PROJECT ADVANCE

BRAND GUIDE

bare ADVERTISING &COMMUNICATIONS

Project Logo

The logo of Project Advance can be displayed in either full-colour or in single; however, when possible the main brand colours take precedence for use in single colour situations.

In most cases, the order of priority starts with the full-colour version. Whenever possible, the full-colour version should be first considered over the other versions.

PROJECT
ADVANCE

MAIN LOGO / PROJECT YEAR

The designated year on the project logo can easily be updated to the current year.

2016
2017
2018
...

The year is typeset using the Gotham typeface, on medium weight. The proportions in type size contrast should not change.

MAIN LOGO / FULL-COLOUR

PROJECT
ADVANCE
2016

One should pay attention to colour and typographic contrast in order to preserve and maximize readability.

PROJECT **ADVANCE** 2016

PROJECT **ADVANCE** 2017

PROJECT **ADVANCE** 2018

Single-colour applications of the Project Advance logo is allowed in certain cases when deemed necessary; however, the brand colours still take precedence when possible.

SINGLE COLOUR, BLUE

SINGLE COLOUR, YELLOW

SINGLE COLOUR, BLUE ON BRIGHT BG

SINGLE COLOUR, YELLOW ON DARK BG

SINGLE COLOUR, BLACK ON BRIGHT BG

SINGLE COLOUR, WHITE ON DARK BG

Tagline

Typeset in Gotham (medium weight), the tagline has no extra embellishments applied to it, for it does not need to shout its message nor appear ostentatious for emphasis. Its importance stems from the simplicity of its presentation as a matter-of-fact statement.

✓ **Live gratefully, give generously.**

GOTHAM, MEDIUM
FONT-SIZE: 26 PTS.
TRACKING: 0 PTS.

The tagline can only be laid out as a single line or in two. When the tagline is laid out in two lines, the line break is between the two independent clauses within the sentence. As a complete statment, it is also important that it ends with a period.

Text alignment is determined by the position of the tagline on the layout.

✓ **Live gratefully,
give generously.**

LEFT-ALIGNED

✓ **Live gratefully,
give generously.**

CENTRE-ALIGNED

✓ **Live gratefully,
give generously.**

RIGHT-ALIGNED

Breaking the tagline anywhere else results in an awkward reading experience.

✗ **Live gratefully, give
generously.**

✗ **Live
gratefully,
give
generously.**

✗ **Live
gratefully,
give generously.**

✗ **Live
gratefully, give
generously.**

Tagline Colours

For full-colour, brand applications.

Live gratefully, give generously.

C100 / M70 / Y4 / K0
R0 / G91 / B164

MAIN, PRIMARY COLOUR

For situations when the only colours allowed are black & white is allowed.

Live gratefully, give generously.

C0 / M0 / Y0 / K100
R0 / G0 / B0

BLACK ONLY, ON WHITE BG

For situations when the tagline is on a black or dark coloured background.

Live gratefully, give generously.

C0 / M0 / Y0 / K0
R255 / G255 / B255

WHITE ONLY, ON DARK BG

Typography

GOTHAM, BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM, MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM, ULTRA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MAVEN PRO, REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Type Proportion: Sample Specimen

This is the main heading.

GOTHAM, BOLD
FONT-SIZE: 32 PTS.
TRACKING: 25 PTS.

This is a subheading.
This is a subheading.

GOTHAM, MEDIUM
FONT-SIZE: 24 PTS.
TRACKING: -25 PTS.

(OPTIONAL) THIS IS A SUBHEADING WITH LOWER PRIORITY.

GOTHAM, ULTRA
FONT-SIZE: 16 PTS.
TRACKING: 140 PTS.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras sed ligula lectus. Morbi velit elit, lacinia sed ultricies in, volutpat quis orci. Vivamus at massa nulla. Curabitur ultrices venenatis quam sed semper. Suspendisse pulvinar ipsum eu sodales aliquam. Proin at odio justo. Ut vitae nulla nec diam efficitur gravida eu non orci.

GOTHAM, BOOK
FONT-SIZE: 14 PTS.
TRACKING: -5 PTS.

(Optional) Miscellaneous copy such as callouts, or points requiring emphasis.

MAVEN PRO, REGULAR
FONT-SIZE: 26 PTS.
TRACKING: -20 PTS.

