



**BRAND GUIDE**







## OUR WHY

**Train Adults.  
Launch Small  
Groups. Make  
Young Disciples.**

YDisciple exists to give parish leaders, parents, and faithful adults the tools needed to effectively disciple small groups of young people by providing comprehensive training for leaders, quality video content, and engaging discussion guides.





**The Logo**

**The Logo**

**The Logo**

**The Logo**
















## THE LOGO

# Margins & Use



To safeguard readability and avoid competing with other elements around, always leave a minimum margin around the logo the size of the height of the YD monogram.

## THE LOGO Versions

	ICON	HORIZONTAL LOGO	STACKED LOGO
<b>DARK BLUE</b>			
<b>BLUE</b>			
<b>RED</b>			
<b>YELLOW</b>			
<b>TAN</b>			

These are the approved brand marks. There are also black and white versions available. Choose color based on legibility.

## THE LOGO Usage

1.



Don't skew or distort the logo's proportions.

2.



Don't color or recolor or outline the logo.

3.



Don't add to, remove from, or alter the logo's composition.

4.



Don't rotate the logo.

6.



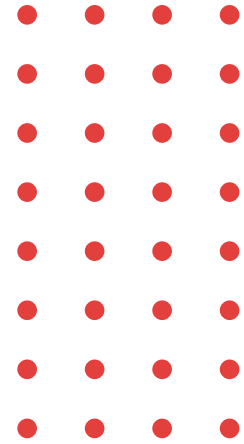
Don't use unofficial colors.

5.



Don't add shadows, textures, gradients, or other effects.

In short, use the unaltered, official versions of the logo *exclusively*.



## THE LOGO

# Spelling



**YDisciple**

When typing out the brand's name, YDisciple is spelled without a space, and with the Y and the D capitalized.



**Typography**

**Typography**

**Typography**

**Typography**







# YDisciple

H1: 3pt Futura Bold, Colored

## How Are We Different?

H2: 24pt Futura Bold, black, white, or tan

H3: 16pt Futura Bold, Colored, 100pt tracking

### NOT YOUR TYPICAL VIDEO RESOURCE

P: 16pt Futura Light, 24pt leading, black, white, or tan

YDisciple is designed with small groups in mind. Whether you are in a parish with hundreds of teens or 5, YDisciple can help you launch and sustain a small group ministry. YDisciple isn't just another video resource. We understand that programs don't make disciples. Only a disciple can. That's why YDisciple couples video resources with extensive training and support for leaders.

Sub: 12pt Futura Light, colored, black, white, or tan.

For more information, visit [www.YDisciple.com](http://www.YDisciple.com)

## TYPOGRAPHY

# Official Typeface

# Futura

Futura is a geometric sans-serif typeface inspired by the Bauhaus design style of the 1920's. Use this typeface for all documents and designs related to the brand.

Exceptionally, if Futura is not available on a temporary work station, you can use the lookalike free alternative, Poppins.



## TYPOGRAPHY

# Usage

\*PM: Print and mobile / S: Screen

	USE	PM/S * SIZE	FONT	LEADING
<b>H1: DISPLAY</b>	2-3 word key ideas	PM: 36-48 S: 48-60	Futura Bold, colored	1 x H1 size
<b>H2: HEADERS</b>	Titles	PM: 21 S: 24	Futura Bold, B/W or Tan	1.25 x H2 size
<b>H3: SUBHEADS</b>	Tags and subtitles	PM: 11 S: 14	Futura Bold, all caps, colored, 100 tracking	1.5 x H3 size
<b>P: BODY</b>	Body copy, content	PM: 12 S: 16	Futura Light, B/W or Tan	1.5 x P size
<b>SMALL TEXT</b>	Footnotes, captions...	PM: 8 S: 12	Futura light, B/W or colored	1.5 x size

This table summarizes the recommended hierarchy levels of text, to keep in mind when designing. An H3 can sometimes go above a H2 as a section or tag name.



**Color**

**Color**

**Color**

**Color**

## COLOR Palette



### PRIMARY

Blue is YDisciple's primary color.



