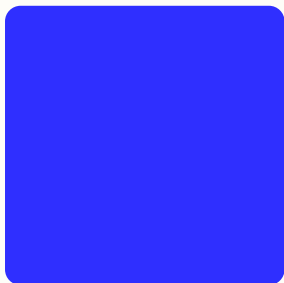




**everlasting light**

Brand guidelines

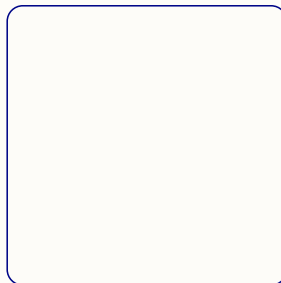
## Colour palette



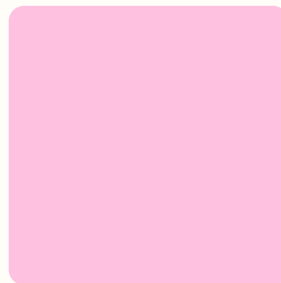
CMYK: 83, 74, 0, 0  
RGB: 46, 49, 255  
WEB: 2E31FF



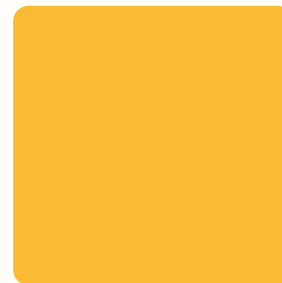
CMYK: 16, 2, 0, 0  
RGB: 210, 234, 254  
WEB: D2EAFE



CMYK: 0, 0, 2, 0  
RGB: 254, 253, 248  
WEB: FEFDF8



CMYK: 0, 30, 0, 0  
RGB: 253, 193, 224  
WEB: FDC1E0



CMYK: 4, 27, 85, 0  
RGB: 244, 188, 67  
WEB: F4BC43



CMYK: 100, 99, 30, 40  
RGB: 14, 15, 82  
WEB: 0E0F52

## Primary colours

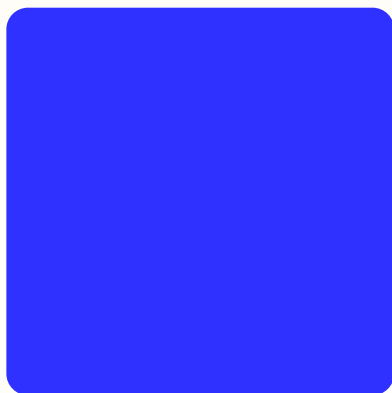


CMYK: 4, 27, 85, 0  
RGB: 244, 188, 67  
WEB: F4BC43



CMYK: 100, 99, 30, 40  
RGB: 14, 15, 82  
WEB: 0E0F52

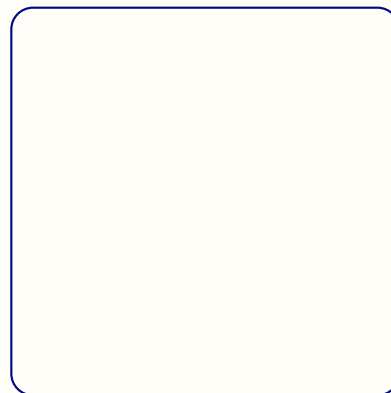
## Secondary colours



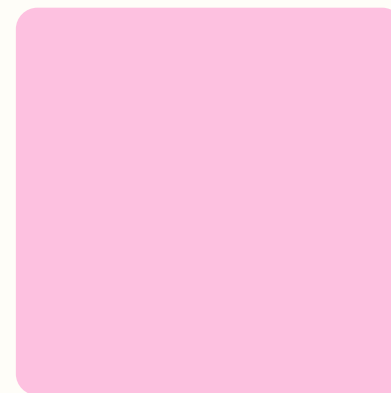
CMYK: 83, 74, 0, 0  
RGB: 46, 49, 255  
WEB: 2E31FF



CMYK: 16, 2, 0, 0  
RGB: 210, 234, 254  
WEB: D2EAFE



CMYK: 0, 0, 2, 0  
RGB: 254, 253, 248  
WEB: FEFDF8



CMYK: 0, 30, 0, 0  
RGB: 253, 193, 224  
WEB: FDC1E0

## Accessible colour pairings

The brand colours have been selected for their high contrast, ensuring accessibility for individuals with visual impairments.

