



**AG YOUNG ADULT
MINISTRIES**

BRAND GUIDELINES

V1 - Spring 2025

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01

BRAND MARKS

Our brand's primary mark is a monogram contained in a rectangle with a cutout in the lower right.

The custom lettering is built from angled, block-style strokes which mirror the container shape.

We have several variations of the mark which can be selected from based on context and environment.

PRIMARY LOGO



HORIZONTAL LOGO



TEXT LOGO



FULL TEXT LOGO



TEXT LOGO STACKED



YOUNG ADULT
MINISTRIES

FULL TEXT LOGO STACKED



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MINISTRIES

02

TYPOGRAPHY

We use the typeface Owners as our brand font. XNarrow XBlack is used for headlines and Regular, Bold, and Black are used for general use and subheadings.

Owners is an Adobe Font created by MCKL

TYPEFACES

Owners XNarrow XBlack

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Owners Regular

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Owners Wide Black

Aa

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

TYPE USAGE

Headlines:
Owners XNarrow XBlack

WE ARE A GROUP
ON THE PRECIPICE
OF POSSIBILITY.

Body Copy:
Owners Regular

Young adults are navigating their first years of autonomy and freedom.
AG Under 30 exists to help churches create space for young adults
to wrestle with faith, ask hard questions, and build something meaningful.

Callouts:
Owners Wide Black

AGUNDER30.COM

03

COLOR

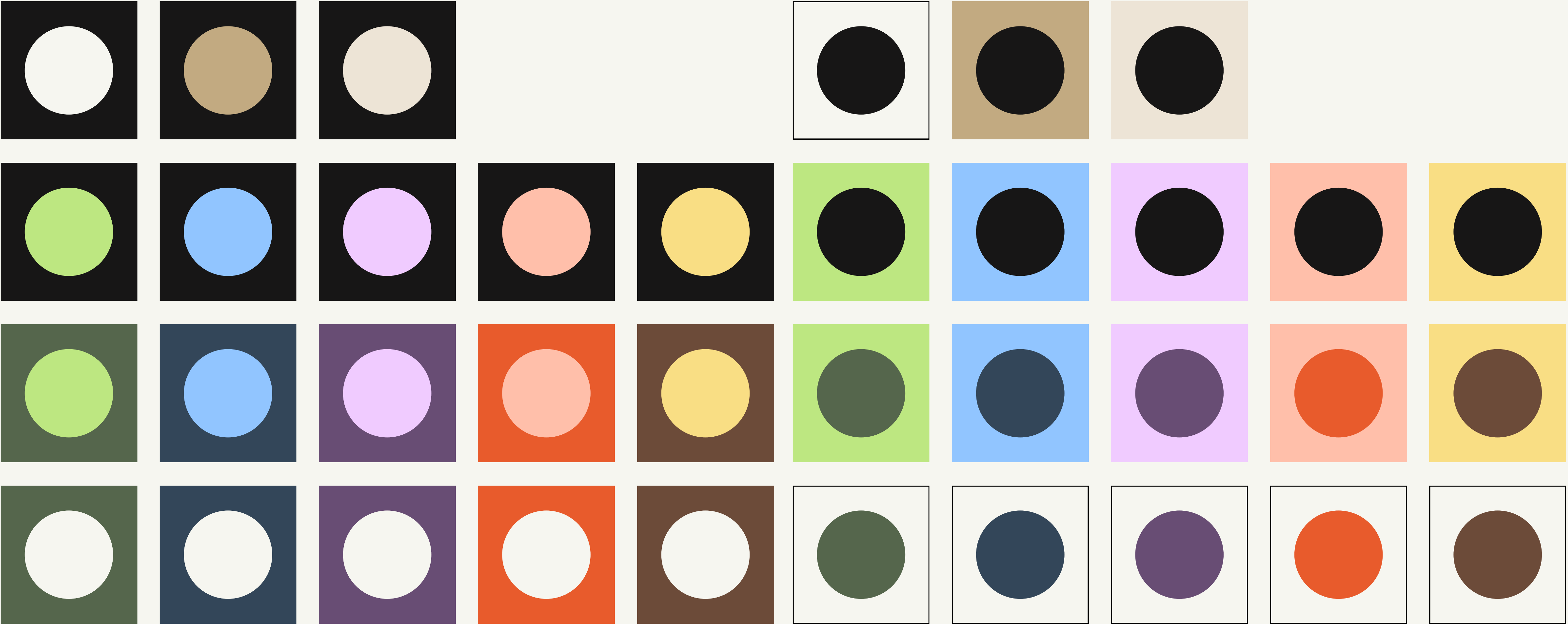
Our color palette is an essential tool for
maintaining consistency in our visual identity.

