



ROCK CHURCH

Rally Night Brand Style Guide

2024

Mackenzie
Cathcart

Behind the Artwork

The verse *Heaven owns my heart* from the song "As It Is," by Hillsong can be interpreted in different ways. In this instance, think of the idea of a prism: seemingly ordinary alone, but extraordinary when admired and held up to the light. When our hearts are loved by God, we are changed. We go from living in darkness to refracting the love of God. When heaven owns your heart, it becomes a prism for God's Light on Earth.

Rally Night: Color Palette

- Due to the nature of RGB having a wider color gamut than CMYK, print colors will not appear as vibrant
- When using in Adobe, make sure document transparency blend space is set to RGB if digital colors look dull
- Top Row: Heaven | Bottom Row: Earth

#DDF988	#D0E7CA	#E9E6BD	#D9C9B9	#FDD8D0	#FFBEE2	#D1C6FF	#9AB9F0	#00A8FF	#A6E1F3	#B9EAE4	#F3F9F9	#3B4455
CMYK 17 0 55 0	CMYK 19 0 25 0	CMYK 10 5 31 0	CMYK 15 19 25 0	CMYK 0 17 13 0	CMYK 0 0 31 0	CMYK 20 20 0 0	CMYK 37 21 0 0	CMYK 70 20 0 0	CMYK 32 0 3 0	CMYK 26 0 13 0	CMYK 4 0 1 0	CMYK 78 67 46 34

#3362BC	#0F726D	#76B6AA	#F5F5F5	#DAD9FF	#D6AAE4	#F0743E	#FFA06A	#E89839	#EDAF02	#B6A249	#68660F	#273222
CMYK 84 58 0 0	CMYK 87 36 56 16	CMYK 55 11 37 0	CMYK 3 2 2 0	CMYK 10 12 0 0	CMYK 16 35 0 0	CMYK 1 64 84 0	CMYK 0 45 65 0	CMYK 7 45 94 0	CMYK 7 32 100 0	CMYK 31 30 87 2	CMYK 58 44 100 27	CMYK 72 55 78 65

Rally Night: Typography

- Epical Comeback is a script/serif mix display font, best used as a header or social media font (capitalize for script, lowercase for all-caps serif)
- PP Hatton is a modern serif font best used for headers and subheaders
- Aglet Sans is an angular sans serif font best used for body copy and supplemental text

EPICAL COMEBACK

DISPLAY

PP HATTON

Regular / *Italic*

Medium / *Italic*

Bold / *Italic*

AGLET SANS

Regular / *Italic*

SemiBold / *Italic*

Black / *Italic*

Rally Night: Primary Wordmarks

– Best use: front and center, main artwork, or with supporting text to supplement

VERTICAL CENTERED

RALLY
NIGHT

HORIZONTAL

RALLY NIGHT

Rally Night: Primary Wordmarks

– Best use: front and center, main artwork, or with supporting text to supplement

VERTICAL CENTERED

YOUNG
ADULTS

HORIZONTAL

YOUNG ADULTS

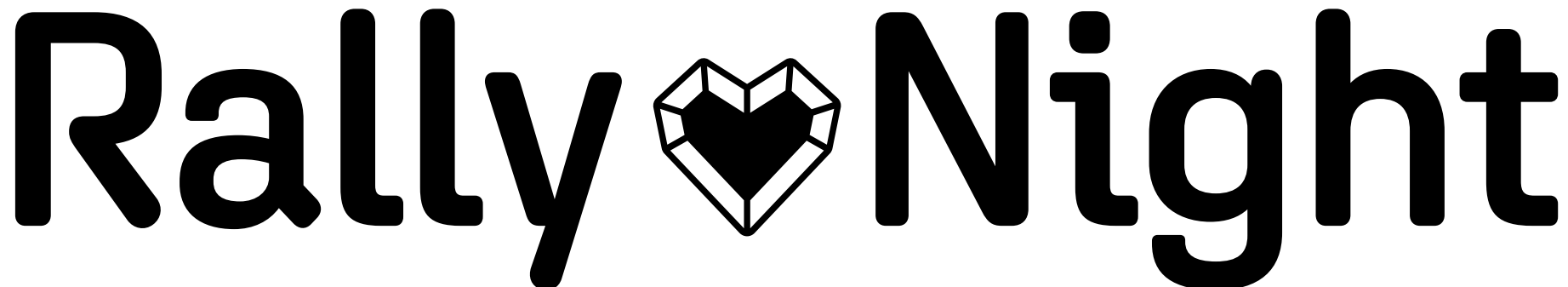
Rally Night: Secondary Wordmarks

- Best use: as an alternative when the primary wordmarks compete with overall design
- *Also included these versions without the prism heart icon

