

PROJECT
ADVANCE

B R A N D G U I D E

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.



PROJECT
ADVANCE
2016

SINGLE COLOUR, BLUE



PROJECT
ADVANCE
2016

SINGLE COLOUR, YELLOW



PROJECT
ADVANCE
2016

SINGLE COLOUR, BLUE ON BRIGHT BG



PROJECT
ADVANCE
2016

SINGLE COLOUR, YELLOW ON DARK BG



PROJECT
ADVANCE
2016

SINGLE COLOUR, BLACK ON BRIGHT BG



PROJECT
ADVANCE
2016

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 statement, 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 / KO
RO / G91 / B164

MAIN, PRIMARY
COLOUR

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

Live gratefully, give generously.



CO / MO / YO / K100
RO / GO / BO

BLACK ONLY,
ON WHITE BG

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

Live gratefully, give generously.



CO / MO / YO / KO
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.

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

This is a subheading.

**(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



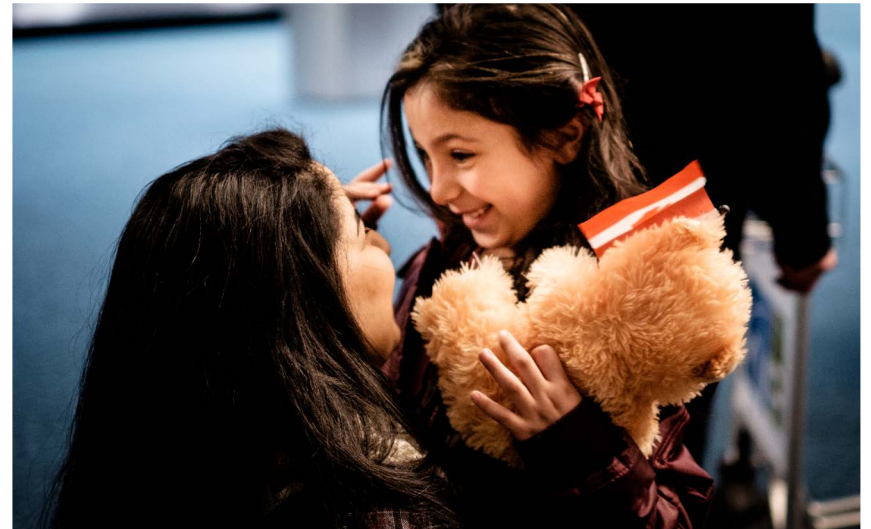
C10 / M30 / Y100 / K0
R231 / G178 / B32



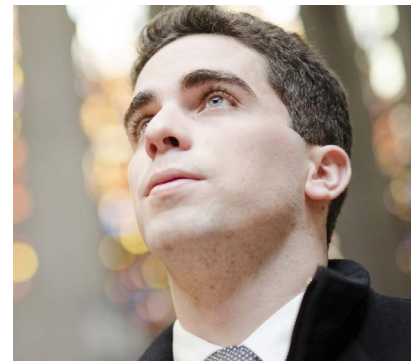
Note: Please be advised that on certain types of paper—such as uncoated paper—the CMYK yellow values specified above could possibly yield unintended colour shifts and result in a colour that is visually different from the intended brand colour. It is important to do a preliminary test with your preferred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

