

A handprint shape is formed by several pieces of yellow marbled paper, each with a unique pattern of swirls and veins. The handprint is set against a solid, vibrant red background. The fingers are spread out, and the palm is at the bottom. The marbling gives the paper a textured, organic appearance.

Jesus Youth

the identity guide



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why a guide?

One of the most recognizable symbols of our 25 year old movement, the Jesus Youth logo is today used across 20 countries in communications, promotions, across different media in diverse expressions.

Such extensive use of the logo, especially as it is the most visible visual signifier of the movement, calls for a certain amount of consistency in the formats, colours and styles in which it is used worldwide. This consistency in usage will help us to express the same feel and style so that over a period of time, we continue to visually convey a specific identity of our movement.

This simple guide presents some usage formats that will guide you as you use our identity in different media.



the logo story

Just as the name Jesus Youth, the logo of the movement also carries the story of the Holy Spirit's abundant inspiration within it. The conference Jesus Youth '85, which became the inspiration for the name of the movement in 1985 was also the platform from which the current Jesus Youth logo evolved.

Conceptualised by Mr. Jose Jacob and the early leaders of the movement, the logo was chosen from diverse options for its simplicity, dynamism, contemporary lines and above all, the way in which it fused the central figure of Jesus with youth in a simple typographic style.

the idea

A 'J' & 'Y' that signifies a young person standing in today's world reaching out to the eternal reality of Jesus, benevolently present in our midst.



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identity formats

format 1 graphic with title



Jesus Youth

Used commonly when the name of the movement is not visible in the communication elsewhere and when the the logo has to convey the name of the movement too. With constant usage, today the graphic itself is often recognized as Jesus Youth logo, making this format less used nowadays.

format 1

spacing and alignment



Jesus Youth

'Y' height

the spacing between the graphic and the text below is exactly the height of one 'Y' taken from the 'Youth' measured from the centre of the circle. The type is aligned centrally to the graphic.

format 1
typography



Jesus Youth  **Myriad Pro Semibold**

Kerning : -20

The colour of the Jesus Youth below should be always black /white/ 40% black depending on the background.

1 cm. →



The maximum reduction of this logo format in any print medium should not be less than 1 cm. (the circle) to preserve readability of the letters.

format 1
maximum
reduction

format 2
simple graphic



Used most commonly across media, this graphic easily and elegantly communicates the involvement of Jesus Youth.

0.5 cm. 



Used as an independent graphic the minimum reduction of this logo format in any print medium should not be less than 0.5 cm.

format 2
maximum
reduction

format 3.A
graphic
with tagline



**A MISSIONARY MOVEMENT
AT THE SERVICE OF THE CHURCH**

Currently used in different media when the theme and vision of the movement needs to be highlighted.

format 3.A typography



A MISSIONARY MOVEMENT
AT THE SERVICE OF THE CHURCH



Myriad Pro Semibold

Style : All Caps

Kerning : -20

The colour of the type beside the graphic should be always black /white/40% black depending on the background.

'M' height

the spacing between the graphic and the text on the right is exactly the height of one 'M' taken from the 'MISSIONARY' measured from the centre of the circle.

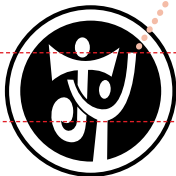
format 3.A
alignment and
spacing



**M A MISSIONARY MOVEMENT
AT THE SERVICE OF THE CHURCH**

alignment

the upper and lower lines of the type are aligned exactly to the right hand and the neck of the youth in the graphic.



**A MISSIONARY MOVEMENT
AT THE SERVICE OF THE CHURCH**

tagline aligned to the right



A MISSIONARY MOVEMENT
AT THE SERVICE OF THE CHURCH

format 3.A variations

A MISSIONARY MOVEMENT
AT THE SERVICE OF THE CHURCH



tagline aligned to the left

A MISSIONARY MOVEMENT AT THE SERVICE OF THE CHURCH



tagline
aligned vertically

} 0.5 cm. ↓

logo cannot be
reduced further
than this size

These allowed variations make it possible for designers to adapt the identity according to different visual solutions across media.

format 3.B
graphic with title
and tagline

Used in situations when the tagline,
the title and the graphic have to come
together.



Jesus Youth

A MISSIONARY
MOVEMENT
AT THE SERVICE
OF THE CHURCH



Jesus Youth

A MISSIONARY
MOVEMENT
AT THE SERVICE
OF THE CHURCH



Myriad Pro Semibold



Myriad Pro Regular

Always use Myriad Pro Regular for the tagline in this format so as to distinguish it from 'Jesus Youth'.

format 3.B
typography

format 3.B
alignment and
spacing



Jesus Youth
A MISSIONARY
MOVEMENT
AT THE SERVICE
OF THE CHURCH

aligned equally to either side } →



One 'Y' space picked from 'Jesus Youth.'

