

CREATED  
TO BE

2024 ELCA Youth Gathering • MYLE • the tAble • Young Adult Gathering

# BRAND GUIDELINES

*version 1.2*



Evangelical  
Lutheran Church  
in America

# brand overview

In order to present a consistent style and theme for the 2024 ELCA Youth Gathering, please adhere to these guidelines when talking, writing, or creating visuals about the event. Please refer to the ELCA brand guidelines document, “Building Awareness of our Church,” available at: [elca.org/Resources/ELCA-Branding](https://elca.org/Resources/ELCA-Branding), for any issues not addressed in this short document.

Brand guidelines and resources for the Gathering, MYLE, the tAble and Young Adult Gathering will be available at [elca.org/gathering](https://elca.org/gathering).

## Questions about our Brand Guidelines?

Please contact Gathering Staff at [gathering@elca.org](mailto: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, “Created to Be.” Please do not abbreviate with “CTB.”

**2024 ELCA Youth Gathering** is the preferred way to refer to the 2024 ELCA Youth Gathering. “2024 Gathering” is also acceptable, on subsequent reference. Please do not use “Gathering 2024.”

**#ELCAYG2024** is the official hashtag of the 2024 ELCA Youth Gathering. When referring to one of the other ELCA sponsored events taking place in New Orleans, please use **#MYLE2024**, **#thetAble2024**, or **#ELCAyoungadults2024**.

# the theme

We have been created to be ourselves. Created by the Holy One. Since the last time the ELCA came together for an ELCA Youth Gathering, our young people have experienced several major life events. Still today, we are experiencing an ongoing public health crisis mixed with an economic and political crisis. However, we can rest assured that we are created to be in relationship with one another.

- We are created to be **brave**, to show up with an open mind and heart, willing to be challenged. (Psalm 27)
- We are created to be **authentic**, to bring our whole selves and know that we are loved by our Creator. (Matthew 5:14-16)
- We are created to be **free**, to be transformed by the gospel. (Romans 12:2)
- We are created to be **disruptive**, to work for justice for all our siblings. (Matthew 21:12)
- We are created to be **disciples**, to be sent out into the world to love our neighbor just as we are loved by God. (Matthew 22:36-40)



Our host city, New Orleans, has always been its true, authentic self. Our theme, “Created to Be,” highlights the arts, music and soul of this beautiful, vibrant and resilient city. New Orleans was built to host and be a city where all God’s children come together.

We plan to dive deeper into justice, mental health and anti-racism conversations throughout the Gathering. These are hard conversations, but our church desperately needs to have them. We also hope to foster relationships and be a sanctuary for one another. We are saint and sinner simultaneously, and we need forgiveness when we aren’t or can’t be brave, authentic, free, disruptive disciples.

To incorporate our pre-events —the Multicultural Youth Leadership Event (MYLE) and the tAble — into the overall Gathering more intentionally, we are excited that both events will share the “Created to Be” theme. A brand-new Young Adult Gathering, to take place concurrent with the ELCA Youth Gathering, will share the theme as well.

# theme verse

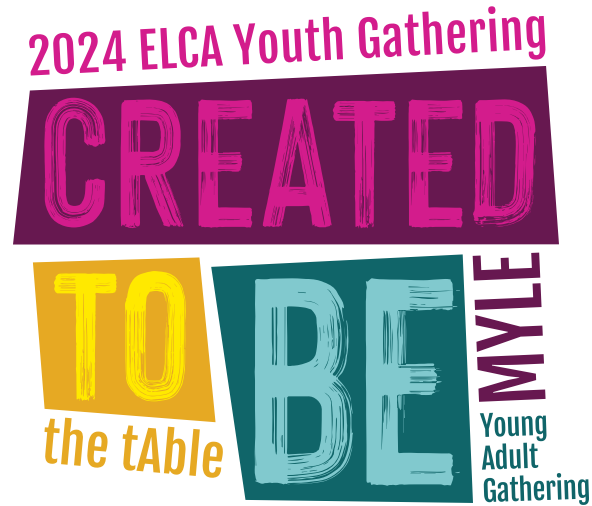
**The accompanying theme verse is Psalm 139 (NRSV), with a focus on verse 14:**