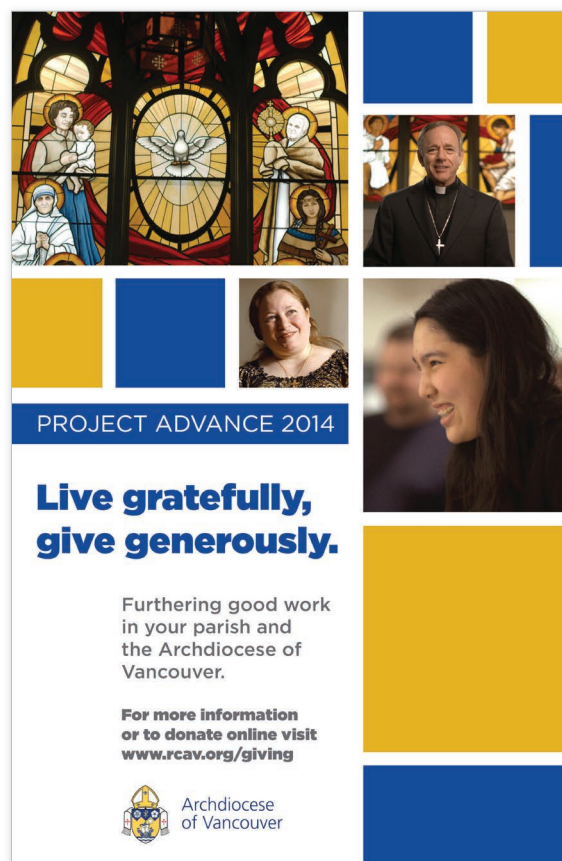


Contextually relevant locales, religious imagery and leitmotifs can also be featured, though not excessively, so as not to oversaturate the visual language of Project Advance with ornamentation and generic Christian religion tropes.

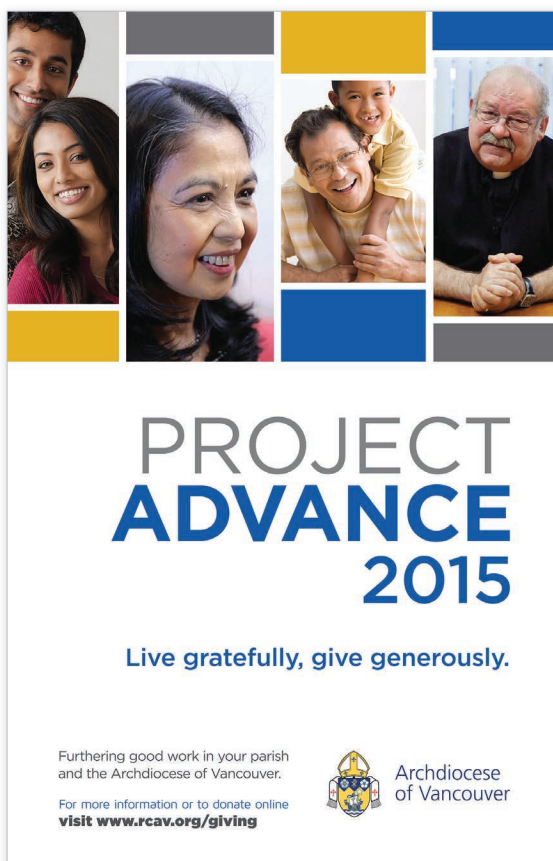


Print Media, Sample Specimen

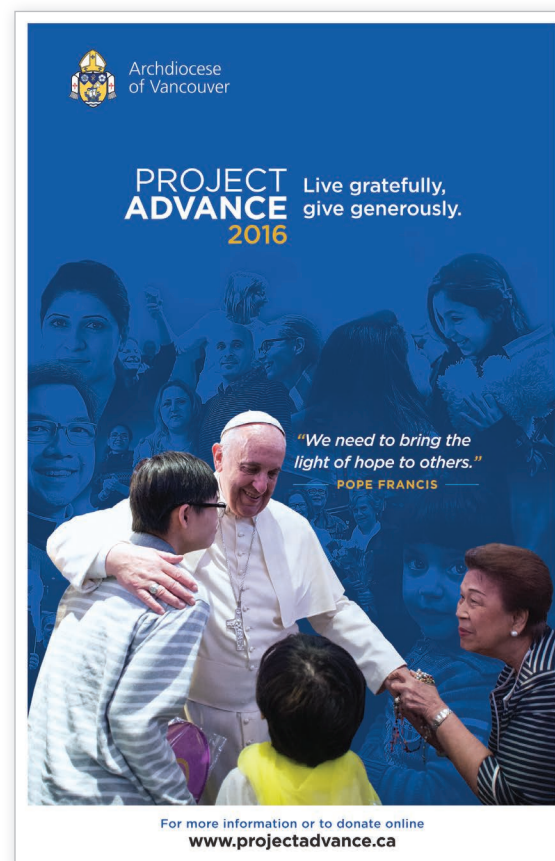
Here are past examples that illustrate how the visual direction of Project Advance has grown and changed over the years.




PROJECT ADVANCE 2014
POSTER



PROJECT ADVANCE 2015
POSTER




PROJECT ADVANCE 2016
POSTER




"Domestic abuse is more prevalent than we would like to believe. It is usually kept a secret and the perpetrator is often protected by silence. It is very important that we make available to all our parishes and our Catholic Community, the ways and means to get help and support and ultimately to live without fear."