Colours

CMYK values for print;
RGB for digital/web/video.

C100 / M70 / Y4 / K0
R0 / G91 / B164

C100 / M70 / Y0 / K30
R0 / G66 / B130

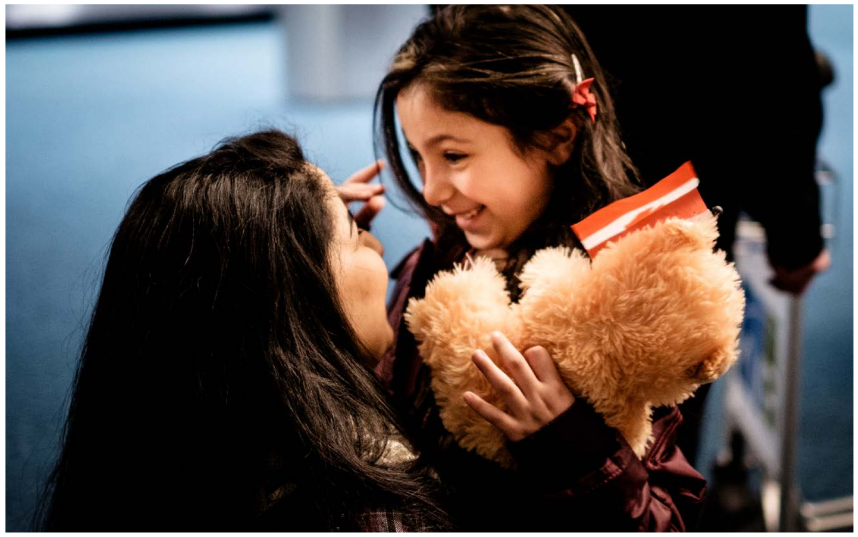
C0 / M0 / Y0 / K70
R109 / G110 / B113

C10 / M30 / Y100 / K0
R231 / G178 / B32

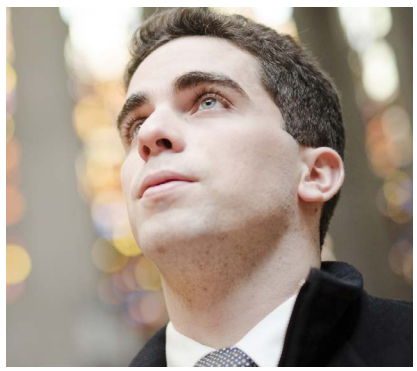
Note: Please be advised that on certain types of paper—such as uncoated paper—the CMYK yellow values specified above could possibly yield unintended colour shifts and result in a colour that is visually different from the intended brand colour. It is important to do a preliminary test with your preferred printer, and adjust the colour values accordingly to ensure that printed result is consistent with the brand's yellow colour.

Imagery: Visual Direction

At the heart of it all, Project Advance is about people. It is thus important to show images that promote a positive message and evoke an uplifting and welcoming atmosphere of people, young and old, regardless of ethnic background or creed—as a reflection of the Project Advance community.



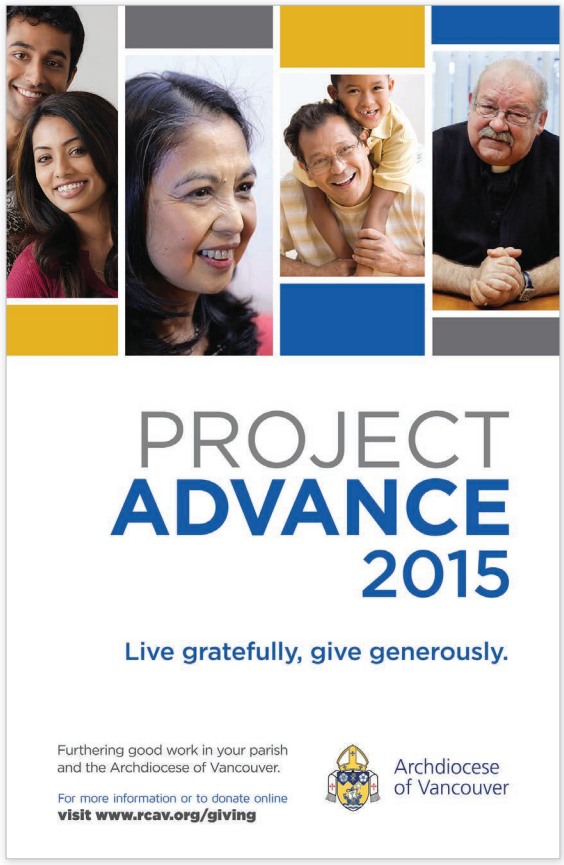
Contextually relevant locales, religious imagery and leitmotifs can also be featured, though not excessively, so as not to oversaturate the visual language of Project Advance with ornamentation and generic Christian religion tropes.