<sup>1</sup> O LORD, you have searched me and known me.  
<sup>2</sup> You know when I sit down and when I rise up;  
you discern my thoughts from far away.  
<sup>3</sup> You search out my path and my lying down  
and are acquainted with all my ways.  
<sup>4</sup> Even before a word is on my tongue,  
O LORD, you know it completely.  
<sup>5</sup> You hem me in, behind and before,  
and lay your hand upon me.  
<sup>6</sup> Such knowledge is too wonderful for me;  
it is so high that I cannot attain it.  
<sup>7</sup> Where can I go from your spirit?  
Or where can I flee from your presence?  
<sup>8</sup> If I ascend to heaven, you are there;  
if I make my bed in Sheol, you are there.  
<sup>9</sup> If I take the wings of the morning  
and settle at the farthest limits of the sea,  
<sup>10</sup> even there your hand shall lead me,  
and your right hand shall hold me fast.  
<sup>11</sup> If I say, “Surely the darkness shall cover me,  
and night wraps itself around me,”  
<sup>12</sup> even the darkness is not dark to you;  
the night is as bright as the day,  
for darkness is as light to you.  
<sup>13</sup> For it was you who formed my inward parts;  
you knit me together in my mother’s womb.

**<sup>14</sup> I praise you, for I am fearfully and wonderfully made.  
Wonderful are your works;  
that I know very well.**

<sup>15</sup> My frame was not hidden from you,  
when I was being made in secret,  
intricately woven in the depths of the earth.  
<sup>16</sup> Your eyes beheld my unformed substance.  
In your book were written  
all the days that were formed for me,  
when none of them as yet existed.  
<sup>17</sup> How weighty to me are your thoughts, O God!  
How vast is the sum of them!  
<sup>18</sup> I try to count them—they are more than the sand;  
I come to the end—I am still with you.  
<sup>19</sup> O that you would kill the wicked, O God,  
and that the bloodthirsty would depart from me—  
<sup>20</sup> those who speak of you maliciously  
and lift themselves up against you for evil!  
<sup>21</sup> Do I not hate those who hate you, O LORD?  
And do I not loathe those who rise up against you?  
<sup>22</sup> I hate them with perfect hatred;  
I count them my enemies.  
<sup>23</sup> Search me, O God, and know my heart;  
test me and know my thoughts.  
<sup>24</sup> See if there is any wicked way in me,  
and lead me in the way everlasting.

# *the logo*



The 2024 ELCA Youth Gathering logo is a visual representation of the theme, **Created To Be**.

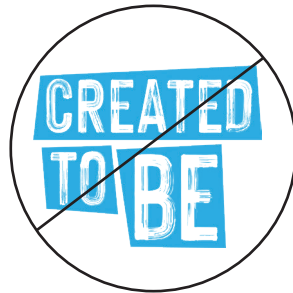
Through handpainted letters, unique brushstrokes remind us of Gods' creativity. Three mosaic-like shapes are a subtle reflection of the Trinity, and their slightly "off" angles provide a gentle reminder that we are each created to be a unique—not perfect—child of God. A combination of strong, bright colors inspired by the energy of New Orleans calls us to be bold in our work to be brave, authentic, free, and disruptive disciples.

# the logo

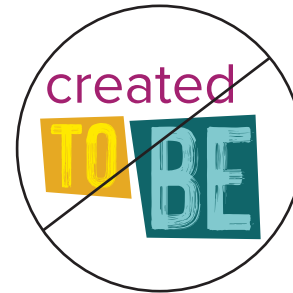
Standards for acceptable use of the official 2024 ELCA Youth Gathering identity mark:



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



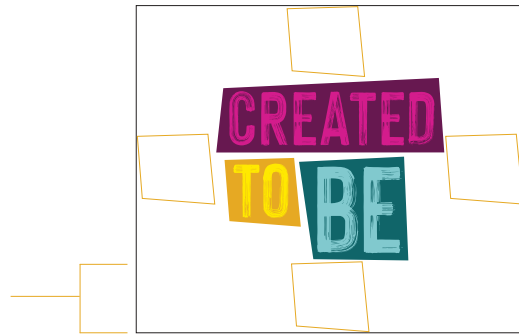
- Do not use any non-approved colors for the logo.