COLOR PALETTE

<div>#181717 Pantone Black 2 C</div>	<div>#F7F6F1</div>	<div>#56674D Pantone 4223 C</div>	<div>#34465A Pantone 4143 C</div>	<div>#694E74 Pantone 2081 C</div>	<div>#E95C2D Pantone Orange 021 C</div>	<div>#6D4C3A Pantone 7588 C</div>
<div>#C3AA82 Pantone 481 C</div>	<div>#EDE5D7 Pantone Warm Gray 1 C</div>	<div>#B7674A Pantone 372 C</div>	<div>#92C6FF Pantone 2141 C</div>	<div>#F0CBFF Pantone 531 C</div>	<div>#FFC0AB Pantone 169 C</div>	<div>#FADE84 Pantone 1205 C</div>

APPROVED PAIRINGS

The color pairings shown are approved for use. These are the only color pairings in the brand color system with adequate contrast and legibility.



04

GRAPHIC ELEMENTS

The following are visual signatures of our brand used to help us communicate clearly and consistently.

ILLUSTRATIONS

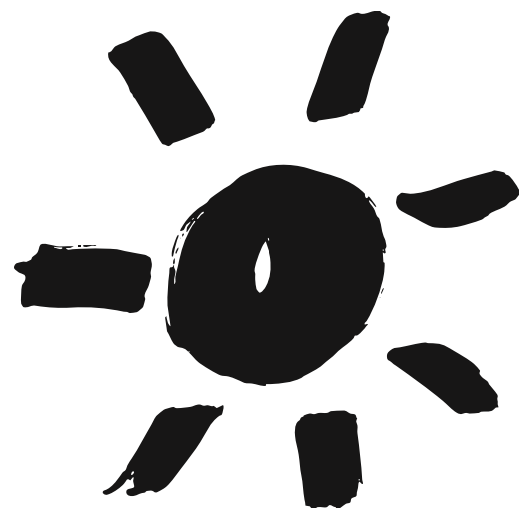
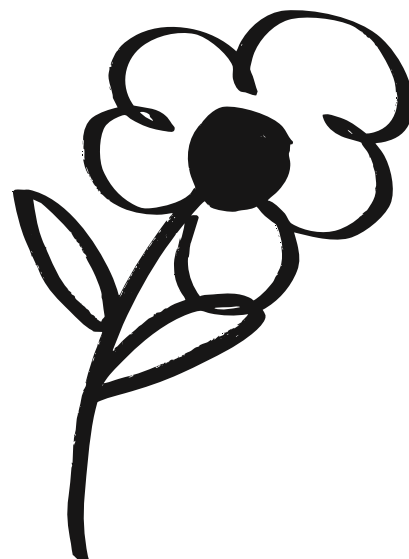
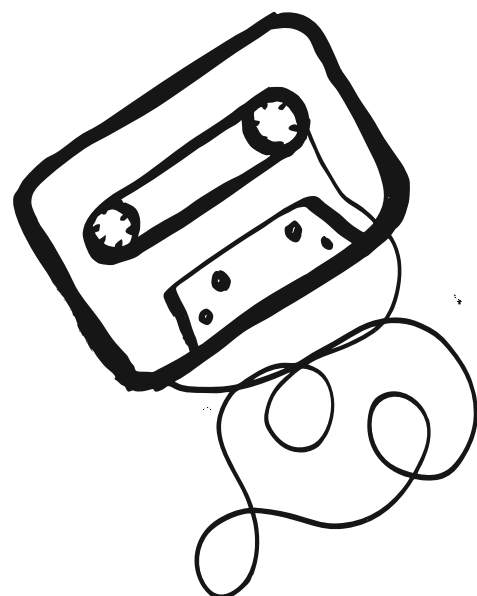
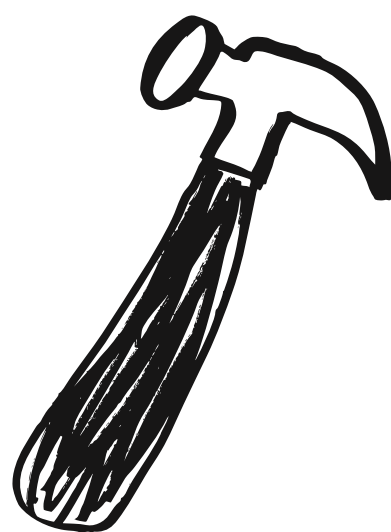


ILLUSTRATION USAGE



ILLUSTRATION USAGE



TEXTURES



TEXTURE USAGE

The brand textures can be used to overlay photos and text as way to give them more visual interest and a DIY feel.

