



## Brand Guidelines

v1.0 | 01/24/2022

OF WEDDING  
THE LAMB



## GENERAL INFO

The logo consists of two elements: **brand mark** (the graphical element/icon) and **logotype** (text).

BRAND MARK

LOGOTYPE



**THE WEDDING  
OF THE LAMB**



**THE WEDDING  
OF THE LAMB**

## SPACE AROUND THE LOGO

When you use the logo, be mindful of the space between the logo and other elements on the page as well as its distance to the margins of the page/area.

The spacing is important so that the logo fits nicely, is in harmony with the surrounding elements on the page and can be distinguished from them. If it is too close to other graphical elements, text, or margins, there is not enough clear space it needs and its appearance suffers.

You can find the measures of the protected space on the right side of this slide, and those measures are the minimum. You can use a wider protection area if needed. When using the logo on a website, you can use slightly smaller margins if needed.

Files ready for upload (PDF, PNG) already include the required clear space, and it remains if the logo is placed correctly in documents.

## PROTECTION AREA



THERE IS CLEAR SPACE AROUND THE LOGO, AND THE SPACING IS DETERMINED BY THE SIZE OF THE LOGO.

FILES READY FOR UPLOAD THAT CONTAIN THE LOGO HAVE ADJUSTED AND BALANCED PROTECTED AREAS. YET, YOU CAN USE THESE INSTRUCTIONS TO LEARN ABOUT IT AND TO HELP YOU BE MINDFUL OF THE CLEAR SPACE.

### ✓ RIGHT POSITIONING



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### ✗ WRONG POSITIONING



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## CONSIDER THE PROPORTIONS, POSITIONING, AND COLORS

If you want to adjust the size of the logo and graphic elements, be mindful of the dimensions. You should not stretch or squeeze the logo. Instead, to change the size, ensure that the length and width remain the same ratio, or that the dimensions are locked.

In addition, do not change the colors of the logo in any way. We offer various versions of the logo: colored, inverted color, and one-color (either black or white) options. Each version is available as a complete file ready for upload. If you choose to use the colored option, use it on a light background. If the background is dark, choose the inverted color option. We recommend that you use one-color options only if, for some reason, you cannot use colors, e.g., if the logo cannot be clearly distinguishable from the background.

### ✓ CORRECT USE



### ✗ INCORRECT USE



Do not stretch



Do not rotate



Do not resize any  
element of the logo



Do not change the opacity  
element of the logo



Do not alter the colors



Do not add visual  
effects to it



Do not use it on an  
overly complicated  
background/photo



Do not use the inverted color  
version of the logo on overly  
complicated background/  
photo



You can use it on light  
background



You can use it on background  
with clearly differentiated  
colors or clear image



Use the inverted color option  
with dark background



Use the one-color option  
only when necessary, e.g.,  
you cannot use colors for  
some reason

# Colors



## CMYK

You should use the vector format (PDF file) with print materials. This file consists of four-color CMYK color space that is used in printing by printing companies and sometimes when printing e.g., at home.

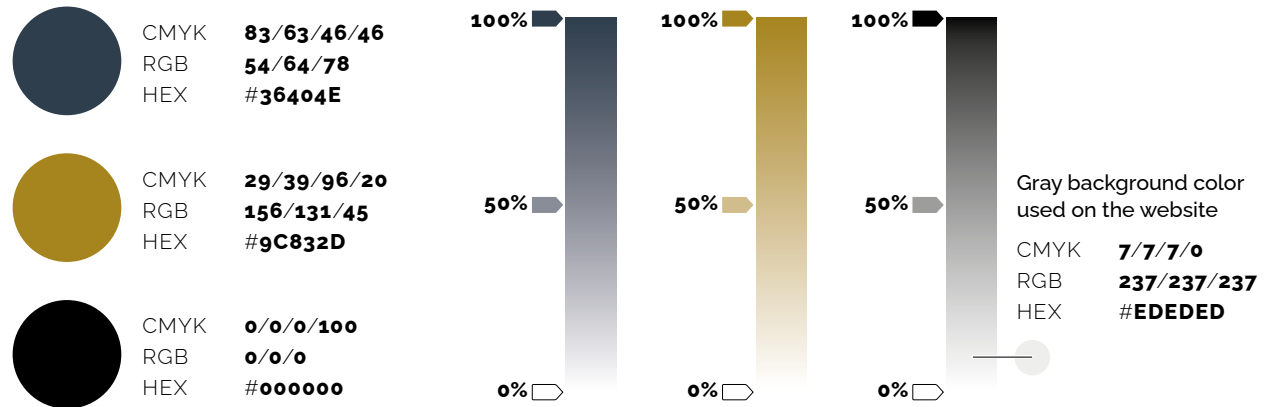
## RGB

Files with an RGB color model (PNG) can be used in multimedia. RGB color model is mainly used for digital media designs, e.g., websites and social media, as well as whatever else is displayed on the computer and mobile device screens. These files can be used when printing with home office printers.