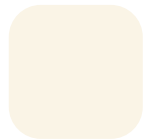
### SECONDARY

Red and Yellow are secondary colors that work to emphasize elements and add dynamism and warmth to the brand.



### BASE

Dark Blue and Tan are base colors for body copy and headlines. They are meant to be used more often than the other colors because they discreetly ease readability and add character without competing visually with the other colors. Tan, particularly, plays a key role as a background color to create a nostalgic look. Alternatively, Black, White and Grays can be also be base colors.



## COLOR Codes

### BLUE

CMYK 82.33.20.0  
RGB 24.138.175  
Pantone 2925 U/UP  
HEX #188AAF



### DARK BLUE

CMYK 97.71.50.51  
RGB 0.47.65  
Pantone 540 U/UP  
HEX #002F41



### YELLOW

CMYK 3.18.98.0  
RGB 248.203.24  
Pantone 109 U/UP  
HEX #F8CB18



### TAN

CMYK 2.4.10.0  
RGB 249.241.227  
Pantone 7506 75% U/UP  
HEX #F9F1E3



### RED

CMYK 6.90.80.0  
RGB 224.65.62  
Pantone 2347 U/UP  
HEX #E0413E

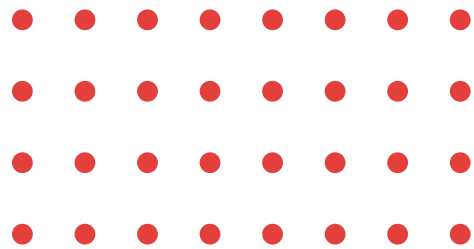


### BLACK, WHITE, GRAYS



## COLOR

### Patterns & Elements



The logo's icon pattern, the colored stripes, and the dotted graphics are the main graphic elements that can be added to a design to supplement it. They should be used sparingly, making sure they don't conflict with the important elements of the design. Avoid creating visual clutter.

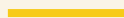


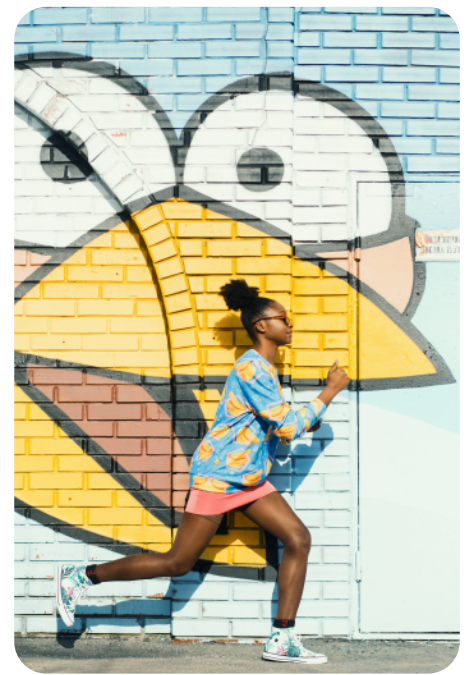
REMEMBER!

Less  
Is  
More.



White or empty spaces also play an important role, letting the brand breathe and stay clean.





## PHOTOGRAPHY

### Selection

Avoid photos that look forced. Look for high resolution and consistent quality. Ideally, use YDisciple's own photos.

Try to keep the subjects racially diverse, the Church is universal after all!

For a well curated look, select photos that mimic the brand color palette.

Look for free stock images at Unsplash, Pexels, One Secret Mission, and Cathopic. Credit the artists if possible! If you have the budget, Getty Images is one of the best paid options.









