The logo of Project Advance can be displayed in either full-colour or in single; however, when possible the main brand colours take precedence for use in single colour situations.

In most cases, the order of priority starts with the full-colour version. Whenever possible, the full-colour version should be first considered over the other versions.

The designated year on the project logo can easily be updated to the current year.

The year is typeset using the Gotham typeface, on medium weight. The proportions in type size contrast should not change.

One should pay attention to colour and typographic contrast in order to preserve and maximize readability.
Single-colour applications of the Project Advance logo is allowed in certain cases when deemed necessary; however, the brand colours still take precedence when possible.
Tagline

Typeset in Gotham (medium weight), the tagline has no extra embellishments applied to it, for it does not need to shout its message nor appear ostentatious for emphasis. Its importance stems from the simplicity of its presentation as a matter-of-fact statement.

Live gratefully, give generously.

The tagline can only be laid out as a single line or in two. When the tagline is laid out in two lines, the line break is between the two independent clauses within the sentence. As a complete statement, it is also important that it ends with a period.

Text alignment is determined by the position of the tagline on the layout.

- LIVE GRAZELY, GIVE GENEROSLY.
- LIVE GRAZELY, GIVE GENEROSLY.
- LIVE GRAZELY, GIVE GENEROSLY.

Breaking the tagline anywhere else results in an awkward reading experience.
Tagline Colours

For full-colour, brand applications.

Live gratefully, give generously.

Main, Primary Colour
C100 / M70 / Y4 / K0
R0 / G91 / B164

Black Only, On White BG
C0 / M0 / Y0 / K100
R0 / G0 / B0

White Only, On Dark BG
C0 / M0 / Y0 / K0
R255 / G255 / B255

For situations when the only colours allowed are black & white is allowed.

Live gratefully, give generously.

For situations when the tagline is on a black or dark coloured background.

Live gratefully, give generously.
Typography

<table>
<thead>
<tr>
<th>GOTHAM, BOOK</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOTHAM, MEDIUM</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>GOTHAM, ULTRA</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>MAVEN PRO, REGULAR</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
</tbody>
</table>
Type Proportion:
Sample Specimen

This is the main heading.

This is a subheading.
This is a subheading.

(OPTIONAL) THIS IS A SUBHEADING WITH LOWER PRIORITY.


(Optional) Miscellaneous copy such as callouts, or points requiring emphasis.
Colours

C100 / M70 / Y4 / K0
R0 / G91 / B164

C100 / M70 / Y0 / K30
R0 / G66 / B130

C0 / M0 / Y0 / K70
R109 / G110 / B113

C10 / M30 / Y100 / K0
R231 / G178 / B32

Note: Please be advised that on certain types of paper—such as uncoated paper—the CMYK yellow values specified above could possibly yield unintended colour shifts and result in a colour that is visually different from the intended brand colour. It is important to do a preliminary test with your preferred printer, and adjust the colour values accordingly to ensure that printed result is consistent with the brand’s yellow colour.
Imagery: Visual Direction

At the heart of it all, Project Advance is about people. It is thus important to show images that promote a positive message and evoke an uplifting and welcoming atmosphere of people, young and old, regardless of ethnic background or creed—as a reflection of the Project Advance community.

Contextually relevant locales, religious imagery and leitmotifs can also be featured, though not excessively, so as not to oversaturate the visual language of Project Advance with ornamentation and generic Christian religion tropes.
Here are past examples that illustrate how the visual direction of Project Advance has grown and changed over the years.
“Domestic abuse is more prevalent than we would like to believe. It is usually kept a secret and the perpetrator is often protected by silence. It is very important that we make ourselves available to all our parishes and our Catholic Community, the ways and means to get help and support and ultimately to live without fear.”

MAUREEN FADURO,
President,
Family Abuse Services,
Diocese of Edmonton.

“We are grateful for the many blessings in our lives and it’s a sense of gratitude that motivates us to be involved in the church and support its future growth by donating to Project Advance.”

STEVEN GOROW
St. Mary’s Parish, Creighton.

Stewarding God’s Gifts

Project Advance encourages us to live gratefully and give generously in the spirit of Stewardship.

Stewardship is a whole-hearted way of life, one which calls us to give ourselves to God, the Creator and Giver of every good gift. Through Project Advance you support the many different ways in which we see the face of Jesus in our brothers and sisters. Helping the most vulnerable by providing guidance, shelter, food and love to those who are homeless, abused and marginalized.

PROJECT ADVANCE 2015 BROCHURE

Dear Brothers & Sisters in Christ:

Project Advance is an annual appeal that enables the pastoral and spiritual mission of our local Church to flourish. Your gift to Project Advance helps us meet the pressing material and spiritual needs of every parish, and to support missonions that benefit Catholics and countless others in the Archdiocese. I pray that you will join me in this Jubilee of Mercy to support Project Advance and answer the call to be a light of hope to others, just as Pope Francis is asking us to do.

Thank you for recognizing that God has given you the blessings of faith, family and treasure. Together, let us continue to live gratefully and give generously.

Sincerely yours in Christ,

Michael Miller, C.S.B.
Archbishop of Vancouver.

PROJECT ADVANCE 2016 BROCHURE

We need to bring the light of hope to others.”

Pope Francis

Dear Brothers and Sisters in Christ:

Project Advance is our annual appeal that enables the pastoral work and spiritual mission of our local Church to flourish. Your gift to Project Advance helps us meet the pressing material and spiritual needs of every parish, and to support missonions that benefit Catholics and countless others in the Archdiocese. I pray that you will join me in this Jubilee of Mercy to support Project Advance and answer the call to be a light of hope to others, just as Pope Francis is asking us to do.

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