



En Route

CLAY 2021

August 20-22, 2021

BRANDING KIT



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GENERAL GUIDELINES

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 2021 Canadian Lutheran Anglican Youth Gathering across a variety of communication materials.

If you have any questions regarding the 2021 CLAY visual identity guidelines, please contact:

- Catherine Crivici, Graphic Designer (ELCIC):
ccrivici@elcic.ca
- Saskia Rowley, Manager of Graphics and Print Production (ACC):
saskiarowley@rogers.com

WEREN'T OUR HEARTS ON FIRE WITHIN US AS JESUS WAS TALKING WITH US ON THE ROAD, AND AS HE WAS OPENING THE SCRIPTURES FOR US? - *Luke 24:32*

CLAY LOGO

We are all on a journey. Maybe that sounds cliché, but it's true. Our stories are unfinished, works in progress – we are En Route! And our journey causes us to ask some big questions along the way: Who am I? Where do I come from? Where am I going? Where do I belong? Jesus was on a journey too: a journey that led him up mountain passes and down wilderness trails, from the Jordan River to the streets of Jerusalem. En Route together, we'll explore the paths that Jesus travelled, and perhaps learn more about our own journey along the way. Because Jesus isn't just waiting around for us to arrive at our final destination. Jesus meets us on the road.



The CLAY logo is a visual representation of that journey. The map pin is an iconic image that is more than just a symbol for “you are here.” Just like the theme of the gathering, En Route, the logo is representative of the journey, which is sometimes a line from point A to point B, but many times a multi-point route with many twists and turns along the way.

WHERE TO GET THE LOGO

The CLAY 2021 logo can be downloaded here:

<https://claygathering.ca/wp-content/uploads/En-Route-LOGO-WHITE-2021-1.png>

<https://claygathering.ca/wp-content/uploads/En-Route-LOGO-BLACK-2021-1.png>

LOGO COLOURS

The colours of the logo are teal, red and black.

(A 50% filter is applied to the teal pin shape.)



C-80
M-10
Y-45
K-0



C-0
M-100
Y-100
K-0

**En
Rou e**

K-100

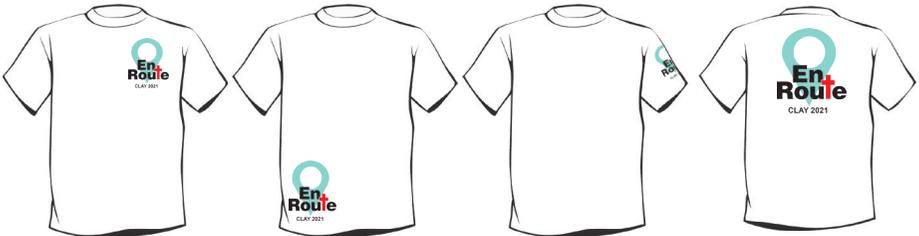
A note about t-shirts:

If your group wants to make t-shirts, carefully consider the shirt color.

The logo won't show up on darker shirts unless the logo is placed on a white background, like a square or circle.



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

FONTS

En Route is Helvetica black. *CLAY 2021* is Arial bold.

QUESTIONS

If you have any questions about using the CLAY 2021 logo, or need advice with T-shirt ideas or anything else you want to make, we're happy to help.

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