



THE CHOSEN

YOUTH OUTREACH MINISTRY

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3 The
brand

BRAND POSITION

The Chosen Youth Outreach Ministry is dedicated to empowering youth in our community to discover their purpose, develop their potential, and deepen their faith, creating impactful leaders for tomorrow.



BRAND PILLARS



Our brand pillars are the fundamental elements or principles that define our identity, values, and positioning.

Faith-centered

Grounded in Christian values and teachings, we prioritize spiritual growth and foster a deepening connection to faith among youth.

Youth empowerment

Empowering youth to realize their potential, discover their purpose, and become leaders in their communities through education, mentorship, and personal development.

Community

Building strong, supportive communities where youth feel valued and supported, and where they can make meaningful contributions to society.

Holistic development

Providing comprehensive programs that address the physical, emotional, intellectual, and spiritual needs of youth, nurturing their growth and well-being in all aspects of their lives.

Impact

Committed to measuring and maximizing the impact of its programs, ensuring that resources are used efficiently and effectively to create lasting positive change in the lives of youth and their communities.

TAGLINE

The Chosen Youth Outreach Ministry believes in empowering today's youth with the guiding light of faith, while equipping them with the skills, vision, and determination to shape a brighter future for themselves and their communities.

Serve. Educate. Equip. Empower.



The background features a series of concentric circles in a lighter shade of purple, centered on the right side of the page. The circles are semi-transparent and overlap each other, creating a subtle pattern.

7 The logo

PRIMARY LOGO

The logo of The Chosen Youth Outreach Ministry is based upon the idea that all it takes is one person to make a difference. Just like dropping a stone into water creates ripples that spread outward, the concentric circles symbolize the gradual expansion of influence or reach, starting from a central point and radiating outward. The circles also symbolize unity and interconnectedness. The primary logo is referred to as "Radius".



The wording may be removed from the logo for use in smaller applications



Single-color use



Single-color reversed

PRIMARY LOGOTYPE

The logotype of The Chosen Youth Outreach Ministry is loud and bold. It can be used in conjunction with Radius or on its own. It can also be used in single and reversed colors

THE CHOSEN
YOUTH OUTREACH MINISTRY

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SECONDARY LOGO

The secondary logo is only to be used digitally for social media avatars and profile pictures.



ICONOGRAPHY AND PATTERNS

CONCENTRIC CIRCLES

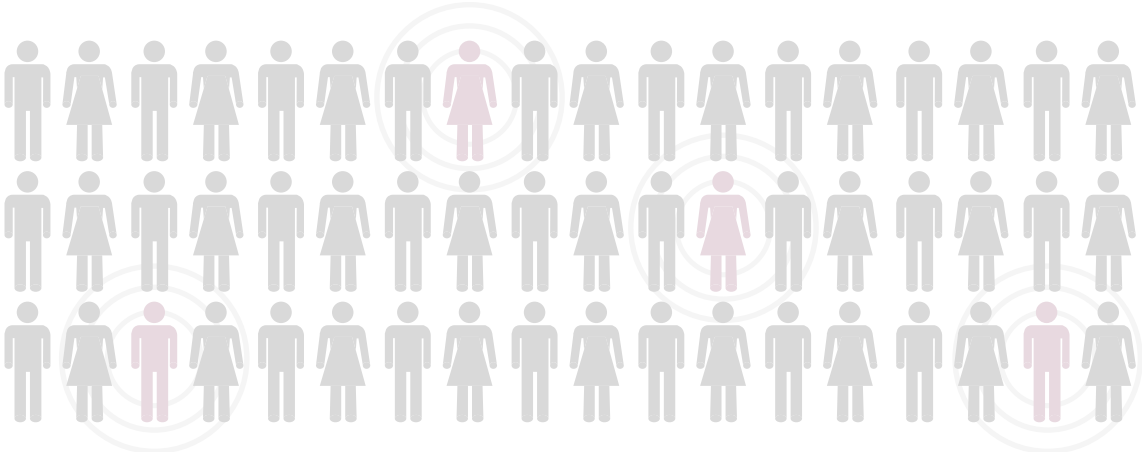
Concentric circles may be used as graphic elements and photography overlays. The circles must be one of the three approved brand colors (tints are permitted) and should not be used more than twice in any application. Circles should be used tastefully at the designers discretion. When overlaying photos, circles should not obscure the main focal point of the image and interact with at least 2 edges of the photo.



ICONOGRAPHY AND PATTERNS

PEOPLE PATTERN

The people pattern is based on the primary logo and can be used as a graphic element or watermark. The "chosen" person in the pattern can change and be repeated. The pattern can be used at different scales as shown below.