- No alternative fonts can substitute for the typographic elements within the mark.
- No elements may be removed from or added to the mark.



- 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.

# logo formats

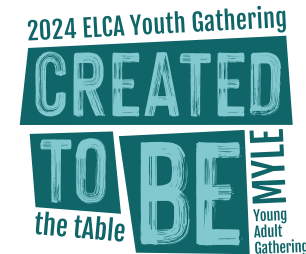
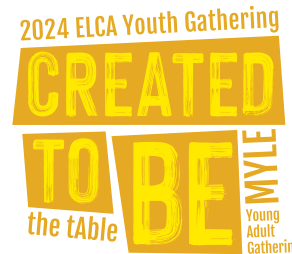
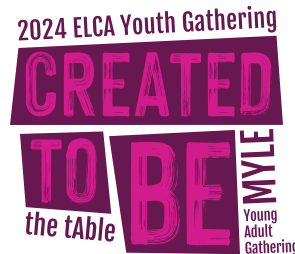
## full color

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.



# logo formats

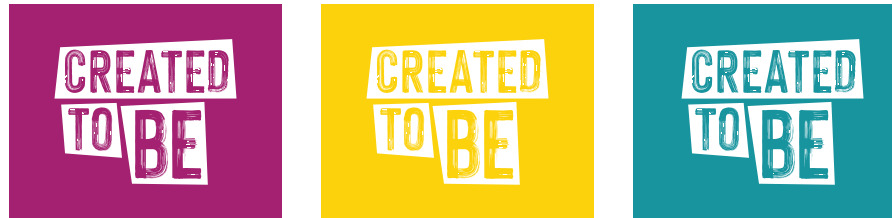
## one-color

The one-color logos should only be used for internal projects, memos, etc. When a flat logo is necessary for printing purposes, the one-color format can be used in one of the five official colors plus white.



## reverse

The reverse logo (in white) 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.



## grayscale

The grayscale logo should only be used for print projects, such as black-and-white copies, bulletin inserts, etc.



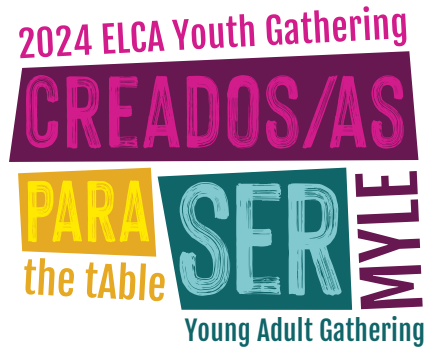


# logo in Spanish

## 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.

**¡Te alabo porque soy una creación admirable!  
¡Tus obras son maravillosas, y esto lo sé muy bien!**

**SALMO 139:14**

# icons

Stylized icons can be used in place of the full-color logo when space is constrained, specifically for an app icon or social media icon.

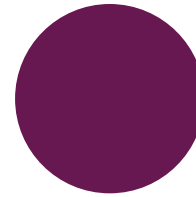
To request these and other special use files, please contact Gathering Staff at [gathering@elca.org](mailto:gathering@elca.org).



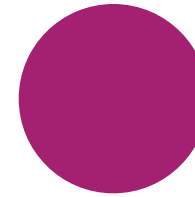
# color palette

The primary color palette includes a range of three core colors: magenta, teal, and gold. The “medium” shades are considered the standard brand colors, but the “dark” and “light” options can be used as well, especially when working with unusual background colors and textures. Using more than one shade of the same color in designs is strongly encouraged to add depth and visual interest.

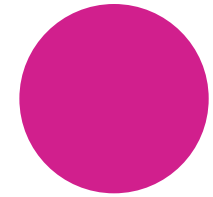
The secondary color palette adds two other colors to the mix – coral and green. These are available in two shades to be combined, when possible, and used as mentioned above.



