

New Year Brand

Saddleback Church 2022

This style guide is intended to give a visual identity for web, social, event promotions, and broadcast from January 2022 until Easter 2022.

COLORS, FONTS & ELEMENTS

#1C47D1 CMYK 85 75 0 0	#336666 CMYK 80 50 55 20	#414042 CMYK 0 0 0 90
#477AD5 CMYK 70 50 0 0	#4CA08F CMYK 70 20 50 0	#6D6E71 CMYK 0 0 0 75
#D6EEF0 CMYK 15 0 5 0	#C0D9C5 CMYK 25 5 25 0	#C7C8CA CMYK 0 0 0 25
#BA4FB8 CMYK 35 80 0 0	#DD3142 CMYK 10 95 75 0	#F68B1F CMYK 0 55 100 0
#EE9DD6 CMYK 5 45 0 0	#ED99B3 CMYK 0 50 10 0	#F8CD8D CMYK 0 20 50 0
#F0D7F9 CMYK 5 15 0 0	#FFE2E1 CMYK 0 15 5 0	#EFE9E2 CMYK 5 5 10 0

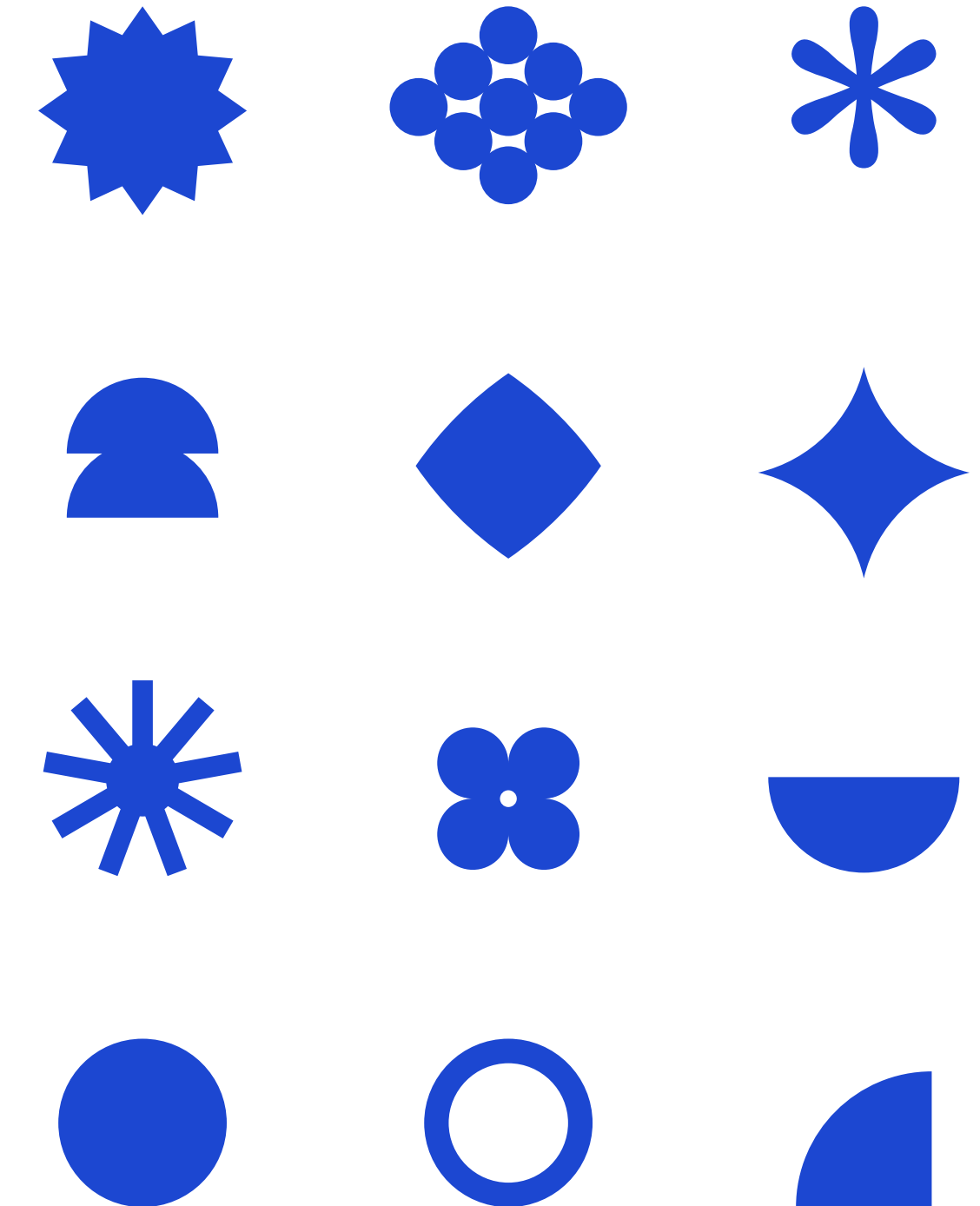
Happy New Year!
Happy New Year!
Happy New Year!
Happy New Year!
Happy New Year!
Happy New Year!

