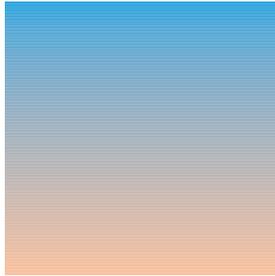


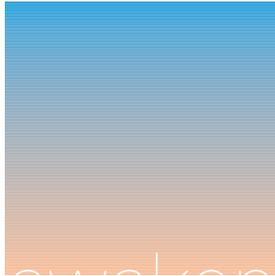
Awaken

Brand refresh | August 1, 2018

Logotype thesis

The thesis for the Awaken logotype is light – specifically dawn or "first light" – when the light spectrum from the sun awakens and paints the sky with pure, early morning pastel colors. You will note that the word awaken is not fully revealed within the logotype as to suggest the ongoing awakening occurring in all of us while on our spiritual journey.









In application

The following pages are examples of how the Awaken brand will be applied to collateral, web and merchandise.

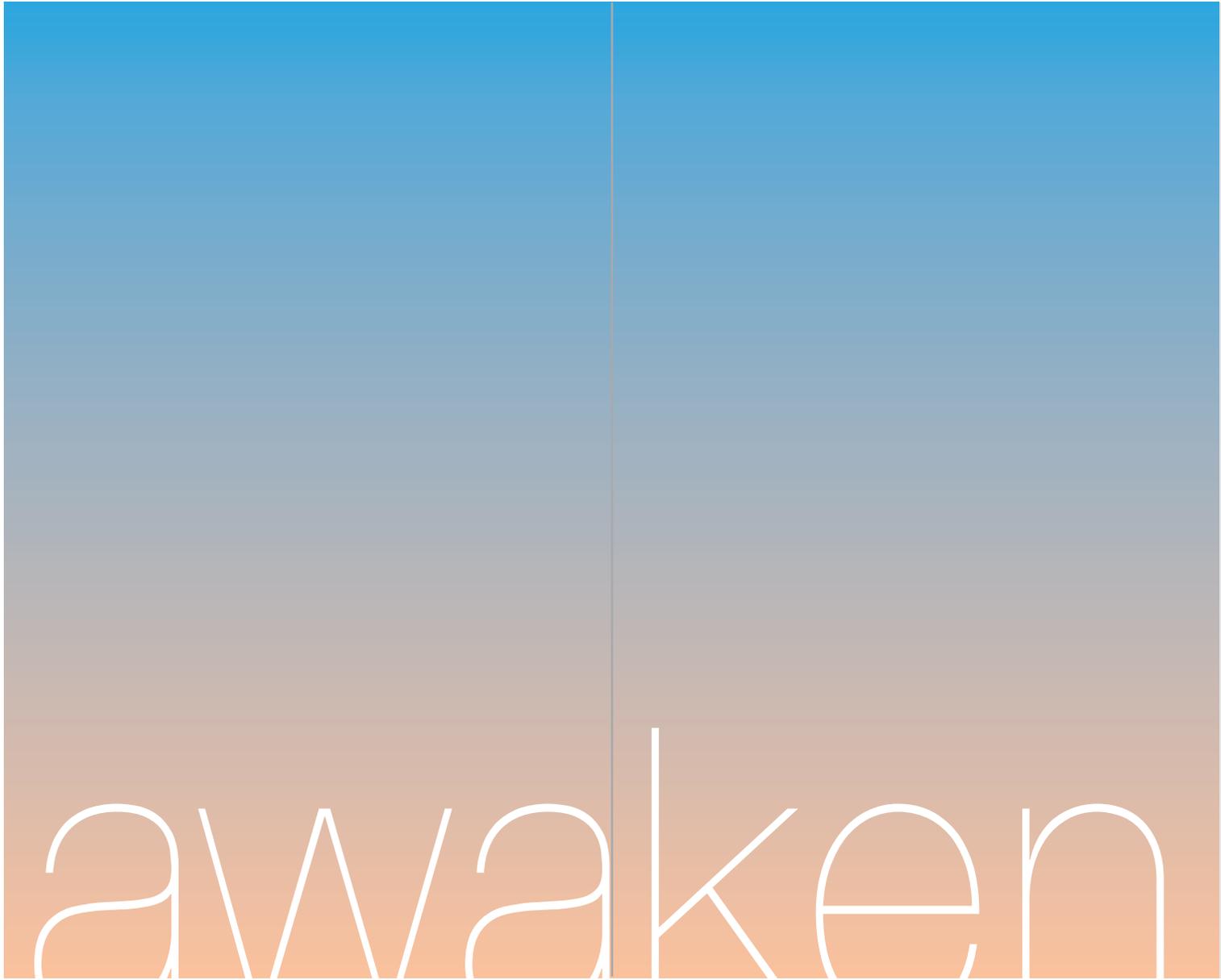
We're just
a couple of
Jesus girls
having coffee.



Awaken, LLC
Address, City, State, Zip
Phone
URL

We're just a couple of
Jesus girls having coffee.