VERTICAL CENTERED



HORIZONTAL



Rally Night: Young Adults Wordmarks

YA

YA

Young Adults

Young Adults

YOUNG ADULTS

YA

YA

YA

Young Adults

YOUNG ADULTS



Rally Night: Primary Tagline

– Best use: front and center, main artwork, or with supporting text to supplement (see examples on page)

VERTICAL CENTERED

AS
IT IS IN
HEAVEN

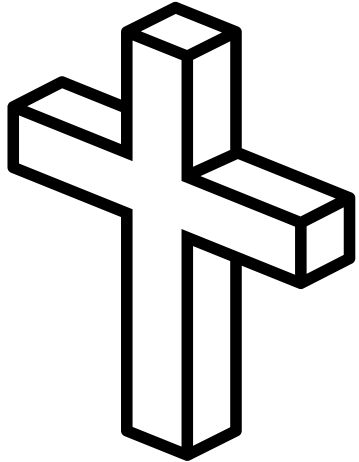
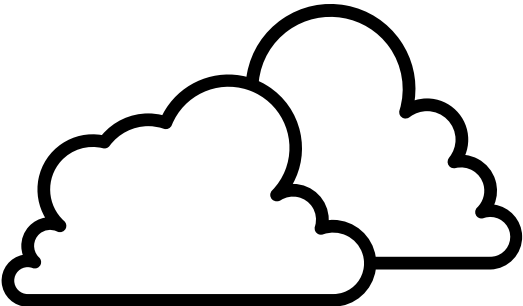
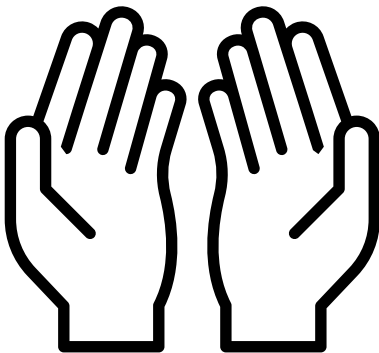
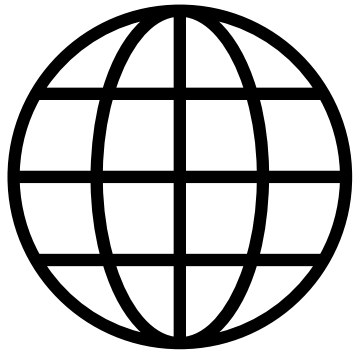
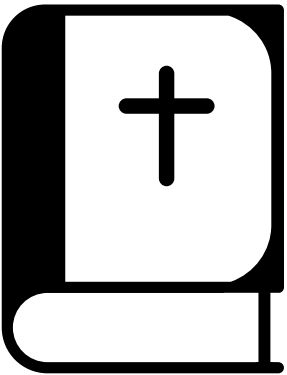
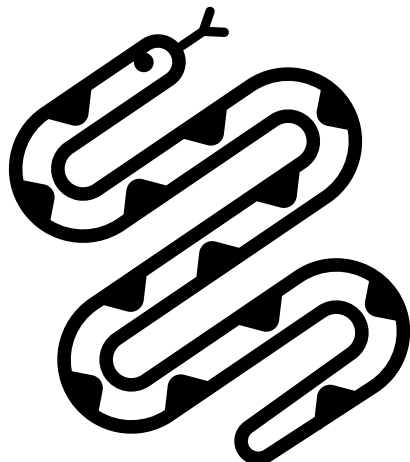
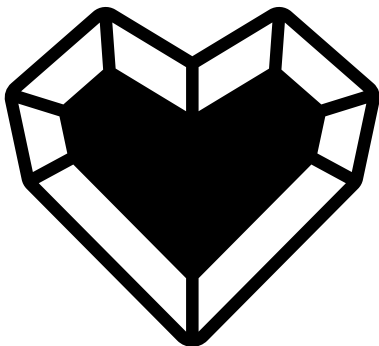
VERTICAL LEFT ALIGNED