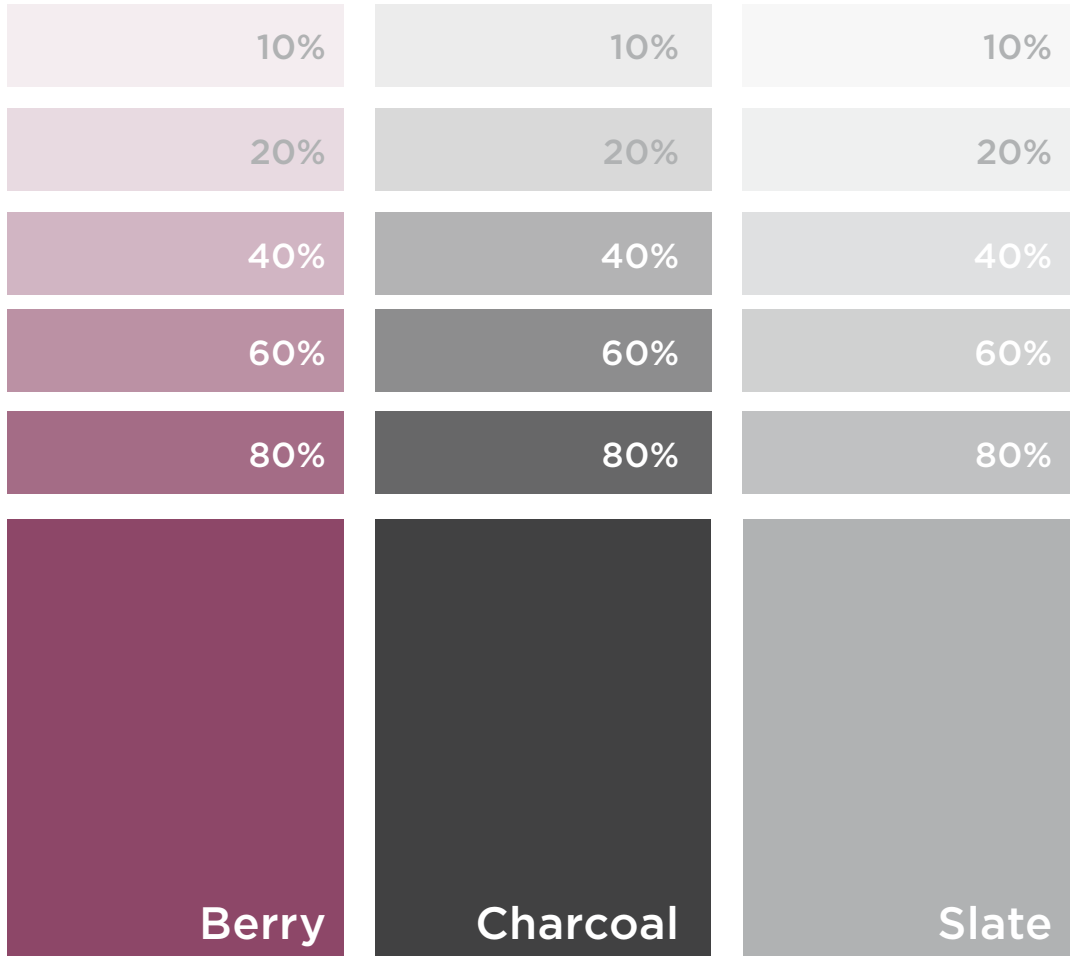




13 The colors

COLOR PALETTE

The Chosen Youth Outreach color palette is warm and inviting. It is limited to 3 colors to ensure brand consistency, clarity and recognition.



PMS: 689 C

CMYK: 43 82 38 13

RGB: 141 17 104

Hex: #8d4768

PMS: Black 7 C

CMYK: 68 61 59 45

RGB: 65 65 66

Hex: #414142

PMS: Cool Gray 5 C

CMYK: 32 24 25 0

RGB: 176 178 179

Hex: #b0b2b3



15 The type

TYPOGRAPHY

For headlines and display use Gotham
Condensed Bold or Gotham Condensed Medium.

Gotham Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPOGRAPHY

For subheads, use Gotham Bold.
For body copy use Gotham Light.

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



18 The photos

PHOTOGRAPHY

The Chosen Youth Outreach Ministry's image library will contain images that aim to capture the essence of faith, community, and empowerment. Overall, the photography should evoke feelings of hope, inspiration, inclusivity, and empowerment.

PORTRAITS

Featuring close-up portraits of diverse youth participants, volunteers, and mentors, highlighting their unique personalities, expressions, and stories.



PHOTOGRAPHY

CANDID MOMENTS

Capturing authentic, spontaneous moments during events, programs, and community gatherings, showcasing the genuine interactions and connections among participants.



PHOTOGRAPHY

SYMBOLIC IMAGERY

Incorporating visual symbols of faith, such as Bible verses, cross imagery, prayer hands, or scenes of worship.





