



NATIONAL
**Eucharistic
Revival**



BRAND GUIDELINES



The Logo

A RISING SON

Inspired by stained-glass windows, the logo for the Revival depicts a stylized Eucharist (chalice and host). The host doubles as a rising sun that is radiating light, embodying our hope for the dawn of a new day in the Church as the Revival opens hearts to Christ's healing presence.



LOGO

NATIONAL
**Eucharistic
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LOGOTYPE





The Logo

PRIMARY

In most circumstances, one of the following logo variations should be used to represent the National Eucharistic Revival. If appearing over a colorful background or image, or if it's being printed in black and white, use the alternate form of these logos, which can be found on the next page.

LOGO

HORIZONTAL LOGO

VERTICAL LOGO

LOGO BADGE

Filled



NATIONAL
**Eucharistic
Revival**



Outlined



NATIONAL
**Eucharistic
Revival**



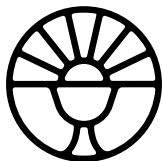


The Logo

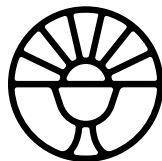
ALTERNATES

For use in situations where it doesn't make sense to use the primary color logo.

LOGO

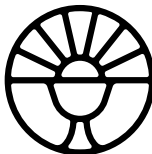


HORIZONTAL LOGO



NATIONAL
**Eucharistic
Revival**

VERTICAL LOGO



NATIONAL
**Eucharistic
Revival**

LOGO BADGE



NATIONAL
**Eucharistic
Revival**



NATIONAL
**Eucharistic
Revival**





The Logo

SPANISH VERSIONS

LOGO

HORIZONTAL LOGO

VERTICAL LOGO

LOGO BADGE

Filled



**Avivamiento
Eucarístico**
NACIONAL



Outlined



**Avivamiento
Eucarístico**
NACIONAL





Logo Usage

At all times the logo should remain a consistent and recognizable element of the visual brand. It should not be altered in any way and should always be given ample room to breathe.



✗ Do not stretch or skew the logo.



✗ Do not change the color of the logo.



✗ Do not apply any drop shadow or visual effect to the logo.



✗ Do not place the logo over a colorful background or image.





Typography

Arpona Medium

Can be downloaded for free with an Adobe account.
If you do not have access to an Adobe account,
substitute with Volkhov, which can be downloaded
for free from [Google Fonts](#).

ASAP MEDIUM

Can be downloaded for free with an Adobe account.
Can also be downloaded for free from [Google Fonts](#).

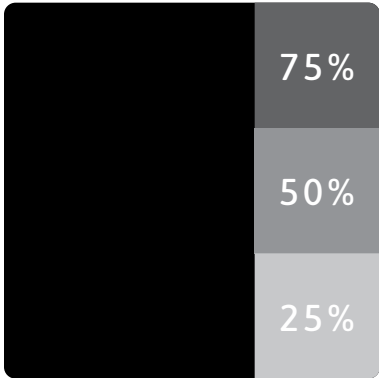
Headlines

SUBHEADLINES

Rosary St. James apostolic succession Holy days of obligation Our Lady of
Guadalupe Holy days of obligation priest College of Cardinals tradition
St. Rose of Lima dogma intercession Ash Wednesday. College of Cardinals
novena Kyrie eleison relic tradition Christe eleison monsignor pontificate
cathedral pontificate tradition. Thomas Merton holy Mary, Mother of God
beatified natural law vicar of Christ Nicene creed communion Thomas
Merton College of Cardinals Nicene conception.



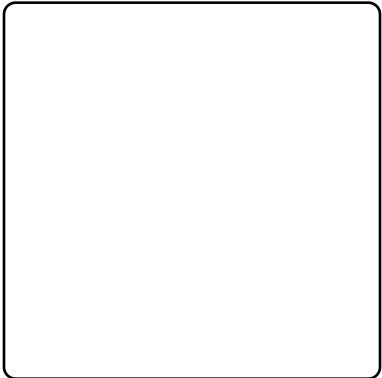
Colors



BLACK
#000000

R 0
G 0
B 0

C 100
M 100
Y 100
K 100



WHITE
#ffffff

R 255
G 255
B 255

C 0
M 0
Y 0
K 0



GRADIENT
YELLOW
#f8b722

R 247 C 2
G 183 M 30
B 30 Y 98
K 0

ORANGE
#f05725

R 241 C 0
G 88 M 81
B 38 Y 97
K 0

RED
#d92828

R 217 C 9
G 43 M 97
B 40 Y 99
K 1

BLUE
#2c3178

R 43 C 100
G 50 M 96
B 120 Y 20
K 8





Brand Assets

The visual brand for the National Eucharistic Revival is meant to evoke a sense of mystery, might, and beauty. Major brand elements include the following:

GRADIENT

Symbolizing a glimpse into the beautiful mystery of the Eucharist. The colors also evoke a sense of fire, unity, and movement.

EUCCHARISTIC IMAGERY

Heavy use of Eucharistic imagery is encouraged. Imagery should be high quality and not too stocky. If able, imagery should be edited to have a slightly desaturated feel and a noisy texture.

GOLD TEXTURE

Symbolizing the glory and majesty of our God, as well as a nod to the gold that we encounter in Catholic churches all over the world.

RIPPED PAPER TEXTURE

Symbolizing the veil being torn by Christ's death, as well as a visual nod to the Revival's urgency and grassroots nature.