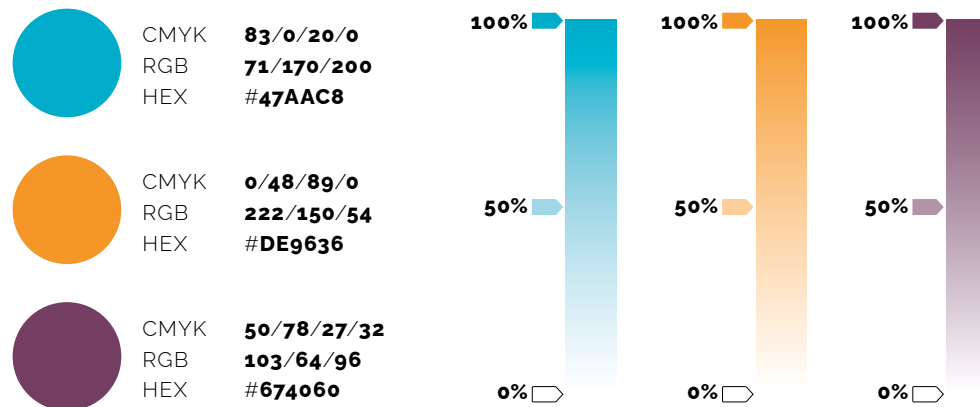
## HEX

RGB colors can be used in HEX values. These are used, for example, for websites and various software.

## MAIN COLORS FOR THE LOGO AND BRAND



## MAIN COLORS FOR THE GRAPHIC ILLUSTRATION



# FONTS

*ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ  
abcdefghijklmnopqrstuvwxyzääö1234567890*



## LOGO FONT

The logo font is **Adrianna Extended**, and the text is in capital letters. In each language version, the spacing of characters is adjusted manually so that the logo is visually balanced, easy to read, and clear.

### ADRIANNA EXTENDED

*We recommend that you do not use this font in any other marketing material of the brand – only in titles and only if necessary.*

*The use of the font could be reconsidered in the future, for example, when creating a new product family for the brand or if the logo needs updating. These will be left to professionals who can utilize the font, its properties, and unique features to reach a visually balanced outcome.*

*This font can be found in, for example, Adobe Typekit.*



## MAIN FONTS IN OTHER MARKETING MATERIAL

In other marketing materials, the font is **Raleway** and its various typefaces.

### Raleway

There are various typefaces of the Raleway font, and you can find them in Google Fonts for free.

You can download the typefaces of the Raleway font [here](#).

# Title

Body text edigniet **plicitentur** autas eos mi, tota ni con pe porestis excepe cupit aute comniet rem enissen iminveliquae rem facierendenita vendae nis auditiae quodio. Nam aut delit volut dolectioria quam eum vel mos perchil laborrum, as unt alis nonsecate non eat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquid ex ea commodo consequat. Quis aute iure reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

This is the style of pull quotes.  
You can also make the text  
**bold** and *italic*.

#### Raleway Bold 24/32



#### Raleway Medium 10/16

+ ExtraBold

+ Italic



#### Raleway Medium 14/20

+ ExtraBold

+ Italic



# MAIN FONTS IN OTHER MARKETING MATERIAL

Rounded rectangles (stadium-shaped) have text within them, e.g., Bible passages, and they can be used as links and for other graphic effects.

EXAMPLE LINK >

Use Raleway Semibold Italic when quoting the Biblical text to make the Bible references stand out from other text.

*For God so loved the world, that he gave his only Son*

Smaller technical text, e.g., **captions** or *explanations*. This is smaller than the body text and creates enough contrast to make it clearly distinguishable from the body text.

## SUBHEADING

Body text edigniet **plictentur** *autas* eos mi, tota ni con pe porestis excepe cupit aute comniet rem enissen imi-nveliquae rem faciendenita vendae nis auditiae quodio.

ROM. 10:9

*If you confess with your mouth that Jesus is Lord and believe in your heart that God raised him from the dead, you will be saved.*

### Raleway Medium 7/9

+ ExtraBold

+ Italic



### Raleway ExtraBold CAPS 10/20



### Raleway ExtraBold CAPS 8 <20>



### Raleway Semibold Italic 9/12 <10>



## MAIN FONTS IN OTHER MARKETING MATERIAL

The font in other marketing materials used in various media is **Address Sans Pro**.

