



2027 ELCA YOUTH GATHERING • MYLE • the tAble • YOUNG ADULT GATHERING

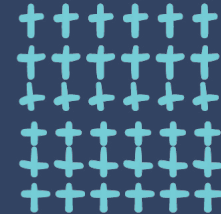
BRAND GUIDELINES

VERSION 1.0



Evangelical
Lutheran Church
in America

BRAND OVERVIEW



Please refer to the ELCA brand guidelines document, “Quick Reference Guide,” available on ELCA.org [here](#) for any issues not addressed in this short document. The ELCA Youth Gathering is a sponsored event of the ELCA.

Brand guidelines and resources for the Gathering, MYLE, the tAble and Young Adult Gathering will be available at elca.org/gathering.

Questions about our Brand Guidelines?

Please contact Gathering Staff at gathering@elca.org.

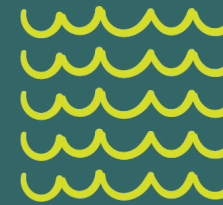
ELCA Youth Gathering is the preferred way to refer to the Gathering. According to the ELCA Style Guide, it may be referred to as “the Gathering” (capitalized) on subsequent reference.

Please do not use “National Gathering,” “National Youth Gathering (NYG),” or simply, “Youth Gathering.” When referring to the theme, always include the full phrase, “Imagine More.” Please do not abbreviate with “IM.”

2027 ELCA Youth Gathering is the preferred way to refer to the 2027 ELCA Youth Gathering. “2027 Gathering” is also acceptable, on subsequent reference. Please do not use “Gathering 2027.”

#ELCAYG27 is the official hashtag of the 2027 ELCA Youth Gathering. When referring to one of the other ELCA sponsored events taking place in Minneapolis, please use **#MYLE27**, **#theTable27**, or **#ELCAyoungadults27**.

THE THEME



To every one of you attending the Gathering for the first time...

To every one of you doubting that you are worthy of God's love...

To every one of you who has called the church your spiritual home but still wanders in and out...

To every one of you facing a life-altering change in the days ahead...

To every one of you grieving the death of someone you love...

To every one of you who believes God does not know your name...

To every one of you experiencing the promise of resurrection in a new way in your life...

To every one of you wondering if there is a place for you here...

Imagine arms wrapped around you in love. Imagine a place for you at the table. Imagine a word of forgiveness shared with you. Imagine the sense of joy when you witness the unthinkable happening. Imagine a world waiting to hear your voice. ***Imagine more.***

The power of God at work in us is a measure not of our own strength but of God's limitless ability. God is the source of our encouragement and hope, always surpassing our expectations. In Ephesus, followers of Jesus faced social rejection, opposition and even violence because Jesus' message stood in direct opposition to the pagan goddess Artemis. Our own world distinctly parallels the times Paul references in his letter. He stresses God's love, God's forgiveness of sins and the unity of those who believe in Christ.

Through the Gathering, young people come together to experience that unity and understand their role in the community of the larger church. We recognize both the joy of community and the unique role of each participant as they return to their individual communities after this life-changing event. The apostle Paul sought to provide for the needs of the Ephesians with encouragement, hope and confidence in God's faithfulness.

The needs of faithful young people today are much the same.

**Imagine more
LOVE.**

*Mark 4:35-41 –
Jesus Calms the Sea*

**Imagine more
WELCOME.**

*Mark 2:13-17 –
The Call of Matthew*

**Imagine more
GRACE.**

*Luke 15:11-32 –
The Prodigal Son*

**Imagine more
JOY.**

*John 20:1-18 –
Resurrection and
Naming Mary*

**Imagine more
COURAGE.**

*John 4:1-42 –
The Woman at the Well*

The ministry of the Gathering seeks to remind young people that God is already at work in them for the sake of the whole world. Often there are pressures and fears that limit their sense of worth and their ability to change the world. Through the death and resurrection of Jesus and the presence of the Holy Spirit, God invites young people to imagine more, immeasurably more, for their own lives, the city of Minneapolis, the body of Christ and the life of the world.

Will you imagine more with us in Minneapolis?

THEME VERSE

Ephesians 3:20 comes from a section of Paul's letter in which he prays for the early Christians in Ephesus, a major city of the Roman Empire:

- ¹⁴ For this reason I kneel before the Father,
- ¹⁵ from whom every family[a] in heaven and on earth derives its name.
- ¹⁶ I pray that out of his glorious riches he may strengthen you with power through his Spirit in your inner being,
- ¹⁷ so that Christ may dwell in your hearts through faith. And I pray that you, being rooted and established in love,
- ¹⁸ may have power, together with all the Lord's holy people, to grasp how wide and long and high and deep is the love of Christ,
- ¹⁹ and to know this love that surpasses knowledge—that you may be filled to the measure of all the fullness of God.
- ²⁰ **TO GOD – WHOSE POWER NOW AT WORK IN US CAN DO IMMEASURABLY MORE THAN WE ASK OR IMAGINE.**
- ²¹ to him be glory in the church and in Christ Jesus throughout all generations, for ever and ever! Amen.

