

CLAY 2025 BRANDING KIT



The most basic yet comprehensive component of a strong image is a unified visual presentation. The following guidelines are intended to help you present the visual identity for the **2025 Canadian Lutheran Anglican Youth Gathering** across a variety of communication materials.

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OUR LOGO

ROOTED AND RISING. From our roots laid down for us, from our past, to rising up and putting our best foot forward, and standing up for what we believe in. Like the rising of the sun in the east, each day starts with a light glow at the break of the day, to the flourishing beams at midday. As the hours pass becoming more powerful.



Each time you rise, your roots will become greater and stronger. Like a community, with just a few people, it would not survive, but the more roots, the more people in the community, the more likely it will thrive. Just like in the parable of the mustard seed, the mustard seed starts as the smallest seed. Growing its roots, to rise into a bright yellow flower. Where will you rise to? How deep will your roots go?

The CLAY 2025 logo is made up of pieces representing the beautiful prairie of Saskatchewan— blue sky, rising sun, rolling hills and prairie grass—while representing deep rooted values and rising in faith.

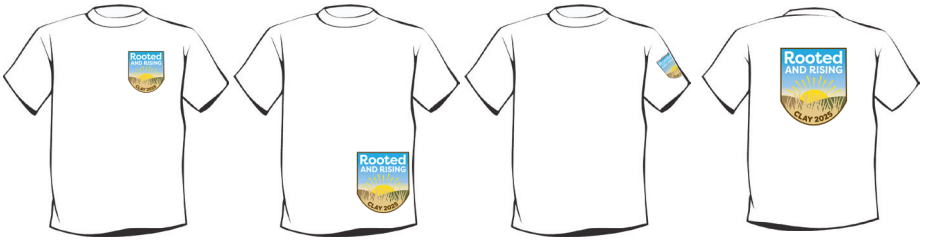
T-SHIRTS:

If your group wants to make t-shirts, carefully consider the shirt color. The logo will show up better on some colors, unless the logo is placed on a white background, like a square or circle.



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Get creative in your placement of the logo on your shirt. It doesn't have to be in the middle of your chest. Consider the sleeve, hem or back.



SIZE RESTRICTIONS



Be careful in your use of the logo at very small sizes. It must be large enough so the text is still readable. Also, if you are DIY-ing items, smaller images will sometimes bleed together depending on the printing process and your paper or cloth.

INCORRECT USE OF THE CLAY LOGO

Please **DO NOT** stretch, squeeze, alter or otherwise change the official CLAY logo.



If you're placing the logo on banners or signs, make sure there is about 1/2 to 1 inch of space around the logo, ensuring it doesn't touch any other text or images around it.

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WHERE TO GET THE LOGO

The CLAY 2025 logo can be downloaded here:

COLOUR:

BLACK & WHITE:

[CLAY logo -COLOR](#)

[CLAY logo -BW](#)

WE'RE HERE TO HELP

If you have any questions about the CLAY 2025 Branding Kit or using the CLAY 2025 logo, or need advice with T-shirt ideas or anything else you want to make, we're happy to help.

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