

# 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.