## VISUALS Edition

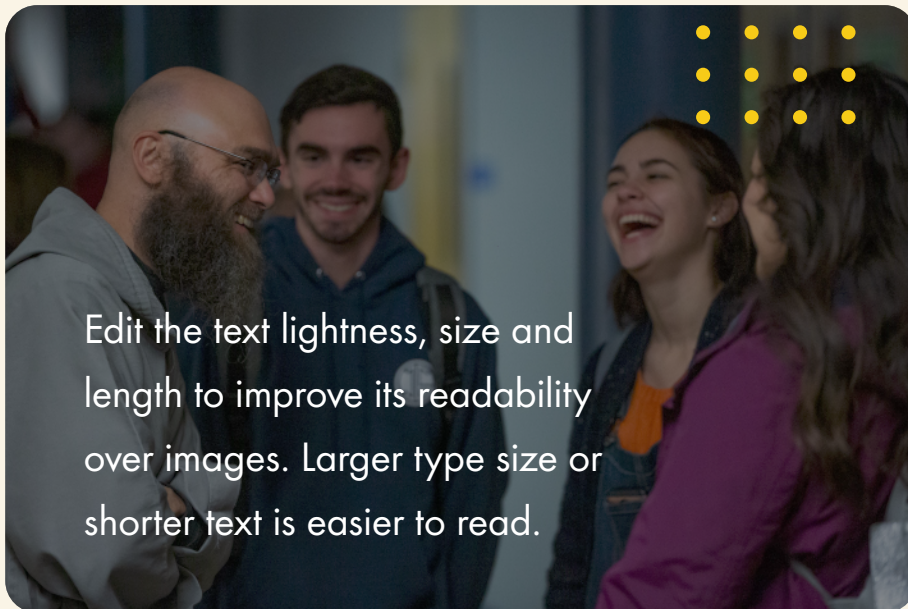
Use 12pt rounded corners when you want to add a nostalgic look to images. For character, mix in the dotted graphic elements.



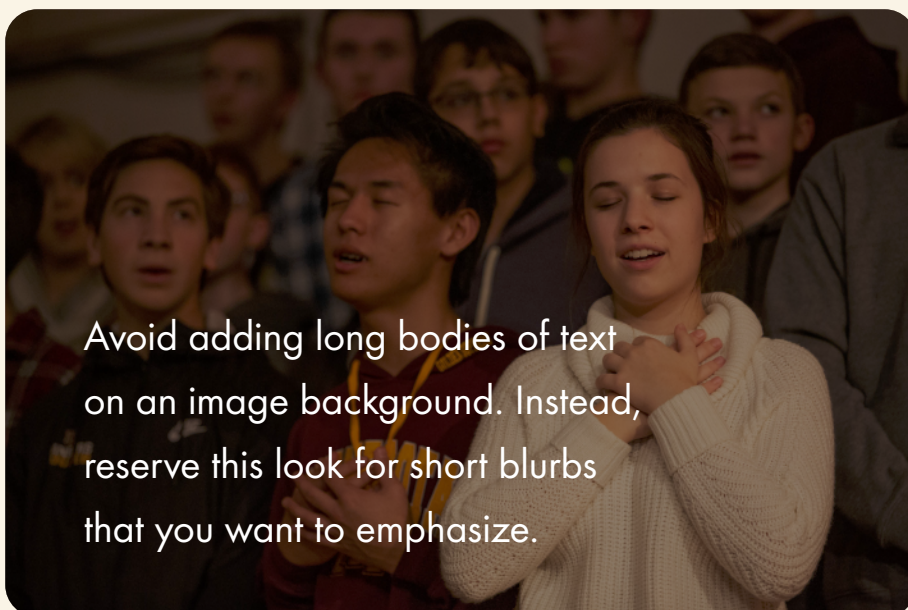




Place the text in such a way that the image's subject isn't directly behind the text.



Edit the text lightness, size and length to improve its readability over images. Larger type size or shorter text is easier to read.

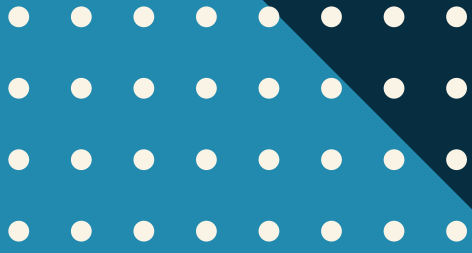


Avoid adding long bodies of text on an image background. Instead, reserve this look for short blurbs that you want to emphasize.

## VISUALS

### Text + Image

When placing text over an image that isn't white, use white text and darken the image, and use the White or Tan versions of the logo, as a watermark.



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