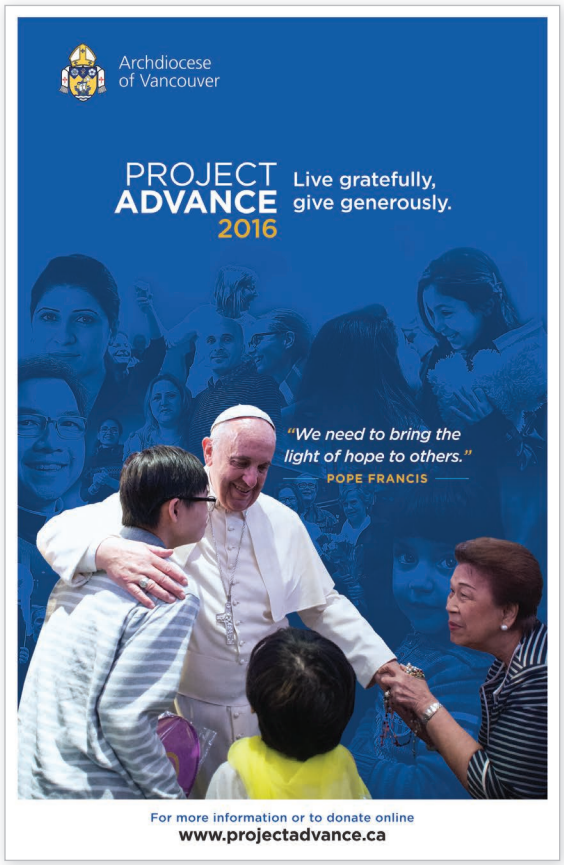
Print Media, Sample Specimen

Here are past examples that illustrate how the visual direction of Project Advance has grown and changed over the years.

