



STYLE GUIDE 2024

YAY :)

STYLE OVERVIEW

The branding of Collegiate Day of Prayer seeks to be accessible to the present-day collegiate generation while honoring tradition and academia. We want to be able to relate and appeal to the entire body of Christ, not just college students.

LOGO

The Collegiate Day of Prayer crest is designed to stand alone if necessary. The primary logo is with yellow and blue text, and the secondary is with the all-blue text.

The other versions of the logo in various colors may be used in scenarios requiring alternate colors, but the preference is for the first two.



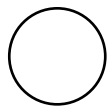
COLORS



#223763



#FFBC03



WHITE



FONTS

KNOCKOUT WELTERWEIGHT 49:

Logo, headers, social media posts, feel free to space it out

GOTHAM

[ALL WEIGHTS]:

Headers, body text

HOEFLER TEXT ROMAN

Typically just used for body copy