### *Address Sans Pro Cd Semibold It*

*We do not recommend using this font in any other marketing material of the brand. Use it only for titles – and only if it is necessary.*

*Our recommendation is to leave using this font to the professionals who know how to do it.*

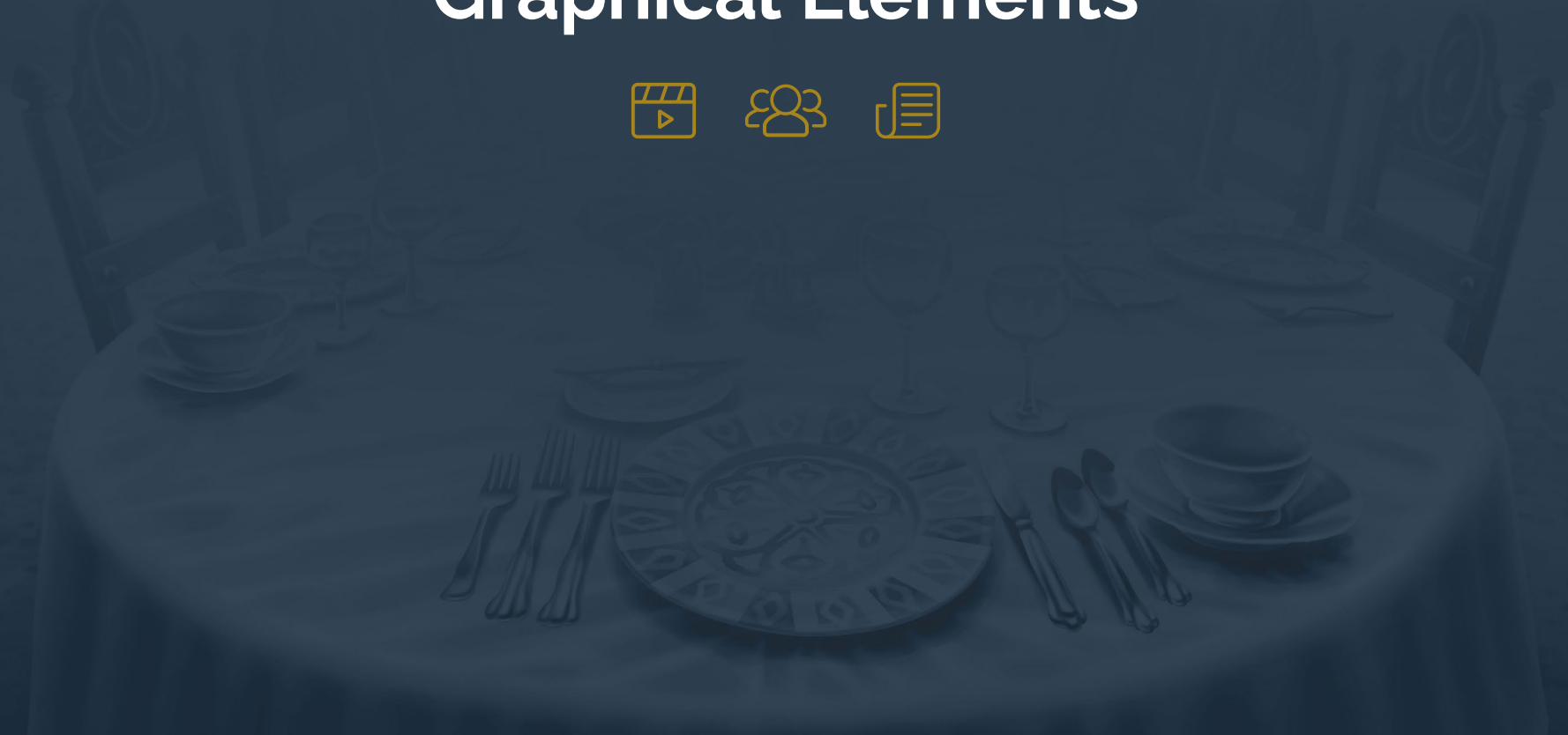
*This font can be found, for example, in Adobe Typekit.*

## *INVITATION TO THE WEDDING OF THE LAMB*

An example of using this font



# Graphical Elements



## ICONS

Clear and simple icons make communication smooth and clear. For example, icons can be used for marking sections on a website, signifying which category they belong to.



## THE WAVE SHAPE

The wave shape we use on the website can be used in print materials and PowerPoint slides to distinguish photo and text areas from each other. This way the text is readable, clear, and you do not need to place it over photos.



### Invitation to the Wedding of the Lamb

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### Lorem ipsum

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