Always prioritise colour combinations with high contrast, such as Navy and Off-White or Pink and Bright Blue.

Avoid low-contrast combinations that are not accessible, such as Light Blue and Pink, Off-White and Light Blue, or Light Blue and Yellow.

In situations where black-and-white designs are necessary (e.g. basic office printing), use the black or white version of the logo and ensure all text is in black for maximum clarity.

	Text	#0E0F52	#2E31FF	#F4BC43	#D2EAFE	#FDC1E0	#FEFDF8	#000000
Background	Text	#0E0F52	#2E31FF	#F4BC43	#D2EAFE	#FDC1E0	#FEFDF8	#000000
Navy #0E0F52			Text AAA 10	Text AAA 14	Text AAA 11.4	Text AAA 17		
Bright Blue #2E31FF			Text AA18 4	Text AA 5.6	Text AA 4.6	Text AA 6.8	Text AA18 3	
Gold #F4BC43	Text AAA 10	Text AA18 4						Text AAA 12.1
Light blue #D2EAFE	Text AAA 14	Text AA 5.6						Text AAA 16.9
Pink #FDC1E0	Text AAA 11.4	Text AA 4.6						Text AAA 13.8
Off-White #FEFDF8	Text AAA 17	Text AA 6.8						Text AAA 20
Black #000000		Text AA18 3	Text AAA 12.1	Text AAA 16.9	Text AAA 13.8	Text AAA 20		

Good colour  
contrast

Aa

Aa

Aa

Bad colour  
contrast

Aa

Aa

Aa

### Logo **Primary**

This is the primary stacked logo version featuring the tagline. It is designed for larger formats and works best in spacious layouts. For those following the weekly teaching starters, the tagline will update weekly throughout Advent. While ideal for prominent placements, this logo may not always be suitable for social media unless used as a standalone asset due to its larger size.



### Logo **Primary**

This version of the logo is stacked but does not include a tagline. The absence of the tagline allows for more flexibility in design by saving space. However, due to its size, this logo may still not be ideal for social media unless used as a standalone element.





### Logo **Secondary**

The secondary logo is a linear version that includes a tagline. For those following the weekly teaching starters, the tagline will be updated weekly during Advent. This linear format, which fits into a horizontal shape, is designed to save space and offer more flexibility in various layouts.

It is ideal for applications such as letterheads, posters, or as a footer element in social media posts. Always ensure adequate spacing around the logo for optimal breathing room.

This logo also works well with the red shield and, when used together, both elements should be of equal height for visual consistency.



### Logo **Secondary**

This version of the secondary logo is linear and does not include a tagline. The horizontal format helps conserve space and provides added flexibility in design.

By removing the tagline, even more space is saved, making it a great option for letterheads, posters, or as a footer in social media posts. Always ensure proper spacing around the logo to maintain visual balance.

This logo works well with the shield logo and, when used together, both elements should be of equal height for visual consistency.



## Logomark **Variations**

The monoline logomark is ideal for designs with very limited space, such as social media or branded PowerPoint presentations. This simplified version of the logo can be used in colour variations to ensure maximum versatility. Always prioritise strong colour contrast to maintain legibility and visual impact.



### Logo Round

The round version of the logo is designed to provide context and help associate the theme of "everlasting light" with external audiences. This format pairs well with the red shield and, when used together, both elements should be of equal height for visual consistency. The round logo can also serve as a "sticker" or "badge" element, making it a great option for use in social media posts or stories.



## Examples of logo and shield combinations

When placing the "Everlasting Light" logo alongside the shield, ensure adequate spacing between the two elements to allow for proper breathing room. For consistency, both the "Everlasting Light" logo and the shield should be of equal height. By maintaining this proportional balance it creates a clean and cohesive design.



