



everycampus.

visual style guide

updated 9.7.18

THE LOGO

everycampus.

everycampus.

everycampus.

everycampus.

appearance

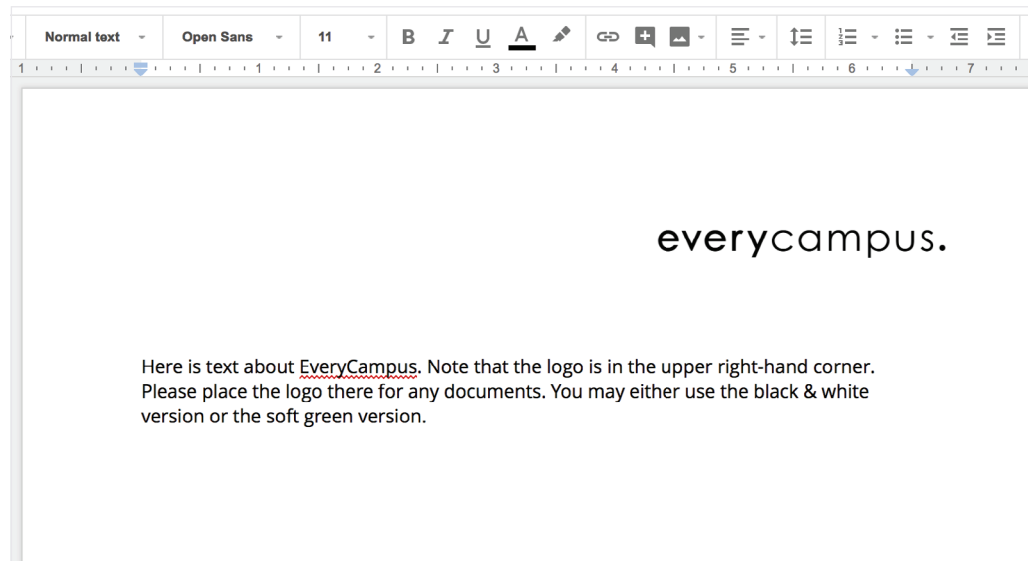
all black, all white, or
all soft green*

*only use the soft green logo
when placed on a white
background or light image

size

smallest: 1 x .125"

THE LOGO - ON DOCUMENTS



appearance

on all documents, place logo in the upper right-hand corner of the document, using either the black & white or soft green version

THE SPACE



everycampus.



Num quis intium quam rem velenie nistem restis dolupisin re lab ipid quidelis demperunt veliandus, ipsandio maximin estinum nimusciur sit ea que odiae con reri bla aditiore enesedi illantem qui blaborempos rerfereseque dit quis experiae dolorendae dolor aliasim aximaxim am volor assin nosamusdam fuga. Alique nes in peruntis vitasit et que aut quis as dolutem sum que natur mod et optium hari corio. Ut vitam aut eaquatur?

breathing room
let "p" be your guide:
use the "p" to measure
around the logo to ensure
plenty of white space
is provided between
logo and text

example

THE USE

Sign up on everycampus.us to get connected as the EveryCampus partnership expands to bring revival and start Gospel movements across the country.

Sign up on **everycampus.us** to get connected as the EveryCampus partnership expands to bring revival and start Gospel movements across the country.

#everycampus

everycampus.us

paragraph

one word, sentence case

color

use a bolder font or soft green to call attention to important text

hashtag

lowercase

URL

lowercase

THE COLORS



WHITE



BLACK



SOFT GREEN

screen

HEX: 26B786
RGB: 38-183-134

*coated**

PMS: 338 C
CMYK: 74-0-64-0

*uncoated**

PMS: 333 U
CMYK: 74-0-63-0



NAVY

screen

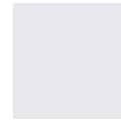
HEX: 203568
RGB: 32-53-104

coated

PMS: 294 C
CMYK: 100-69-7-30

uncoated

PMS: 288 U
CMYK: 100-65-1-17



LIGHT GRAY

screen

HEX: E7E5EA
RGB: 231-229-234

coated

PMS: 179-2 C
CMYK: 0-0-0-11

uncoated

PMS: 179-2 U
CMYK: 0-0-0-11

- **primary field color**
white space is highly encouraged for the most breath-ability in this design

- **text color**
use black for all text, unless you are highlighting a word

- **primary accent color**
use soft green as the primary accent color or occasionally as a full field of color

- **secondary accent color**
use navy as the secondary accent color, very sparingly, for minor details

- **tertiary accent color**
use light gray for very small details, like lines or circle chunks

*when printing documents, be sure to use the correct CMYK values for Soft Green (which will be lighter than it appears on screen)

THE FONT - MAIN

Please use Futura in all design projects and whenever else available.

FUTURA BOLD
ALL CAPS, 50 PT. TRACKING *

FUTURA MEDIUM
ALL CAPS, 25 PT. TRACKING

futura medium
lowercase, 25 pt. tracking

Futura Book
Sentence Case, 15 pt. tracking

*tracking = space between letters. If you aren't able to adjust to these specifications, choose "loose", or "very loose" to get the desired effect

header

sub-header
choose either option

body copy

side note
Futura is used for EveryCampus specific designs only—if you are simply using the EveryCampus logo on an IV or Cru piece, use their brand fonts

THE FONT - ALTERNATIVE

If Futura is not available, please use [Open Sans](#)*.