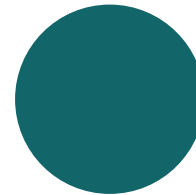
MAGENTA dark  
hex #671850  
cmyk 56.100.38.30  
rgb 103.24.80



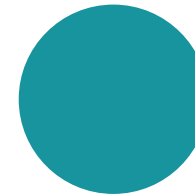
MAGENTA medium  
hex #a32170  
cmyk 37.100.26.4  
rgb 163.33.112



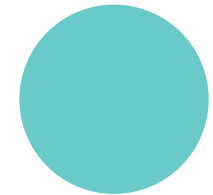
MAGENTA light  
hex #d2168d  
cmyk 14.98.1.0  
rgb 210.22.141



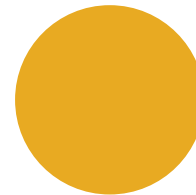
TEAL dark  
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cmyk 89.44.53.21  
rgb 18.101.104



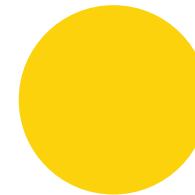
TEAL medium  
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cmyk 81.25.37.1  
rgb 26.146.156



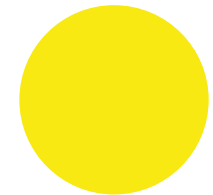
TEAL light  
hex #66cccc  
cmyk 55.0.24.0  
rgb 102.204.204



GOLD dark  
hex #e7a921  
cmyk 9.35.100.0  
rgb 231.169.33



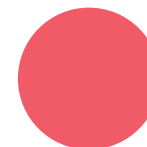
GOLD medium  
hex #fcd20e  
cmyk 2.15.99.0  
rgb 252.210.14



GOLD light  
hex #f9eb10  
cmyk 6.1.97.0  
rgb 249.235.16



CORAL dark  
hex #b43e47  
cmyk 22.88.69.10  
rgb 180.62.171



CORAL light  
hex #f05966  
cmyk 0.80.50.0  
rgb 240.89.102



GREEN dark  
hex #748034  
cmyk 56.34.100.15  
rgb 116.128.52



GREEN light  
hex #a7b63a  
cmyk 40.15.99.1  
rgb 167.182.58

# *the 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. If unable to pay for the official licensed fonts at right, consider using the similar secondary fonts (available for free) listed below.

## **Road Rage**

This is a free font from Google available [here](#).

## **Fjalla**

This is a free font from Google available [here](#).

## Montserrat Light + **Extrabold**

This is a free font from Google available [here](#).

## **logotype**

### **HACKNEY**

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 font. Desktop font licenses can be purchased online through Creative Market. Details [here](#).

## **title**

### **Fjalla**

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

## **feature**

### ***Lust Display Italic***

This font is used for special projects and is a nod to New Orleans style. This is a licensed font from Adobe. Details [here](#).

## **body copy**

### Proxima Nova Light + **Extrabold**

This font family is used in the new ELCA branding. In Gathering materials, please use only the Light and Extrabold options. This is a licensed font from Adobe. Details [here](#).

# digital media



## Website

The official website of the ELCA Youth Gathering is [www.elca.org/gathering](http://www.elca.org/gathering).

The website serves as a hub of information as you plan your participation to the 2024 ELCA Youth Gathering, MYLE, the tAble and Young Adult Gathering.

The ELCA resource page at [ELCA.org/Resources/ELCA-Youth-Gathering](http://ELCA.org/Resources/ELCA-Youth-Gathering) currently has logos, forms, PowerPoint templates, promotional items (including a letterhead template) and videos available for download.



## 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](https://fb.com/youthgathering) and is monitored by Gathering staff and volunteer leadership. #ELCAYG2024 is the official hashtag for the event.

The other Facebook pages for events are:  
[fb.com/elcamyle](https://fb.com/elcamyle)  
[fb.com/elcathetAble](https://fb.com/elcathetAble)  
[fb.com/elcayoungadults](https://fb.com/elcayoungadults)



## Twitter

There are a variety of ways to follow the Gathering on Twitter, including handles and hashtags. Twitter is used by both adult and youth participants. We will feature the Twitter feed on screens throughout the event. The primary Twitter presence for the ELCA Youth Gathering is [@elcagathering](https://twitter.com/elcagathering). #ELCAYG2024 is the official hashtag for the event.

The official Twitter for ELCA Young Adult Ministries is [@elcayoungadults](https://twitter.com/elcayoungadults). This platform is monitored by ELCA Young Adult Ministries staff.