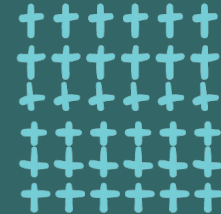
THE LOGO



The 2027 ELCA Youth Gathering logo is a visual representation of the theme, **Imagine More**.

The wordmark literally breaks out of a box, reminding us of Gods' power to go beyond the confines of what we might expect. Three pieces of confetti are a subtle reflection of the Trinity, as well as a reminder that we are each called to celebrate the power of God in our lives. An unexpected combination of nature-inspired colors is a nod to Minneapolis and its surrounding lands, history, and people.

THE LOGO



Standards for acceptable use of the official 2027 ELCA Youth Gathering identity mark:



- Proportions should remain consistent to the original design and not be distorted, redrawn or recomposed.



- Do not use any non-approved colors for the logo.



- The mark should not be used on any background that would interfere with legibility or ability to be recognizable.



- The mark can be sized as needed, but should not be reduced below 1.5" wide for the sake of readability.
- The mark must include the amount of clear space shown above on all sides. Use the smallest shape image as a guide.
- No alternative fonts can substitute for the typographic elements within the mark.
- No elements may be removed from or added to the mark.

THE LOGO

full color

The full-color logo should be used whenever possible. On larger print pieces, the full logo should be used, including the event names. In smaller spaces, it is acceptable to use the simplified logo. If using the logo for detailed embroidery, please request the special use version of the logo in a smoothed vector .eps file.



two-color

The two-color logos should be used only when ink colors are limited for a specific print project, such as simple (2-color) embroidery, screen-printing, etc.





THE LOGO

one-color

The one-color logos should only be used for internal projects, memos, etc. It is especially helpful when only using the wordmark. When a flat logo is necessary for printing purposes, the one-color format can be used in any of the primary palette colors.



reverse

The reverse logo should be used against any of the medium or dark shades in the color palette. In select instances, it can be used against photographs and textures.



LOGOS IN SPANISH

full color

The full-color logo should be used whenever possible. On larger print pieces, the full logo should be used, including the event names. In smaller spaces, it is acceptable to use the simplified logo. If using the logo for detailed embroidery, please request the special use version of the logo in a smoothed vector .eps file.

The Spanish version of the logo is also available in two-color, reverse, and grayscale options.



event descriptions

Though special events are often listed in English, please include the official Spanish descriptions for clarity when appropriate.

MYLE

Evento de liderazgo
multicultural
para jóvenes en la ELCA

the tAble

Reunión de jóvenes
con discapacidades
en la ELCA

**Young Adult
Gathering**

Un nuevo encuentro
para jóvenes adultos
en la ELCA

theme verse

The theme verse translation is from
NVI: Nueve Versión Internacional - Español.

**AL QUE PUEDE HACER MUCHÍSIMO MÁS QUE TODO LO QUE PODAMOS
IMAGINARNOS O PEDIR, POR EL PODER QUE OBRA EFICAZMENTE EN NOSOTROS.**

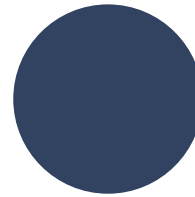
Efesios 3:20

COLOR PALETTE

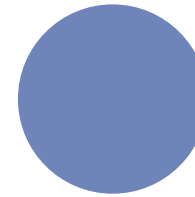
The primary color palette includes a wide range of beautiful and unexpected colors inspired by the natural surroundings of Minneapolis and the wider region.

The four shades used in the main event logo are considered primary brand colors, but using unexpected color combinations in designs is strongly encouraged to add a sense of imagination and depth.

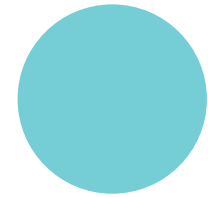
Please note: keep ADA accessibility in mind when designing text, and always ensure high contrast for ease of reading.