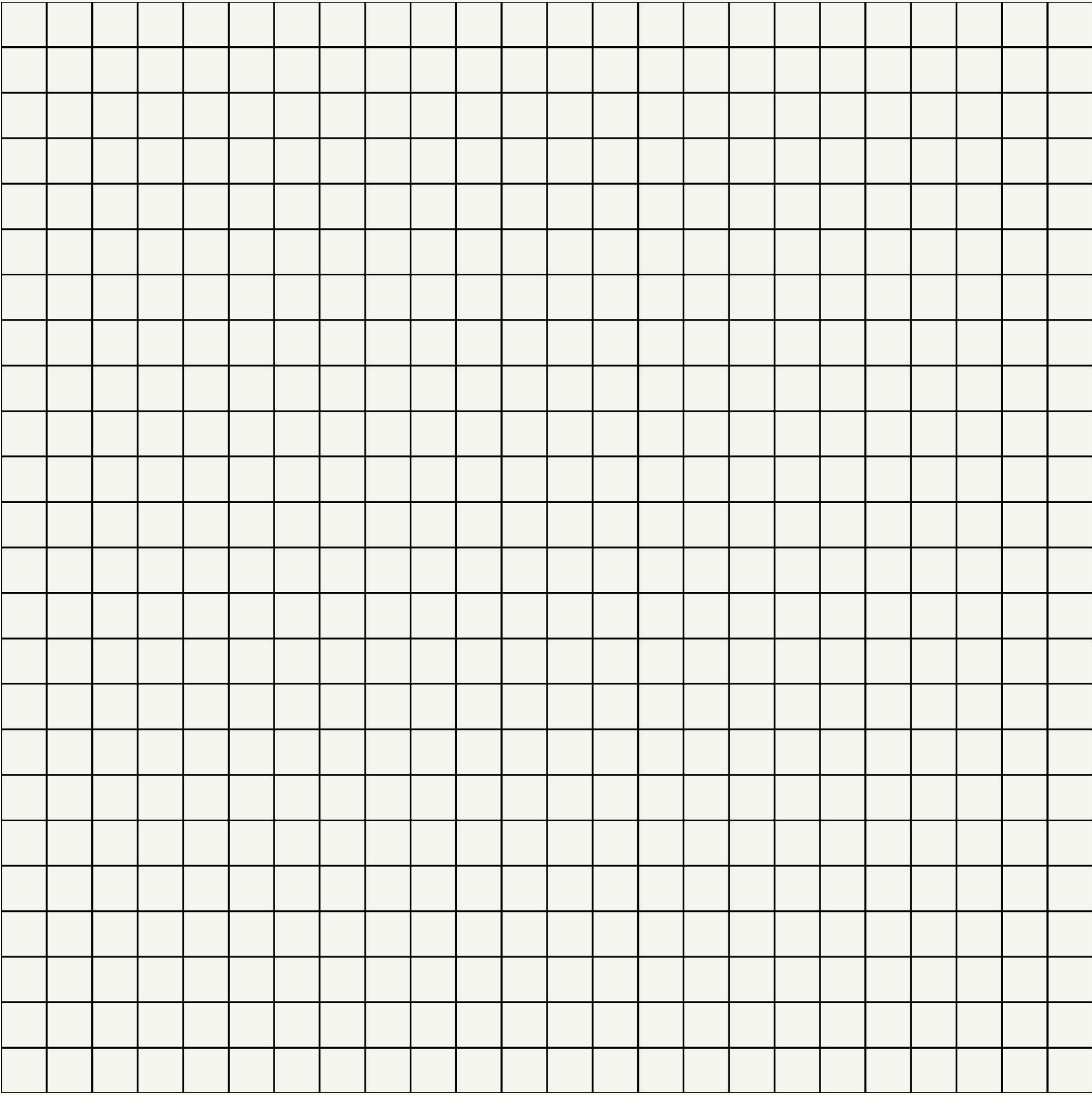