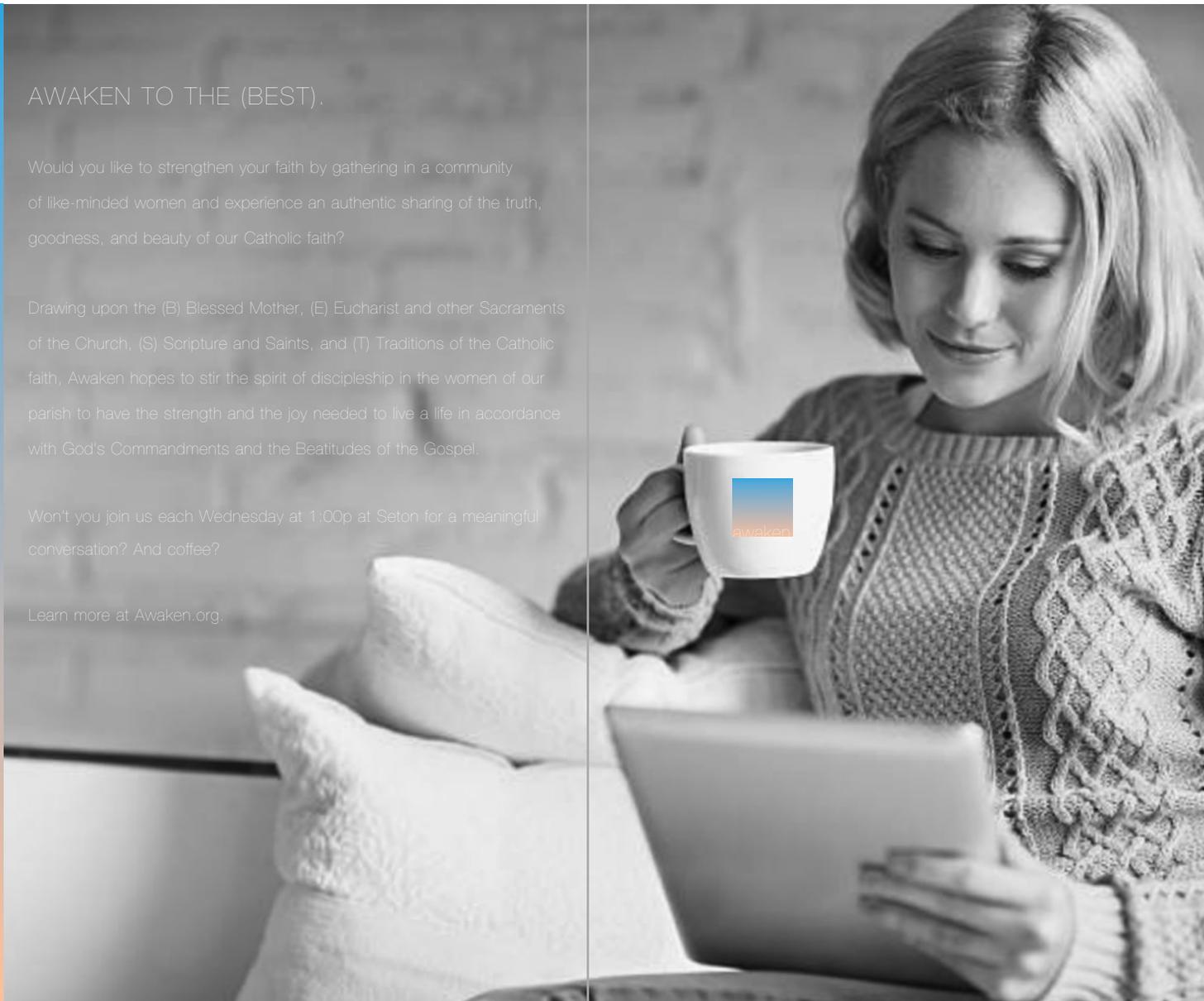
AWAKEN TO THE (BEST).

Would you like to strengthen your faith by gathering in a community of like-minded women and experience an authentic sharing of the truth, goodness, and beauty of our Catholic faith?

Drawing upon the (B) Blessed Mother, (E) Eucharist and other Sacraments of the Church, (S) Scripture and Saints, and (T) Traditions of the Catholic faith, Awaken hopes to stir the spirit of discipleship in the women of our parish to have the strength and the joy needed to live a life in accordance with God's Commandments and the Beatitudes of the Gospel.

Won't you join us each Wednesday at 1:00p at Seton for a meaningful conversation? And coffee?

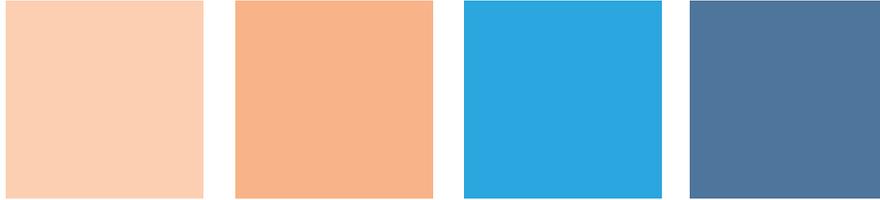
Learn more at Awaken.org.



Typography and color way

On the page that follows is the primary and secondary color way and typographic platform. Helvetica Ultra Light is the font that has been chosen for the Awaken logotype because of its timelessness and ethereal qualities.

Primary



Secondary



Helvetica Neue Ultra Light - Logotype

Helvetica Neue Medium - Headlines

Helvetica Neue Light - Text