials: Curriculum produced each cycle for congregations to use in preparation for the Gathering; a post-Gathering lesson is also produced.

gNews: The Gathering’s electronic newsletter and a primary communication tool.

Interactive Learning: Part of the three-day rotation, on this day participants will be inside the convention center exhibit hall filled with unique, engaging opportunities for young people to learn, play and serve with partners from across the church.

Mass Gathering: Each evening, our community gathers in the stadium for worship, music, learning, speakers, dance and celebration.

MYLE (Multicultural Youth Leadership Event): A pre-event of the Gathering and the largest gathering of people of color within the ELCA. MYLE empowers young people of color and those whose primary language is not English to claim their story as a part of God’s story.
KEY TERMS

Planning teams: The 14 volunteer groups responsible for all programmatic and operational elements of the Gathering.

Primary adult leader: The person who provides primary leadership and guidance to their congregational group. All communication between the Gathering office and the congregation is handled by this individual.

Servant Companion: The young adult that will accompany congregational groups as they encounter and serve the people of our host city during their Service Learning day.

Service Learning: Part of the three-day rotation, on this day participants are sent out to serve in the host city. Service can range from learning about the history and heritage of the host city, engaging in relationship building through dialogue and storytelling or helping with improvements or projects with partnering community organizations. This day is centered around accompaniment and transformation through stories and experiences.

Synod Coordinator: An individual selected by the synod bishop, who serves as the primary point-of-contact for information, questions and advice for all things Gathering. They can be contacted through the Gathering website.

Synod Day: Part of the three-day rotation, on this day participants come together for worship, learning, building relationships and ongoing faith formation with their synods.

Synod Day Director: An individual selected by the synod bishop, who will lead the worship and programming planning for your synod’s day at the Gathering.

the tAble: One of the pre-events to the Gathering, the tAble is for youth who live with varying disabilities. It focuses on the God-given gifts and abilities of all young people but particularly those who the world often labels as “un-able.”