AS
IT IS IN
HEAVEN

HORIZONTAL CENTERED

AS IT IS IN
HEAVEN

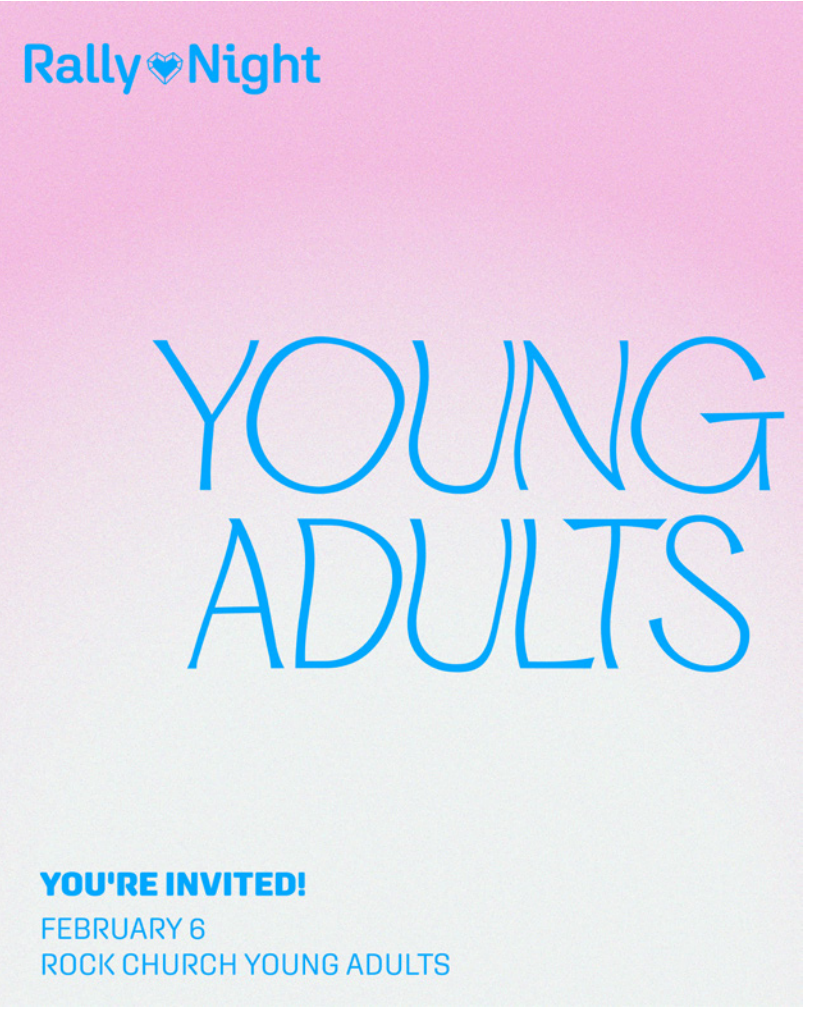
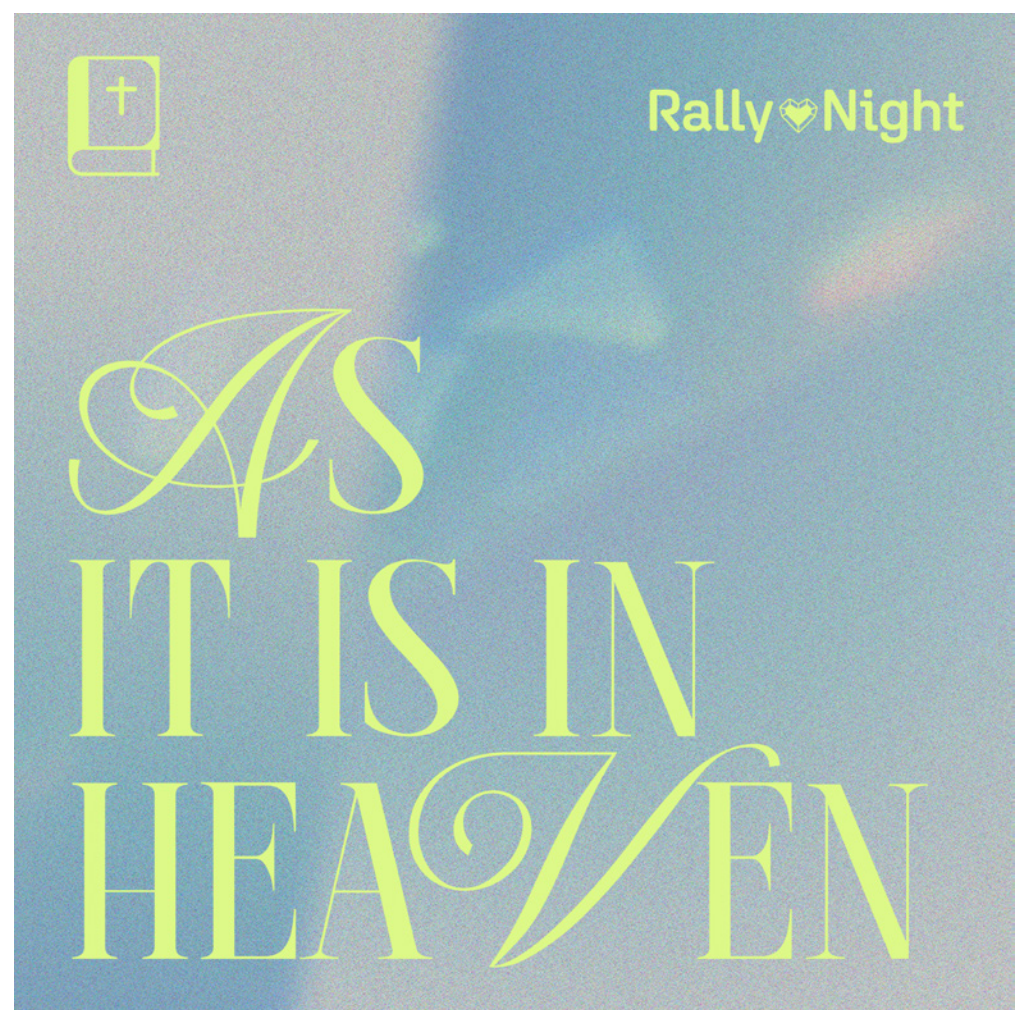