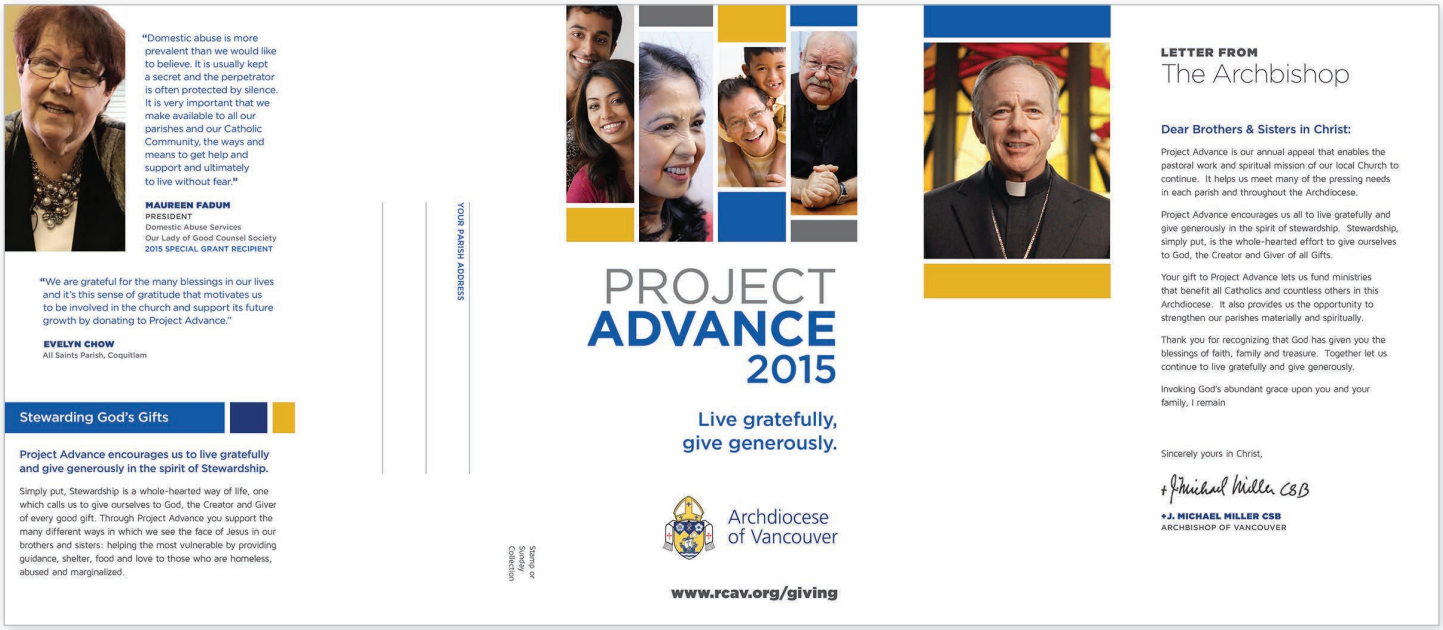
PROJECT ADVANCE 2014
POSTER



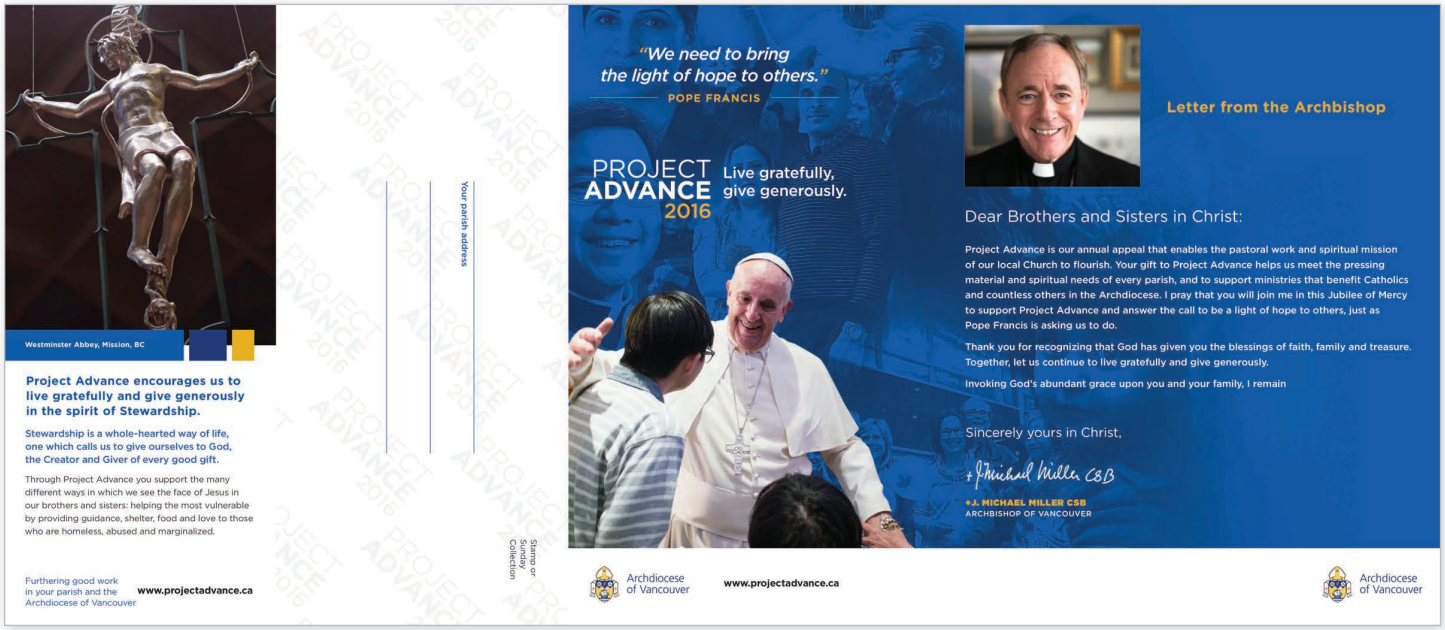
PROJECT ADVANCE 2015
POSTER



PROJECT ADVANCE 2016
POSTER



PROJECT ADVANCE 2015
BROCHURE



PROJECT ADVANCE 2016
BROCHURE

PROJECT
ADVANCE

Archdiocese
of Vancouver

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