SYNE BOLD can be downloaded for free here:

<https://fonts.google.com/specimen/Syne>

NELPHIM REGULAR AND ITALIC can be downloaded for free here:

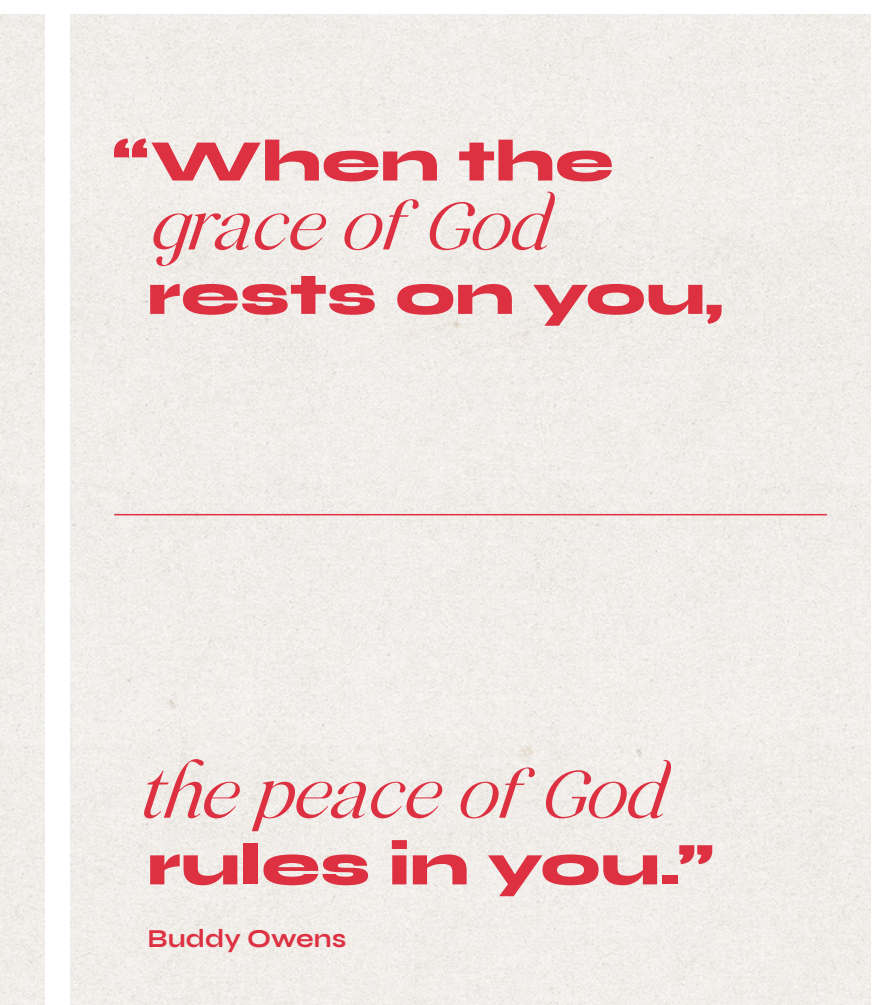