OPEN SANS EXTRA BOLD

ALL CAPS

header

OPEN SANS SEMIBOLD

ALL CAPS

sub-header

choose either option

open sans semibold italic

lowercase

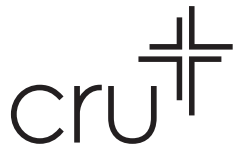
Open Sans Regular

Sentence Case

body copy

*downloads of both Futura and Open Sans are available in the media package

SECONDARY LOGOS



black and white
when on a photo, field of color, and generally speaking, use either full black, grayscale, or full white versions of the logos

color
use very sparingly, only with a white background and not competing with other elements

✘



✘



✔



✔



some do's & dont's

THE IMAGERY



what to aim for
choose images that contain a diverse group of students, interaction, excitement, and with nice bold color*

*if the image you desire to use does not have great color quality (but is still high-res), consider editing the photo into black and white

THE THINGS

HIGHLIGHT



use: to highlight a header or key word in text (always a little below and to the right), or as a collage element (placed off-center)

color: always soft green
size: thick rectangle or square

ICONS



use: for fun accents or as a way to introduce a secondary accent color

color: always navy on white or white on field of color
size: small

THIN LINES



use: to bring in movement and minimal visual interest

color: either light gray or white
size: thin

CHUNKY CIRCLE/ARC



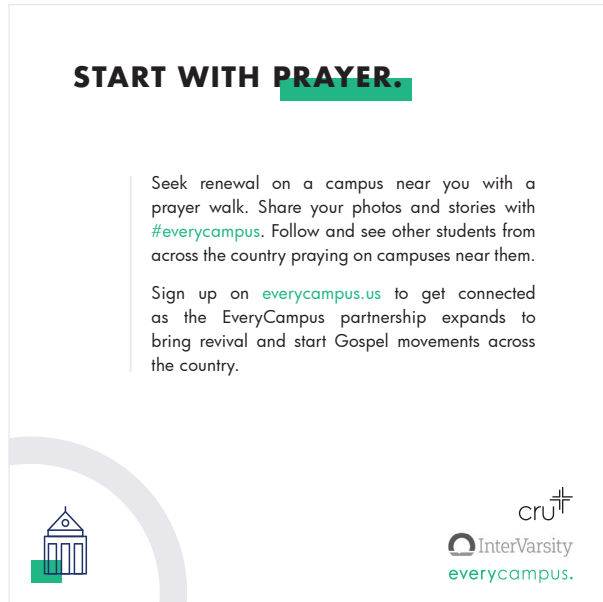
use: for minimal movement, paired with other things for mini collage

color: always light gray
size: thick

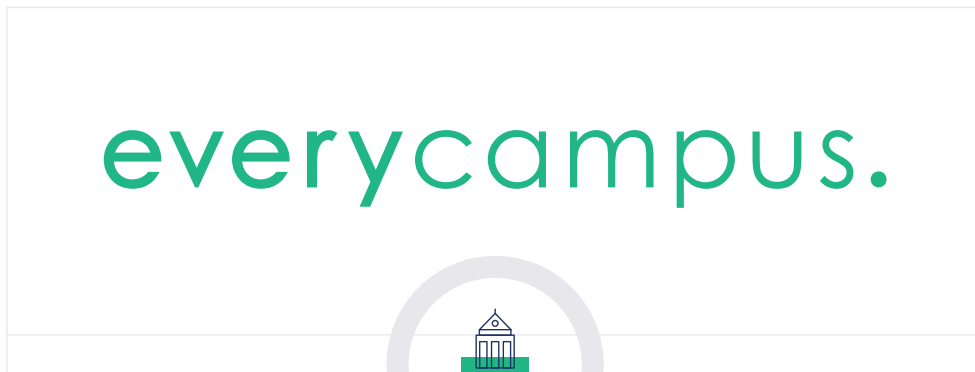
SOME EXAMPLES



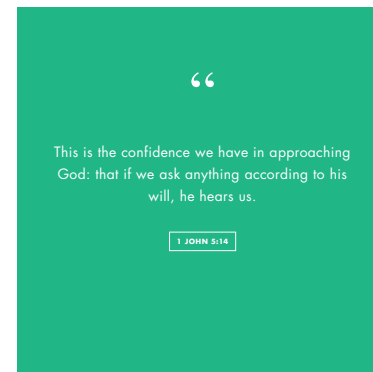
example flyer, 5 x 5", front and back



side note
notice the use of white space, how the soft green can serve as a nice and simple field of color, and how the highlight, icon, and arc create interesting collage clusters



example Mail Chimp header



example Instagram post

SOME EXAMPLES

WE WANT TO JOIN GOD IN
SEEKING RENEWAL ON
COLLEGE CAMPUSES, AND
NONE OF US CAN DO IT
ALONE. EVERYCAMPUS IS A
COLLABORATIVE VENTURE OF
MULTIPLE MINISTRIES
COOPERATING TO MOBILIZE
PRAYER AND GOSPEL
MISSION TO REACH EVERY
CAMPUS IN THE COUNTRY.




example informational flyer, front and back



GOD LOVES EVERY STUDENT ON CAMPUS.

But more than half of today's college students attend a campus where there is not an active group of Christians sharing the love and hope of Jesus with their classmates.

We want to change that.



WE ARE JUST GETTING STARTED, AND YOU CAN JOIN US.

1. Prayer walk: choose a campus near you, grab some friends, and pray there. Ask God what he wants to do on that campus and how he might use you.
2. Take a picture and post your story on Instagram with #everycampus and follow to see what others are doing.
3. Sign up at everycampus.us for updates on how God is moving and how you can be part of it.

Will you help us reach every campus? 

everycampus.

side note

notice how the icons can serve as informative bullet points (refer to back) and can also be clustered together for a fun visual (refer to front)



everycampus.