

2023
EYPC

2023

THEME GUIDELINES

EUROPEAN YOUNG PEOPLE'S CONFERENCE

The theme for this year has been updated to bring a fresh look, yet maintaining the design on brand with the EYPC website.



BRAND COLORS

BOLD, BRIGHT & YOUTHFUL

Use these colors to represent key words in theme: sky, divine, God, kingdom, birthright, land, enjoyment, honor, etc.



RGB 00B8DA



RGB 3C5A81



RGB E9C71C



RGB FEF3D5

TYPOGRAPHY STYLE

FONSECA

Modern, sans-serif, and all caps font.
Used for titles and headings throughout design.

Sentinel

A slab serif typeface used for the main text in different weights and matching italics throughout the design of the handbook and other materials for print.

0123456789&!/?#

ABCDEFGHIJKLMNO
QRSTUVWXYZ

0123456789&!/?#

abcdefghijklmno
qrstuvwxyz

abcdefghijklmno
qrstuvwxyz

AA

Aa

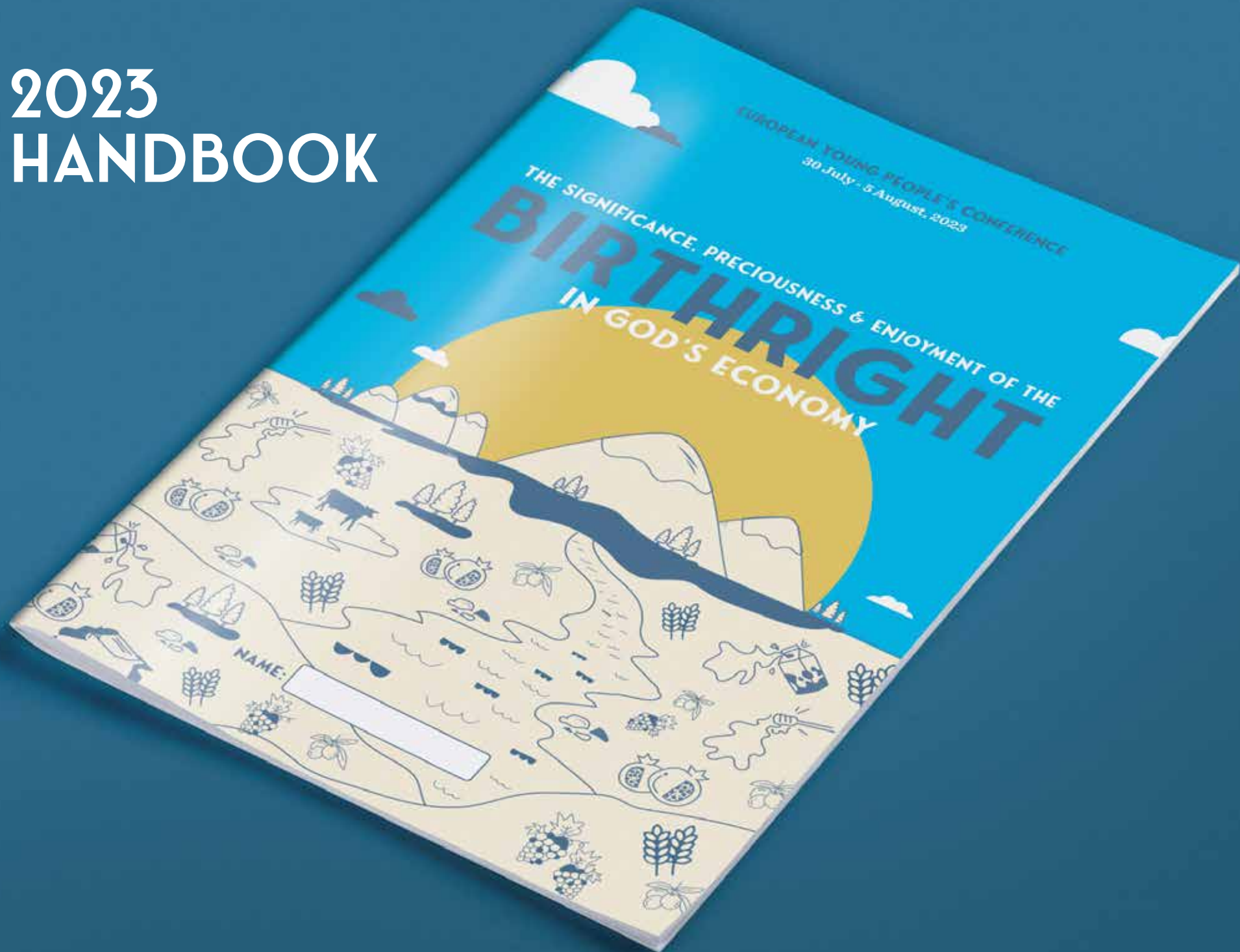
GRAPHICS STYLE

HAND DRAWN VECTOR ILLUSTRATIONS

A variety of hand drawn illustrations is used in order to bring in symbolism and maintain a youthful design.



2023 HANDBOOK





PHOTOGRAPHY STYLE

OVERLAY, TEXT & COLORS

Outdoor, mountains, young people, etc.
Overlay with theme colors at 35% opacity
when using text on top or use contrasting
text colors.



OTHER DESIGNS

MATERIALS & PRIZES

Use a combination of graphics, text and colors in this way to make other designs for printing materials, text, etc.



The graphic consists of the word 'CHRIST' repeated three times in a stacked, overlapping manner. The top 'CHRIST' is in dark blue, the middle 'CHRIST' is in yellow, and the bottom 'CHRIST' is in white. The text is set against a large, faint, light blue leaf graphic that serves as a background. The entire design is on a solid blue background.

PRIZE IDEAS

MOCKUPS OF PRIZE IDEAS

Use a combination of graphics, text and colors for the prizes.



SOCIAL MEDIA

FACEBOOK, INSTAGRAM, OTHER

Graphics to spread the word in social media, email banners, instagram, facebook, etc.

sign up!
sign up!



EUROPEAN YOUNG PEOPLE'S CONFERENCE

30 July - 5 August, 2023

THE SIGNIFICANCE, PRECIOUSNESS & ENJOYMENT OF THE

BIRTHRIGHT

IN GOD'S ECONOMY