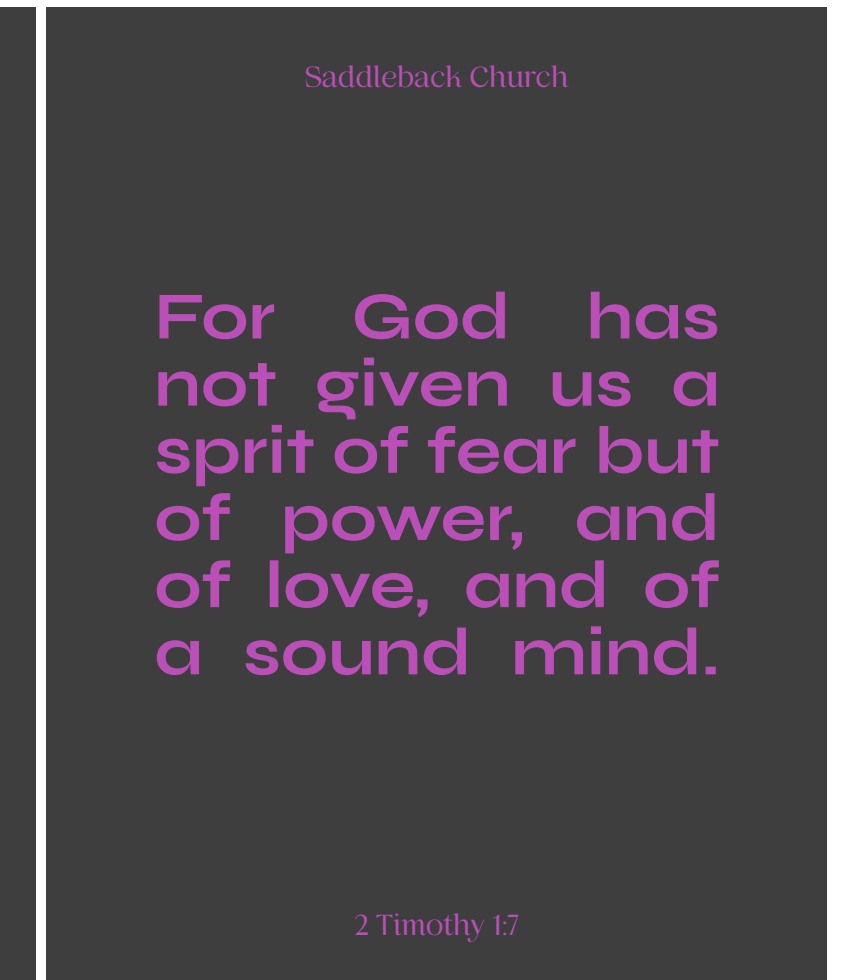
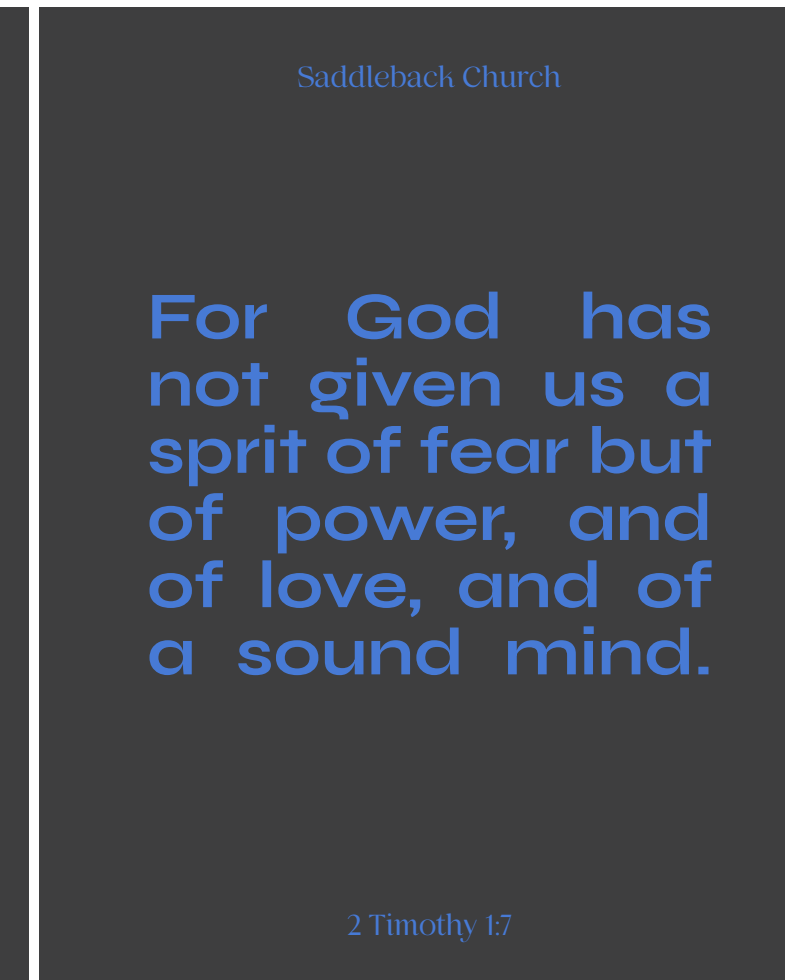
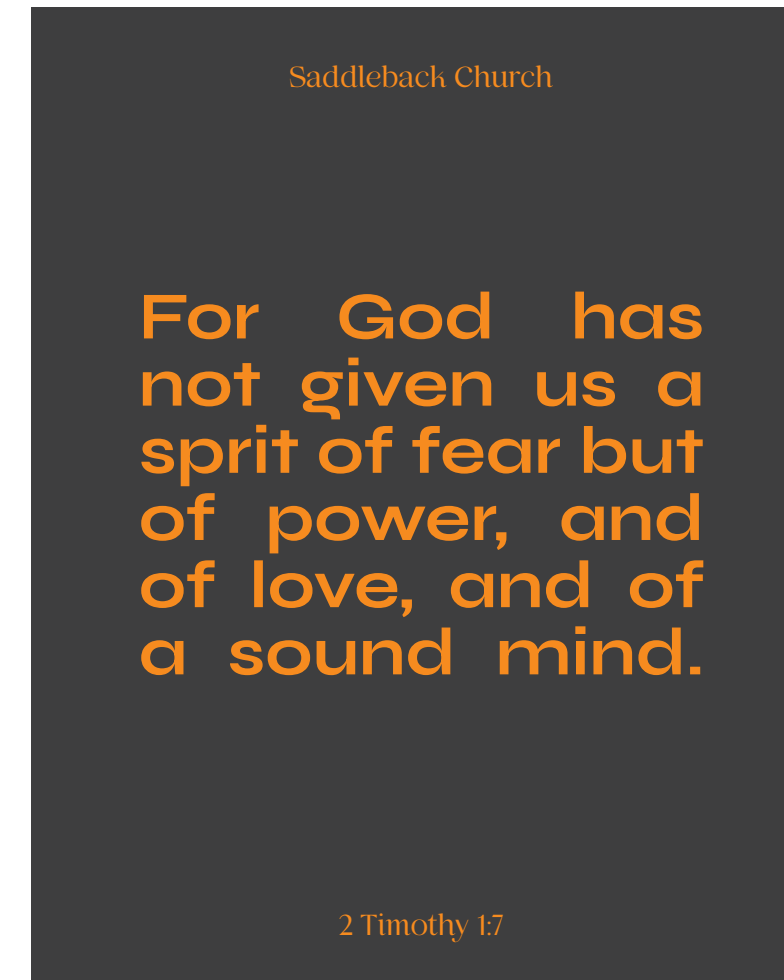
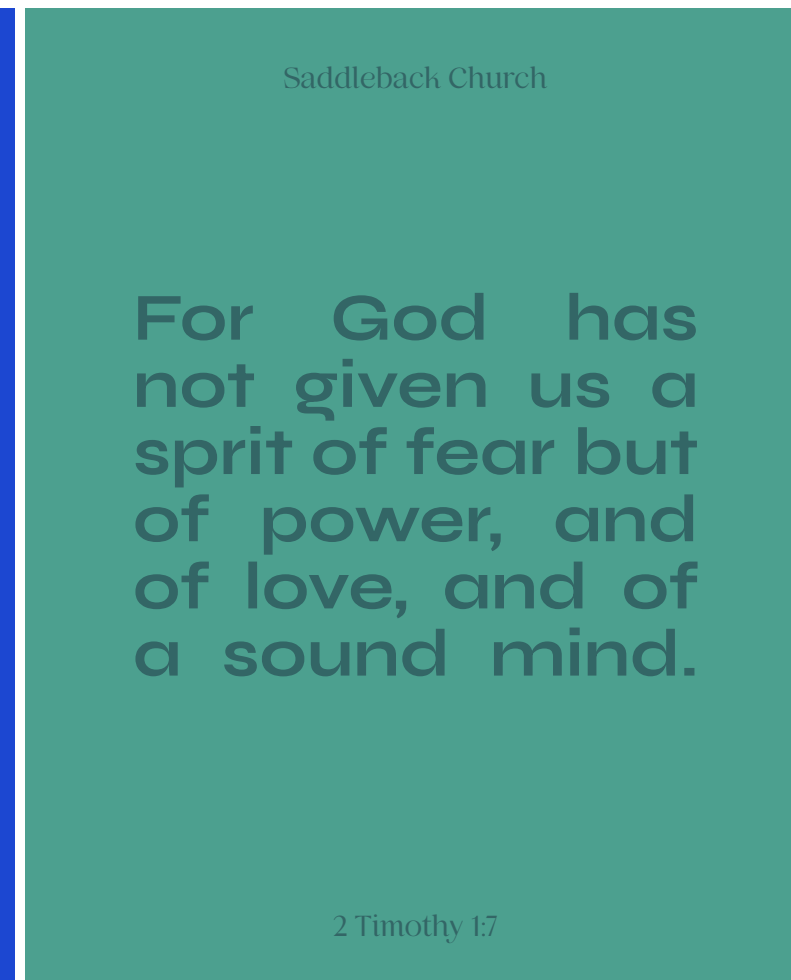
