

CHRIST ALONE *Arlington*

BRANDING GUIDELINE SHEET

PRIMARY



SECONDARY



BRANDMARK



BRAND COLORS

Black Teal: #12222c
Dark Blue: #043857
Medium Blue: #145582
Light Blue: #678daa
Yellow: #dea664
Cream: #ffffaf3
White: #ffffff



HEADINGS

LEAGUE SPARTAN

ALL CAPS | EXTRABOLD

SUBHEADINGS

Playfair Display

Mixed Caps | Regular

BODY

Lato

Mixed Case | Regular

STYLE GUIDE

Christ Alone's style is marked by 60% medium and deep blue colors, 30% cream, and 10% pops of yellow, used where people are invited to engage. Typography is a core pillar of design: mix in Playfair Display in italics with a thick outline. Copywriting should be accessible and upbeat, like a friend communicating over text message.