## Graphic elements

Do not alter the proportions and squash the logos. Do not overlap the logos. Do not rotate, skew, or apply any distortion effects to the logos. Do not change the colours of the logos from their approved brand colours. Do not unbalance the height of the logos.



## Sizing guidelines

Ensure that the logo is clearly visible and legible across all formats. Use the version of the logo that best suits the layout and space available in the design. Avoid making the logo too small, as this may compromise its clarity.

For print materials, we recommend that the stacked and linear logos are no smaller than 5cm in width to maintain readability. Always size the logo proportionally to the design. Use your judgement to balance logo size with other design elements to achieve an effective layout.

Follow social media guidance when sizing logos for use on social media.

No smaller than 5cm



No smaller than 5cm



height  
170px



**everlasting light**  
BELONG TO THE LIGHT

## Typeface **Logo**

Font: Glodok Display

Glodok Display is the font used exclusively for the logo wordmark. As a display font, it's designed for short-form copy and large-format applications such as headlines, posters, or book covers. Use this font sparingly, reserving it for the logo or minimal text elements.

# Glodok Display

### **Display**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0123456789 (!@#£%&.,'/?)**



## Typeface **Heading**

Font: Montserrat

Montserrat is a versatile typeface with various weight options. Use the heavier, bolder weights for headings to establish clear hierarchy. It is well-suited for longer form copy, offering excellent readability and accessibility.

# Montserrat

### SemiBold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 (!@#£%&.,'?)

### Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 (!@#£%&.,'?)

### Black

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 (!@#£%&.,'?)

## Typeface **Body**

### Font: Montserrat

Montserrat's lighter and regular weights are ideal for body text, providing excellent readability for longer content. These weights ensure a clean, accessible look that's easy to read, making them perfect for extended copy

# Montserrat

#### Extra Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 (!@#£%&.,'?)

#### Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 (!@#£%&.,'?)

#### Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 (!@#£%&.,'?)

## Font guidance

To maintain a clean and professional look, avoid using too many fonts within a single design. Instead, keep font choices simple and use variations in weight and size to create hierarchy and emphasis.

For Microsoft Office templates, Trebuchet is the designated font and should be used in all official templates provided. As The Salvation Army's official font, Trebuchet is installed on all PCs, ensuring consistency and accessibility across the organisation.

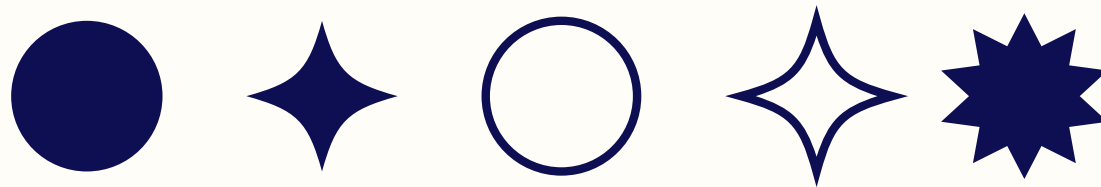
For more creative designs, such as those within publishing teams, Montserrat and Glodok Display, available on Google Fonts and Adobe Fonts, may be used. When working with these fonts, be mindful to establish hierarchy by using different weights and sizes.

## Graphic elements

Our graphic elements, such as stars and light bursts, serve multiple purposes: they can hold short-form copy, enhance designs with decoration, or contain photographic images. These striking shapes can be customised using the brand color palette to fit the design needs.

### When using these elements:

- They can hold text, images, or simply decorate a page.
- Colours can be adjusted freely within the brand palette for creative flexibility.
- Ensure the content within the shape has strong colour contrast for readability, especially if holding copy, to maintain accessibility.



## How to use graphic elements



Can be used to lightly decorate copy or photography.



Can be used to enhance copy creatively or emphasise a phrase.



Can be used to hold photography or illustrations.

## How to use graphic elements