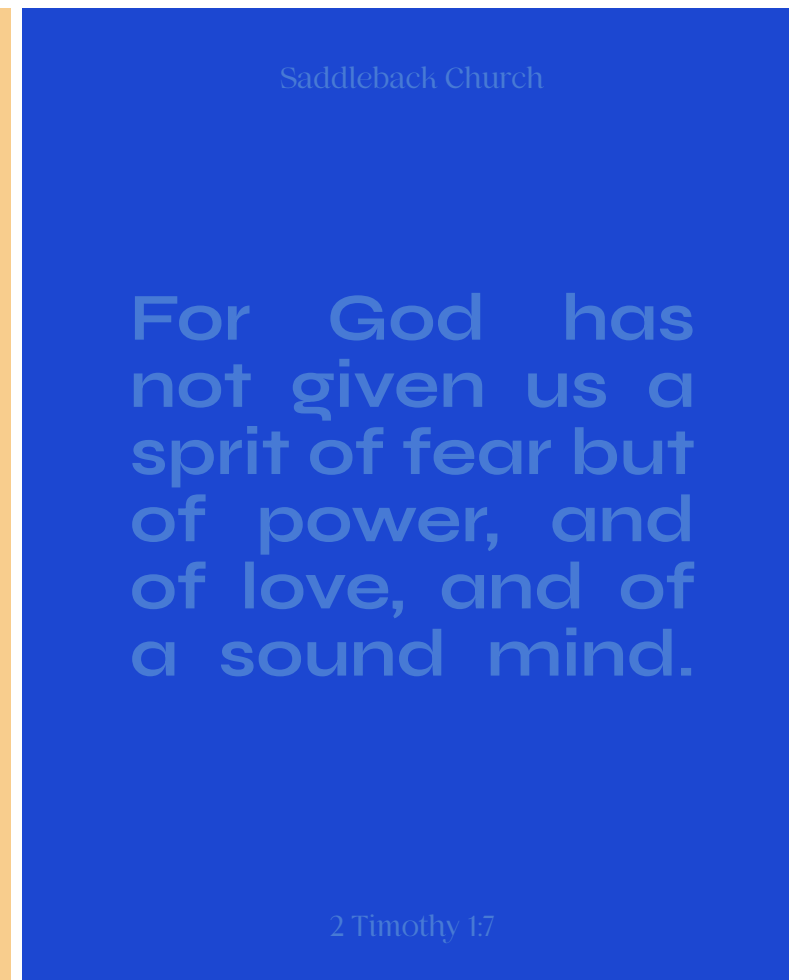
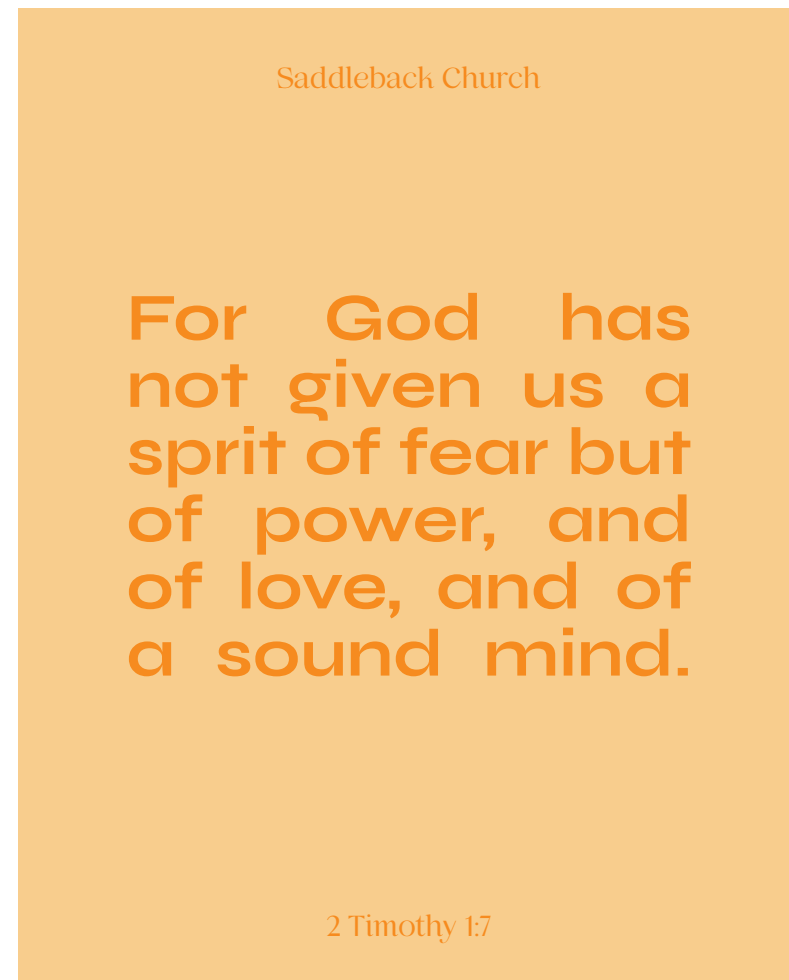
<https://unblast.com/nelphim-modern-font/>



Designer Tip

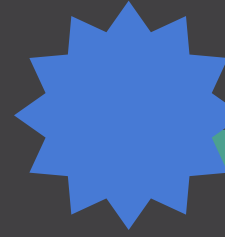
You can change the color of the elements to any brand colors listed to best fit your design. See examples on the next page.

SOCIAL MEDIA LAYOUT INSPIRATION

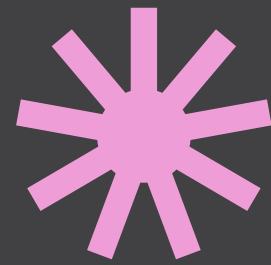


PROMOTIONAL LAYOUTS INSPIRATION





Thank you!



Please contact
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with any questions