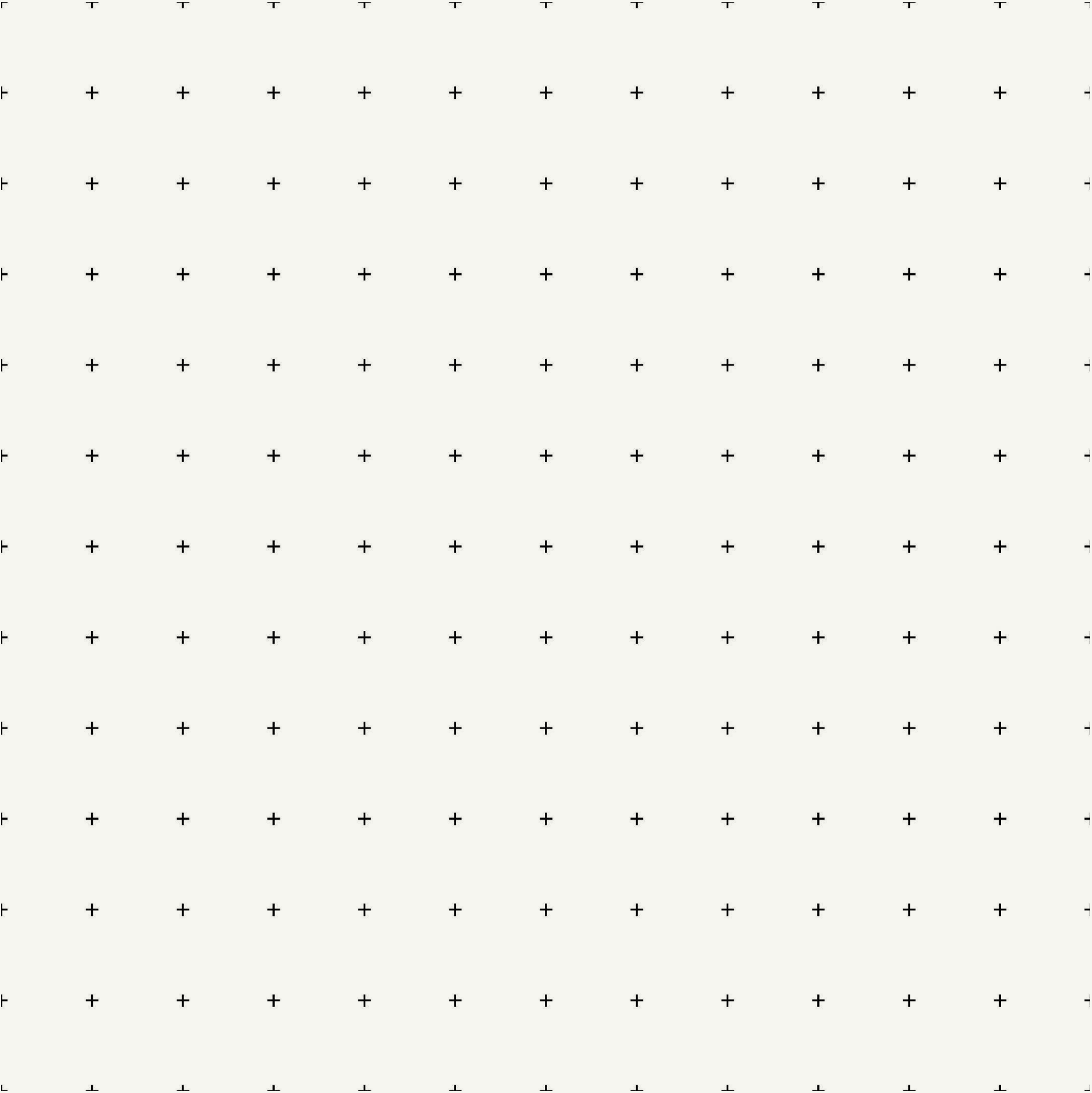


