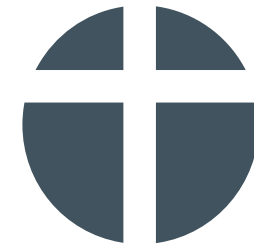




the**GOSPEL**PROJECT[®]

5.0 BRAND GUIDE



the**GOSPEL**PROJECT®

full horizontal



vertical



logomark

Default of logo is one color, horizontal.

Only use vertical when horizontal is not an option.

Do not add or subtract elements.

Logomark can be used without logotype,
logotype cannot be used without logomark.

Do not change font or type style.

Do not alter scale/proportions.

Do not stretch, squish, or tilt.

Primary font / Headline

tracking: 50

Montserrat

Gospel Gospel Gospel **Gospel Gospel**

secondary font / subhead and body

Ernestine Pro

Gospel Gospel Gospel **Gospel**

This campaign palette is highly contextual based on the cover art being used, however over arching palette of finished compositions should be rich, dramatic jeweltones.

In the case of one color or no art instances, please reference the palette below:

