



## BRAND GUIDE

Quick reference for logo, color, and typography usage.

### LOGO



Primary logo. Maintain clear space equal to 25%

Do not stretch, recolor, or place on busy backgrounds.  
of logo height

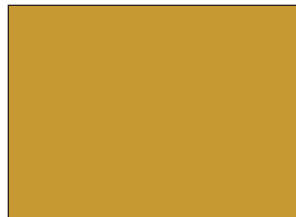
Minimum print size: 0.75" tall.

### COLOR PALETTE



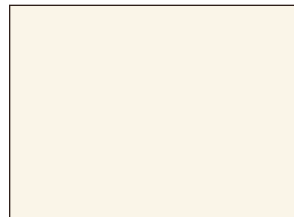
**Burgundy**

#5C1521



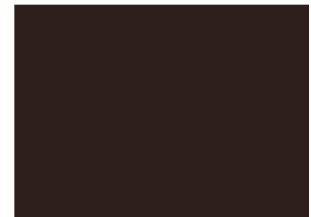
**Gold**

#C79932



**Cream**

#FAF5E8



**Ink**

#2E1F1A

### TYPOGRAPHY

Display — Cormorant Garamond (Serif)

# STL Youth Gospel Explosion

Body — Inter / system sans

A citywide celebration uniting youth through gospel music and interpretive praise dance.

### VOICE & TONE

Warm, hopeful, faith-rooted. Speaks to youth and to the community that surrounds them. Always uplifting.