22 The praxis

APPLICATION

The Chosen Youth Outreach Ministry 407 Byrne Street | Bay Minette, Alabama 36507

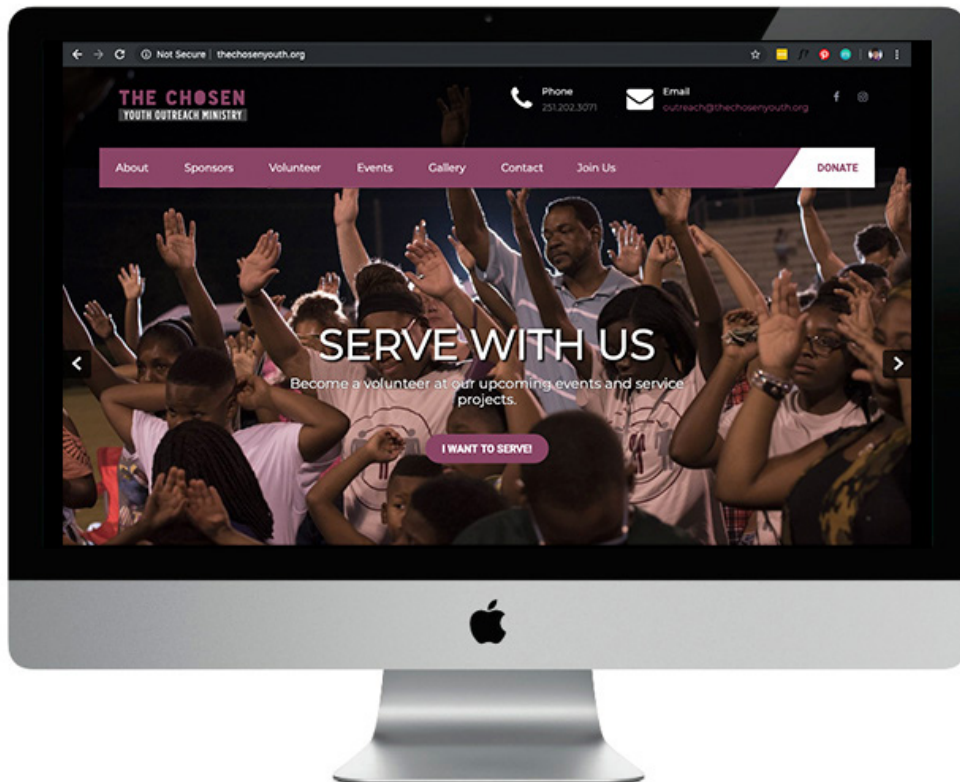
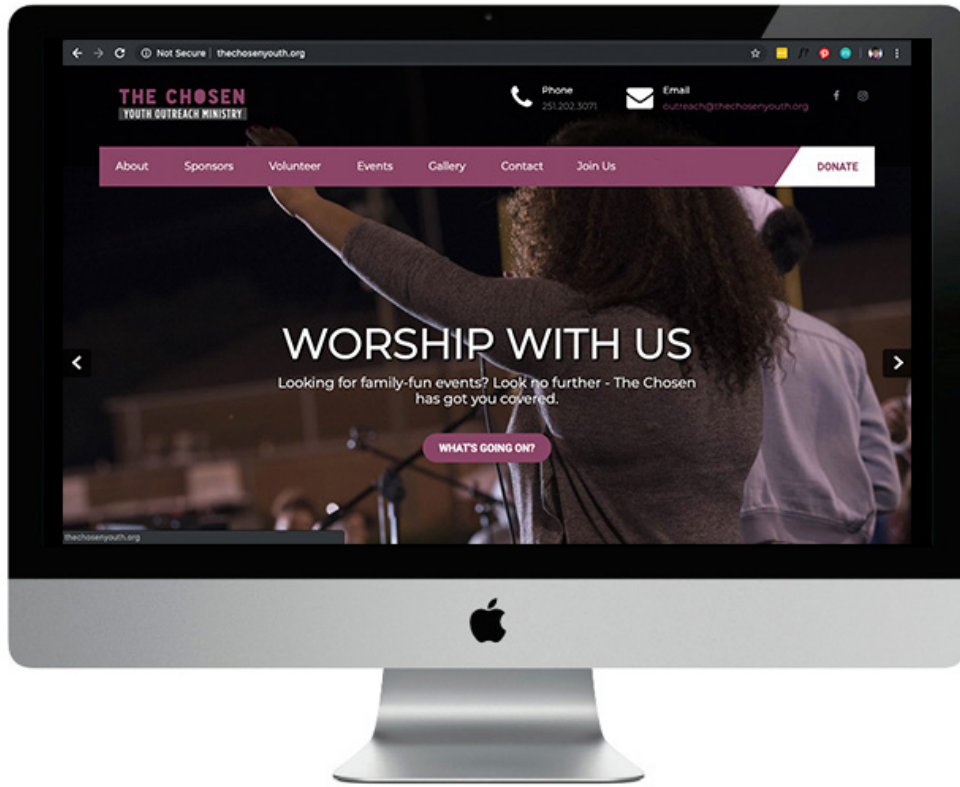


The business card features the organization's name 'THE CHOSEN YOUTH OUTREACH MINISTRY' in a bold, sans-serif font. Below the name is the biblical reference '1 PETER 2:9-10'. The address '407 BYRNE STREET | BAY MINETTE, AL 36507' and phone number 'PHONE: 251.202.3071' are listed. The website 'THECHOSENYOUTH.ORG' and a Facebook icon are at the bottom. The card has a decorative circular pattern on the left side.

APPLICATION



APPLICATION



APPLICATION





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