MAUREEN FADUM
PRESIDENT
Domestic Abuse Services
Our Lady of Good Counsel Society
2015 SPECIAL GRANT RECIPIENT



PROJECT ADVANCE 2015

**Live gratefully,
give generously.**



www.rcav.org/giving

LETTER FROM The Archbishop

Dear Brothers & Sisters in Christ:

Project Advance is our annual appeal that enables the pastoral work and spiritual mission of our local Church to continue. It helps us meet many of the pressing needs in each parish and throughout the Archdiocese.

Project Advance encourages us all to live gratefully and give generously in the spirit of stewardship. Stewardship, simply put, is the whole-hearted effort to give ourselves to God, the Creator and Giver of all Gifts.

Your gift to Project Advance lets us fund ministries that benefit all Catholics and countless others in this Archdiocese. It also provides us the opportunity to strengthen our parishes materially and spiritually.

Thank you for recognizing that God has given you the blessings of faith, family and treasure. Together let us continue to live gratefully and give generously.

Invoking God's abundant grace upon you and your family, I remain

Sincerely yours in Christ,

+ Michael Miller, CSB
+ J. MICHAEL MILLER CSB
ARCHBISHOP OF VANCOUVER

Stewarding God's Gifts


Project Advance encourages us to live gratefully and give generously in the spirit of Stewardship.

Simply put, Stewardship is a whole-hearted way of life, one which calls us to give ourselves to God, the Creator and Giver of every good gift. Through Project Advance you support the many different ways in which we see the face of Jesus in our brothers and sisters: helping the most vulnerable by providing guidance, shelter, food and love to those who are homeless, abused and marginalized.

YOUR PARISH ADDRESS

Steno or
Sisterly
Connection

PROJECT ADVANCE 2015
BROCHURE



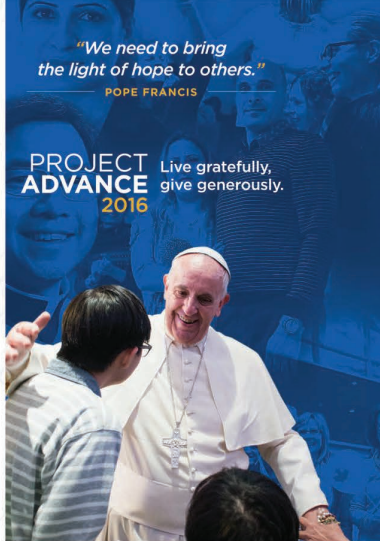
Westminster Abbey, Mission, BC

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Stewardship is a whole-hearted way of life, one which calls us to give ourselves to God, the Creator and Giver of every good gift.

Through Project Advance you support the many different ways in which we see the face of Jesus in our brothers and sisters: helping the most vulnerable by providing guidance, shelter, food and love to those who are homeless, abused and marginalized.


Furthering good work in your parish and the Archdiocese of Vancouver **www.projectadvance.ca**



"We need to bring the light of hope to others."
POPE FRANCIS

PROJECT ADVANCE 2016

**Live gratefully,
give generously.**



www.projectadvance.ca

Letter from the Archbishop

Dear Brothers and Sisters in Christ:

Project Advance is our annual appeal that enables the pastoral work and spiritual mission of our local Church to flourish. Your gift to Project Advance helps us meet the pressing material and spiritual needs of every parish, and to support ministries that benefit Catholics and countless others in the Archdiocese. I pray that you will join me in this Jubilee of Mercy to support Project Advance and answer the call to be a light of hope to others, just as Pope Francis is asking us to do.

Thank you for recognizing that God has given you the blessings of faith, family and treasure. Together, let us continue to live gratefully and give generously.

Invoking God's abundant grace upon you and your family, I remain

Sincerely yours in Christ,

+ Michael Miller, CSB
+ J. MICHAEL MILLER CSB
ARCHBISHOP OF VANCOUVER

Your parish address

Steno or
Sisterly
Connection

PROJECT ADVANCE 2016
BROCHURE

PROJECT ADVANCE



Archdiocese
of Vancouver

PREPARED BY



ADVERTISING
& COMMUNICATIONS