**YOUNG ADULT
BIBLE STUDY**



YA WORSHIP NIGHT

PATTERNS



PATTERN USAGE

The brand patterns can be used to accent photos or text as well as provide a layout structure to the page.



05 APPLICATIONS

The following examples show approved uses of the AGYA brand and its graphic elements. These can serve as inspiration and reference when creating new materials.

SOCIAL POSTS



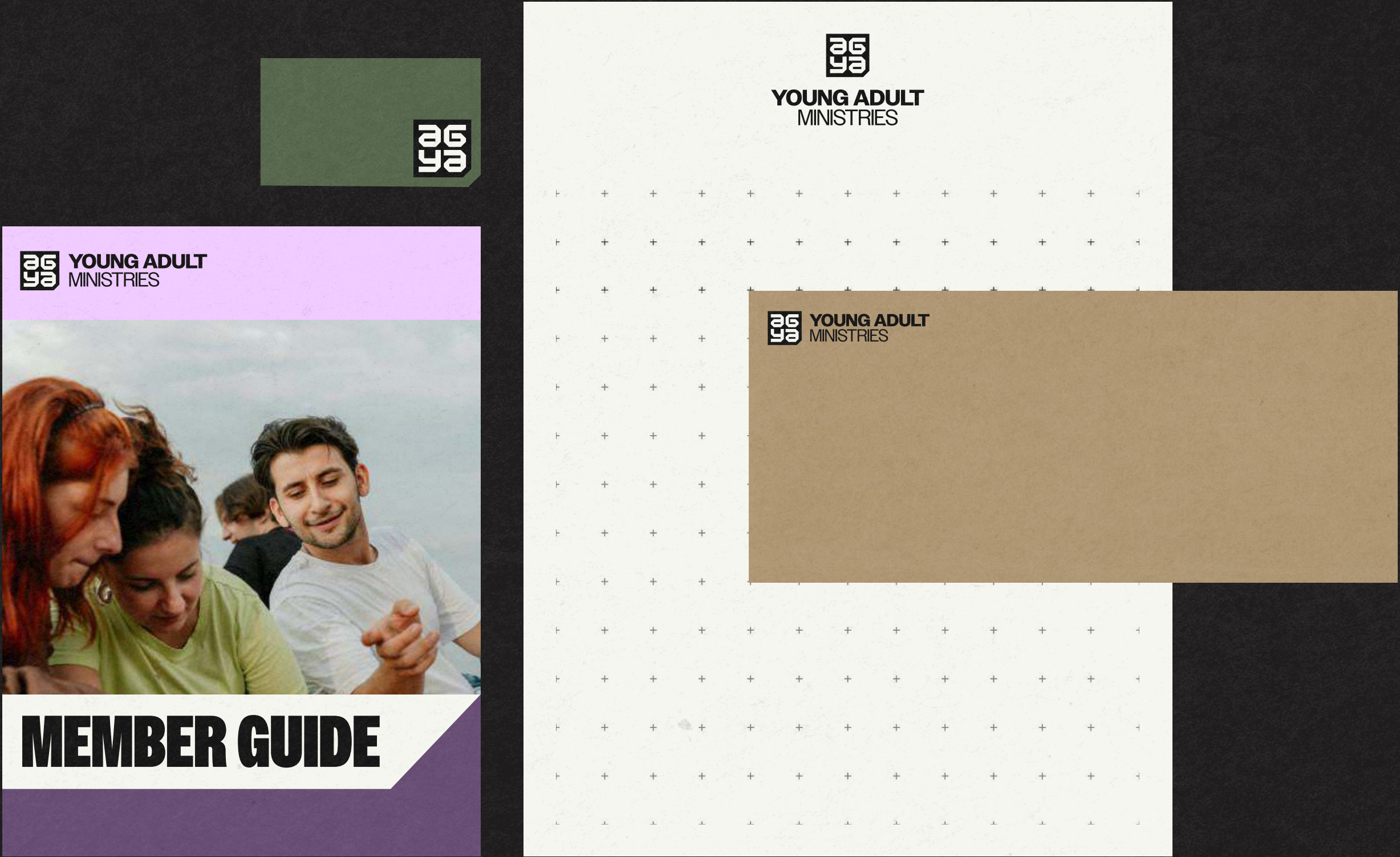
POSTERS



SOCIAL PROFILE



STATIONERY



SHIRT



WEBSITE



Vision Beliefs Leadership

WE ARE A GROUP OF PEOPLE ON THE PRECIPICE OF POSSIBILITY.

Young adults are navigating their first years of autonomy and freedom. AGYA exists to help churches create space for young adults to wrestle with faith, ask hard questions, and build something meaningful.

FIND YOUR PLACE



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