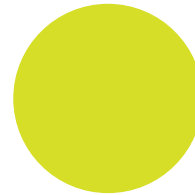
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rgb 19.26.38



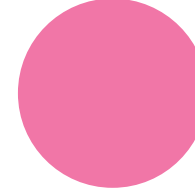
PERIWINKLE
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cmyk 40.28.27
rgb 44.52.73



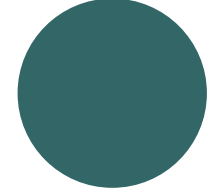
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cmyk 31.4.0.17
rgb 58.80.83



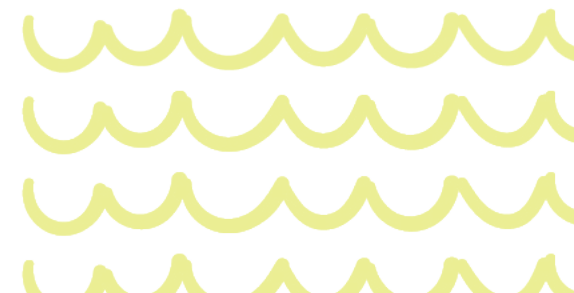
PEA SOUP
hex #d8dd41
cmyk 2.0.71.13
rgb 85.87.25



ORCHID PINK
hex #f176a7
cmyk 0.51.31.5
rgb 95.46.65



PINE
hex #336667
cmyk 50.1.0.60
rgb 20.40.40



Fonts

To protect the overall brand and create visually consistent posters, shirts or other materials using the logo, please use the following fonts whenever possible.

logotype

Azo Sans Black

This font is used in the Gathering logo, and should be used sparingly in other places and only for titles and headers. This is a licensed Adobe font. Details [here](#).

title

Fraunces Bold Italic

This font is used in the Gathering logo and can be used elsewhere for titles, subtitles, etc. This is a free font from Google available [here](#).

feature

SWEET SUCKER PUNCH

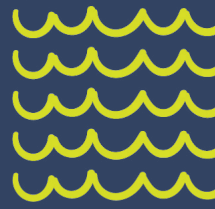
This font is used for special projects and is a nod to a relaxed, imaginative vibe. This is a licensed font available via CreativeMarket [here](#).

body copy

Proxima Nova Light

This font family is used in the ELCA branding. In Gathering materials, please use only the Light and Extrabold options. This is a licensed font from Adobe.

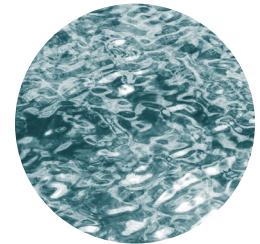
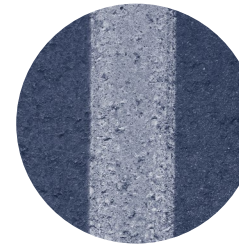
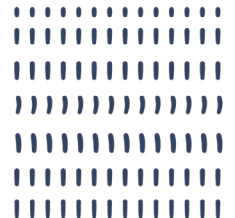
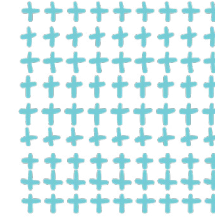
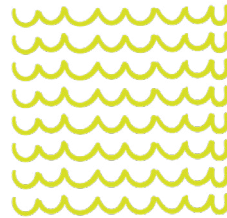
GRAPHIC ELEMENTS



The Gathering uses graphic elements that reflect the natural beauty of Minneapolis and its surrounding area.

The following directions help creators to understand the usage of the graphic elements.

- the hand drawn patterns are inspired by the lakes, wildlife, and other natural elements in and around Minneapolis. These add an element of visual interest and creative energy. We often use a pattern layered in an unexpected color to draw attention to important copy and language.
- close-up textures pulled from images of both natural and urban landscapes is an important way to showcase the diversity of God's work in the world. These images should be used in duotone format rather than standard, full-color photograph, so that the emphasis is on the texture and colors.



SOCIAL MEDIA

The official website of the ELCA Youth Gathering is www.elca.org/gathering.

The website serves as a hub of information as you plan your participation to the 2027 ELCA Youth Gathering, MYLE, the tAble and Young Adult Gathering.

The ELCA resource page at elca.org/gathering will have a host of promotional materials with more being added as we get closer to the event.”



Facebook

Facebook is a primary tool for Gathering leadership to communicate with participants and others interested in this ministry. The ELCA Youth Gathering's page on Facebook can be found at fb.com/youthgathering and is monitored by Gathering staff and volunteer leadership. #ELCAYG27 is the official hashtag for the event.

The other Facebook pages for events are:

fb.com/elcamyle

fb.com/elcathetAble

fb.com/elcayoungadults



Instagram

The official account for the ELCA Youth Gathering is @elcagathering. #ELCAYG27 is the official hashtag for the event. @elcayoungadults is the official account for ELCA Young Adult Ministries.



TikTok

The official account for the ELCA Youth Gathering is @elcagathering.