Please note [@elcayouth](https://twitter.com/elcayouth) is an official Twitter handle for all ELCA Youth Ministries. [@ELCAYouthGather](https://twitter.com/ELCAYouthGather) has been reserved to protect it from unwanted use, and [@youthgathering](https://twitter.com/youthgathering) has been reserved to protect it from unwanted use.

# digital media



## Instagram

The official account for the ELCA Youth Gathering is [@elcagathering](#). #ELCAYG2024 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](#).



## Blog

The official blog of the ELCA Youth Gathering can be found at [blogs.ELCA.org/youthgathering](https://blogs.ELCA.org/youthgathering).



## Snapchat

The official account for the ELCA Youth Gathering is [elcagathering](#).



## YouTube

The ELCA's Churchwide Channel is at [youtube.com/ELCA](https://youtube.com/ELCA). This is the official site managed by the Strategic Communications team out of the Churchwide Office of the ELCA.

All ELCA Youth Gathering Videos are accessible by clicking on Playlists and choosing ELCA Youth Gathering or are directly accessible via <https://www.youtube.com/playlist?list=PLD2BE6D47D7169CB5>.

# key terms

## **Accompaniment**

Part of the three-day rotation, on this day participants are sent out into the host city of New Orleans. On this day, participants will participate in one of three categories of accompaniment: service, cultural immersion or advocacy and justice work. Following this day, participants are charged with returning home as agents of change in their own communities.

## **Adult leader**

They assist the primary adult leader with all Gathering duties and provide additional leadership and support to youth; adult leaders are not simply chaperones. Please do not use the following language: chaperone, adult advisor, or youth group leader.

## **ELCA**

Evangelical Lutheran Church in America. Learn more at [elca.org](http://elca.org).

## **Final 15**

A brief Bible study created for each night of the Gathering to help wrap-up the day.

## **Gathering Leadership**

The collective identity of staff, planning teams and key decision-makers.

## **Gathering Volunteer Corps**

Often referred to as GVC, they are a group of volunteers that serve in almost every area of the Gathering, including ushering at the stadium, checking wristbands, directing foot traffic with Interactive Learning, staffing information booths, or moving equipment in the convention center.

## **Getting Ready Materials**

Curriculum produced each cycle for congregations to use in preparation for the Gathering; a post-Gathering lesson is also produced.

## **gNews**

The Gathering's electronic newsletter and a primary communication tool. Subscribe at [community.elca.org/youth-gathering-newsletter-subscription](http://community.elca.org/youth-gathering-newsletter-subscription)

## **Interactive Learning**

Part of the three-day rotation, on this day participants will be inside the convention center exhibit hall filled with unique, engaging opportunities for young people to learn, play and serve with partners from across the church.

## **Mass Gathering**

Each evening, our community gathers in the stadium for worship, music, learning, speakers, dance and celebration.

## **MYLE (Multicultural Youth Leadership Event)**

A pre-event of the Gathering and the largest gathering of people of color within the ELCA. MYLE empowers young people of color and those whose primary language is not English to claim their story as a part of God's story.

## **Planning teams**

The 10 volunteer groups responsible for all programmatic and operational elements of the Gathering. These teams include: Accompaniment, Communications Media, Community Life, Interactive Learning, Logistics, Mass Gathering, MYLE, Synod Champions, the tAble and Volunteers.

## **Primary adult leader**

The person who provides primary leadership and guidance to their congregational group. All communication between the Gathering office and the congregation is handled by this individual.

## **Servant Companion**

The volunteer that will accompany congregational groups as they experience New Orleans during their Accompaniment day.

## **Synod Champion**

An individual selected by the synod bishop, who serves as the primary point-of-contact for information, questions and advice for all things Gathering. Once all confirmed, they can be contacted through the Gathering website. Champions are also responsible for planning and leading worship for your synod's day at the Gathering in addition to your Synod Experience.

## **Synod Day**

Part of the three-day rotation, on this day participants will come together for worship and building relationships with members of their synods. Following worship, synods are invited to go out into New Orleans and participate in some sort of experience together. Synod Champions are responsible for the planning and execution of this day, with guidance from Gathering leadership.