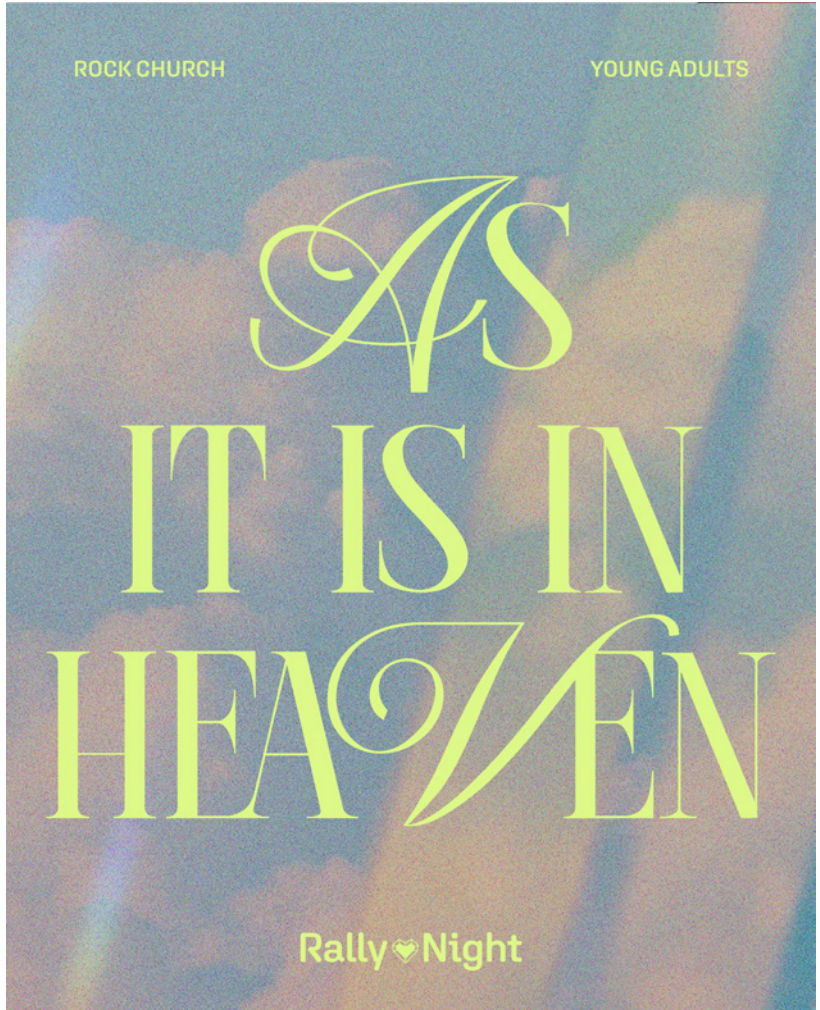
Rally Night: Icons



Rally Night: Social Backgrounds



Rally Night: Social Examples



Rally Night: Visual Appendix

