



REVERSE (WHITE)



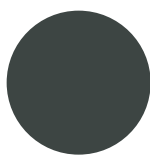
GRAYSCALE



ONE-COLOR



BRAND PALETTE



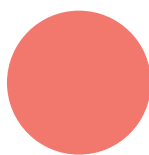
Soft Black

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



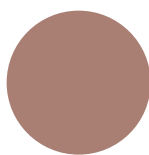
Medium Teal

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



Coral

PAN: 178C
HEX: #ee7063
RGB: 238/112/99
CMYK: 1/70/58/0



Beige

PAN: 7614C
HEX: #9a8479
RGB: 154/132/121
CMYK: 40/45/50/5

QUICK REFERENCE NOTES

- The logo should appear with no less than 0.25" of white space around the artwork.
- The logo should not appear smaller than 1.25" wide in print.
- The logo should appear full-color whenever possible, but may also be used in reverse (white), grayscale or one-color using one of the brand palette colors. If additional color files are needed for special projects, please contact One Mile Creative.
- The logo uses Meltow Sans 200 font, which coordinates with the 2018 ELCA Youth Gathering brand.

BRAND FONT

MELTOW SANS 200

ABCDEFGHIJKLMNOPQRSTUVWXYZ

a project of

