

YOUTH L2023

BRAND GUIDELINES



BRAND OVERVIEW

In an effort to create a consistent style and theme for the YOUTH 2023 branding, please adhere to these guidelines when speaking or writing about the YOUTH 2023 event or its theme, BOLD.

As a connectional event for the UMC, annual conference and local church leaders can use these branding guidelines to keep the look and feel of information regarding YOUTH 2023 and its theme consistent as we each share details about the event in different ways throughout our local networks.

THE EVENT

When promoting **YOUTH 2023**, use the following options:

1. YOUTH 2023
2. Y23
3. The Youth Event

THE OFFICIAL THEME

BOLD: Being Ourselves. Living Different.

THE GUIDING SCRIPTURE

The theme is inspired by **Hebrews 12:1-2**:

¹ So then, with endurance, let's also run the race that is laid out in front of us, since we have such a great cloud of witnesses surrounding us. Let's throw off any extra baggage, get rid of the sin that trips us up, ² and fix our eyes on Jesus, faith's pioneer and perfecter. He endured the cross, ignoring the shame, for the sake of the joy that was laid out in front of him, and sat down at the right side of God's throne. (CEB)

LOGOS

Usage

To ensure consistent usage of the logos, they must always be scaled in proportion—not stretched or altered outside of their original form. This includes:

- putting the logo in a box or container
- compressing the logo vertically or horizontally
- tinting or adding transparency
- outlining any element of the logo
- changing the spacing, proportions, or placement of the elements

Include clear space around all sides of the logo: free of imagery, graphics, type, folds, or any other element that may interfere with the clarity of the mark.

Colors

In most cases, use either the color gradient or solid purple for the logo. The color can be changed to any solid event color (see page 4), solid white, solid black, or greyscale, if needed for clear readability or printing purposes.



BOLD Theme Logo

Use this for internal materials for Youth 2023, or when speaking specifically about the event theme.



BOLD Youth 2023 Logo

Use this on external promotions where Youth 2023 needs to be expressed and represented as an event.

COLORS

The Core Palette consists of 3 swatches:

- Purple
- Light Blue
- Seafoam

These are considered to be the main colors of Youth 2023, and are used to create the logo gradient.

The Secondary Palette consists of 2 swatches:

- Coral
- Yellow

Use these as accents to the Core Palette.

Usage

For digital, use RGB and HEX.

For print, PMS will provide the most accurate color matching. CMYK can also be used if needed.

PURPLE

R 82	C 76
G 35	M 96
B 152	Y 0
	K 0

HEX 522398

PMS 267 C

CORAL

R 255	C 0
G 88	M 74
B 95	Y 57
	K 0

HEX FF585F

PMS 178 C

LIGHT BLUE

R 0	C 86
G 161	M 8
B 222	Y 0
	K 0

HEX 00A1DE

PMS 299 C

YELLOW

R 252	C 0
G 217	M 6
B 0	Y 95
	K 0

HEX FCD900

PMS 108 C

SEAFOAM

R 0	C 85
G 178	M 0
B 169	Y 38
	K 0

HEX 00B2A9

PMS 326 C

GRADIENT

Location 0%: Purple
Location 50%: Light Blue
Location 100%: Seafoam

Weights

Our main font is Sculpin. For most cases, we will be using Regular, Medium, and Bold.

Our secondary font is Trade Gothic LT Std. We will mostly be using the Regular and Bold No. 2 weights.

Styles

When using Sculpin for a headline, be sure to use ALL CAPS.

All Sculpin and Trade Gothic weights include an italic variant that can be used to add emphasis when appropriate. Use this in moderation.

Alternatives

If you do not have access to Sculpin or Trade Gothic, you can substitute them with Montserrat and Open Sans respectfully. Both of these alternatives are available to download for free via Google Fonts.

Headline: Sculpin Bold

ABOUT YOUTH 2023

Body: Trade Gothic LT Std Regular

Every four years, youth from throughout The United Methodist Church have gathered for four days of discipleship, fun, and fellowship at the YOUTH event. The event is filled with interactive learning, worship, Bible study, service opportunities, and fellowship time. Adult leaders who bring youth to our event can expect inspiration, support, and chances to authentically experience what it means to be part of the Methodist and Wesleyan family.

Sculpin Weights

SCULPIN REGULAR
SCULPIN MEDIUM
SCULPIN BOLD

Trade Gothic LT Std Weights

Trade Gothic LT Std Regular
Trade Gothic LT Std Bold No. 2

Alt Headline: Montserrat Bold

ABOUT YOUTH 2023

Alt Body: Open Sans Regular

Every four years, youth from throughout The United Methodist Church have gathered for four days of discipleship, fun, and fellowship at the YOUTH event. The event is filled with interactive learning, worship, Bible study, service opportunities, and fellowship time. Adult leaders who bring youth to our event can expect inspiration, support, and chances to authentically experience what it means to be part of the Methodist and Wesleyan family.

Montserrat Weights

MONTERRAT MEDIUM
MONTERRAT REGULAR
MONTERRAT BOLD

Open Sans Weights

Open Sans Regular
Open Sans Semibold

MEDIA

These are the official online platforms and hashtag for YOUTH 2023.

When doing any sort of promotion or posting of or for the event, use the links and hashtag listed here.

WEBSITE

www.Youth2023.org

The official website for YOUTH 2023.

HASHTAG

#Youth2023

The official hashtag for YOUTH 2023.

FACEBOOK

www.facebook.com/umcyouthevent

The official Facebook page for YOUTH 2023.

Facebook is primarily a place for youth leaders and YOUTH 2023 volunteers to find out information and news about the event, and shared resources.

INSTAGRAM

@Youth2023UMC

The official Instagram handle for YOUTH 2023.

TIKTOK

Youth2023UMC

The official TikTok for YOUTH 2023.

TWITTER

@Youth2023UMC

The official Twitter handle for YOUTH 2023.

YOUTUBE

www.youtube.com/user/discipleshipministries

The official YouTube channel for YOUTH 2023.