Jesus Youth
A MISSIONARY
MOVEMENT
AT THE SERVICE
OF THE CHURCH

V



colours






colours of the logo



Blue has been one of the dominant colours that the movement has used consistently from the beginning. So it is considered as the house colour of the movement and the logo.



The other allowed colours for the logo are green and orange - to be used relevantly according to the feel of the design, the media and the communication.

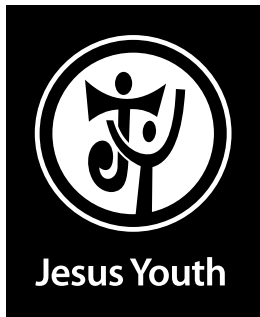
	CMYK	RGB	Web
	C= 100 M= 80	R= 3 G= 78 B= 162	#006699
	C= 70 M= 20 Y=100	R= 95 G= 158 B= 69	#669933
	M= 40 Y=100	R= 95 G= 158 B= 69	#ff9933
	K=100		
	K= 40		

The Jesus Youth logo, in any of the allowed colours, can be placed on almost any colour backgrounds. Please avoid using the logo on colour backgrounds that are similar to the colours of the logo. Similar background colours will render the outer circle of the logo invisible.

the logo in colour backgrounds



Remember that whatever the background colour, (except black) the J & Y of the logo will always remain white.



The only time the J&Y will appear in black is when the logo is used in reverse on a black background. Other allowed colours of the logo can also be used on black if necessary.



reverse logo
on a black
background

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logo
on
images



If used sensibly across the allowed colour spectrum, the Jesus Youth identity, the Jesus Youth logo can be used over photographs powerfull and visibly. Do try and avoid too crowded or colourful areas of the image when placing the logo to avoid distraction.

logo
on
images

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logo
typography



Myriad Pro Light

abcdefghijklmnopqrstuvwxyz

{|:"ZXCVBNM<>?!@#\$\$%^&*()_+Q

Myriad Pro Light Italic

abcdefghijklmnopqrstuvwxyz

{|:"ZXCVBNM<>?!@#\$\$%^&*()_+Q

Myriad Pro Regular

abcdefghijklmnopqrstuvwxyz

{|:"ZXCVBNM<>?!@#\$\$%^&*()_+Q

Myriad Pro talic

abcdefghijklmnopqrstuvwxyz

{|:"ZXCVBNM<>?!@#\$\$%^&*()_+Q

Myriad Pro Semibold

abcdefghijklmnopqrstuvwxyz

{|:"ZXCVBNM<>?!@#\$\$%^&*()_+Q

Myriad Pro Semibold Italic

abcdefghijklmnopqrstuvwxyz

{|:"ZXCVBNM<>?!@#\$\$%^&*()_+Q

Myriad Pro Bold

abcdefghijklmnopqrstuvwxyz

{|:"ZXCVBNM<>?!@#\$\$%^&*()_+Q

Myriad Pro Bold Italic

abcdefghijklmnopqrstuvwxyz

{|:"ZXCVBNM<>?!@#\$\$%^&*()_+Q

Myriad Pro Black

abcdefghijklmnopqrstuvwxyz

{|:"ZXCVBNM<>?!@#\$\$%^&*()_+Q

Myriad Pro Black Italic

abcdefghijklmnopqrstuvwxyz

{|:"ZXCVBNM<>?!@#\$\$%^&*()_+Q

typography

Myriad Pro Family

Whenever possible, it is recommended that designers use the Myriad Pro Type family in presentations and promotions in diverse media.

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dont's





✗ incorrect logo on black



✗ incorrect logo



Jesus Youth

✗ incorrect logo



✗ incorrect logo on colour



✗ skewed logo



Jesus Youth

✗ incorrect font



✗ incorrect formats

Jesus Youth



Jesus Youth



✗ incorrect colour

✗ incorrect format



A MISSIONARY MOVEMENT AT THE SERVICE OF THE CHURCH

The United States of America

copyrights

CERTIFICATE OF REGISTRATION
PRINCIPAL REGISTER

The Mark shown in this certificate has been registered in the United States Patent and Trademark Office to the normal registrant.

The records of the United States Patent and Trademark Office show that an application for registration of the Mark shown in this Certificate was filed in the Office; that the application was examined and determined to be in compliance with the requirements of the law and with the regulations prescribed by the Director of the United States Patent and Trademark Office; and that the Applicant is entitled to registration of the Mark under the Trademark Act of 1946, as Amended.

A copy of the Mark and pertinent data from the application are part of this certificate.

To avoid CANCELLATION of the registration, the owner of the registration must submit a declaration of continued use or excusable non-use between the fifth and sixth years after the registration date. (See next page for more information.) If such a declaration is properly filed, the registration will remain in force for ten (10) years, unless terminated by an order of the Commissioner for Trademarks or a Federal court. (See next page for information on maintenance requirements for successive ten-year periods.)



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Registered on 10/1/94

MARK E MARK

PRINCIPAL REGISTER



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