



ASHES & EMBERS

CLAY 2023

BRANDING KIT

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 2023 Canadian Lutheran Anglican Youth Gathering across a variety of communication materials.

If you have any questions regarding the CLAY 2023 Branding Kit, please contact us:

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CLAY LOGO

Do you see that glow among the ashes? Can you feel the ember's radiant heat? The fire is not out. In fact, it's the strongest it's ever been.

Fire is sacred in the bible; symbolizing both life and death. God intentionally uses fire in all kinds of ways; from burning bushes and pillars of fire, to the gentle crackle of a campfire in the wilderness. The roaring flames usually get the most attention. But, there are also important stories to be found in what comes before and after.

Our stories and faith journeys are a lot like fire too. There's the hard stuff, ashes. There are exciting parts, sparks. There are chaotic times, flames. And there is the quiet and calm, embers. Each of these are holy and vital parts of life.

Whatever place you find yourself in, God is right there with you.



LOGO COLOURS

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

ASHES
CLAY 2023

Black
K-100



Orange
C-0
M-50
Y-100
K-0

EMBERS

Red
C-15
M-100
Y-90
K-10

WHERE TO GET THE LOGO

The CLAY 2023 logo can be downloaded here:

<https://claygathering.ca/branding-kit-logo/>

COLOUR:

<https://claygathering.ca/wp-content/uploads/Ashes-Embers-logo-transparent.png>

BLACK & WHITE:

<https://claygathering.ca/wp-content/uploads/Ashes-Embers-logo-BW-transparent.png>

A NOTE ABOUT CHOOSING 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

QUESTIONS

If you have any questions about using the CLAY 2023 logo, or need advice with T-shirt ideas or anything else you want to make, we're happy to help.

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