## **the tAble**

One of the pre-events to the Gathering, the tAble blesses and encourages young people who live with a wide range of physical, cognitive and emotional disabilities so that they might grow as wise, faithful and courageous witnesses.

# *special event brands*

In order to present a consistent style and theme for the 2024 ELCA Youth Gathering and related events, each special event will carry the same theme, “Created to Be.” Each event has also been assigned a coordinating color palette that relates to the overall brand palette.

When referring to one of the other ELCA sponsored events taking place in New Orleans, please use **#MYLE2024** **#thetAble2024**, or **#ELCAyoungadults2024**.



# MYLE

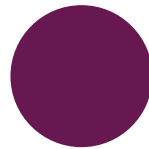
2024



2024



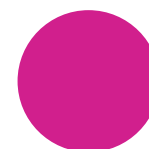
GREEN light  
hex #a7b63a  
cmyk 40.15.99.1  
rgb 167.182.58



MAGENTA dark  
hex #671850  
cmyk 56.100.38.30  
rgb 103.24.80



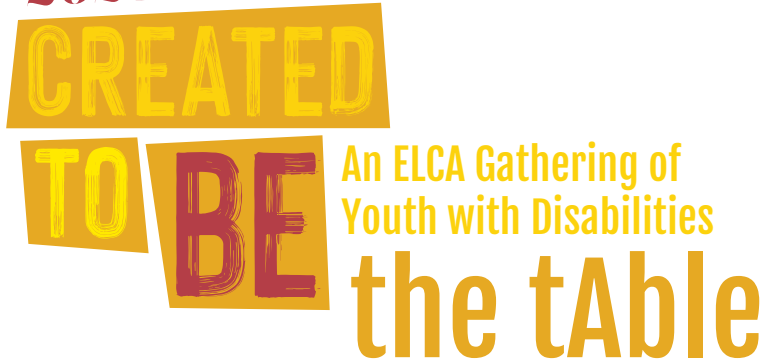
MAGENTA medium  
hex #a32170  
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rgb 163.33.112



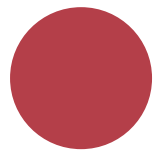
MAGENTA light  
hex #d2168d  
cmyk 14.98.1.0  
rgb 210.22.141

# the tAble

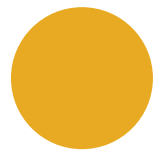
2024



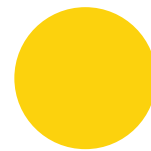
2024



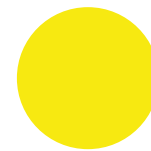
CORAL dark  
hex #b43e47  
cmyk 22.88.69.10  
rgb 180.62.171



GOLD dark  
hex #e7a921  
cmyk 9.35.100.0  
rgb 231.169.33



GOLD medium  
hex #fcd20e  
cmyk 2.15.99.0  
rgb 252.210.14



GOLD light  
hex #f9eb10  
cmyk 6.1.97.0  
rgb 249.235.16

# young adult gathering

2024

CREATED

TO BE

ELCA  
Young Adult  
Gathering

2024

CREADOS/AS

PARA SER

Un encuentro para  
jóvenes adultos  
en la ELCA

CREATED  
TO BE

ELCA  
Young Adult  
Gathering

CREATED  
TO BE

CREATED  
TO BE



ORANGE  
hex #f1563d  
cmyk 0.81.81.0  
rgb 241.86.62



TEAL dark  
hex #126568  
cmyk 89.44.53.21  
rgb 18.101.104



TEAL medium  
hex #1a929c  
cmyk 81.25.37.1  
rgb 26.146.156



TEAL light  
hex #66cccc  
cmyk 55.0.24.0  
rgb 102.204.204

2024 ELCA Youth Gathering  
**CREATED**  
**TO BE** MYLE  
the tAble Young Adult Gathering

2024  
**CREATED**  
**TO BE** MYLE  
Multicultural Youth Leadership Event

2024  
**CREATED**  
**TO BE** the tAble  
An ELCA Gathering of Youth with Disabilities

2024  
**CREATED**  
**TO BE** ELCA Young Adult Gathering



Evangelical  
Lutheran Church  
in America