

**TENx10**

# TENx10

## Brand Guide

**TEN×10**

# Typography

Ten x 10

**TENx10**

# **The main typeface for TENx10 is Gal Gothic.**

[Available on Adobe Fonts →](#)

# Logos

# Logo

Our logo is based off directly from the our mission of reaching ten million young people in ten years along with our iconic x that ties it all together.



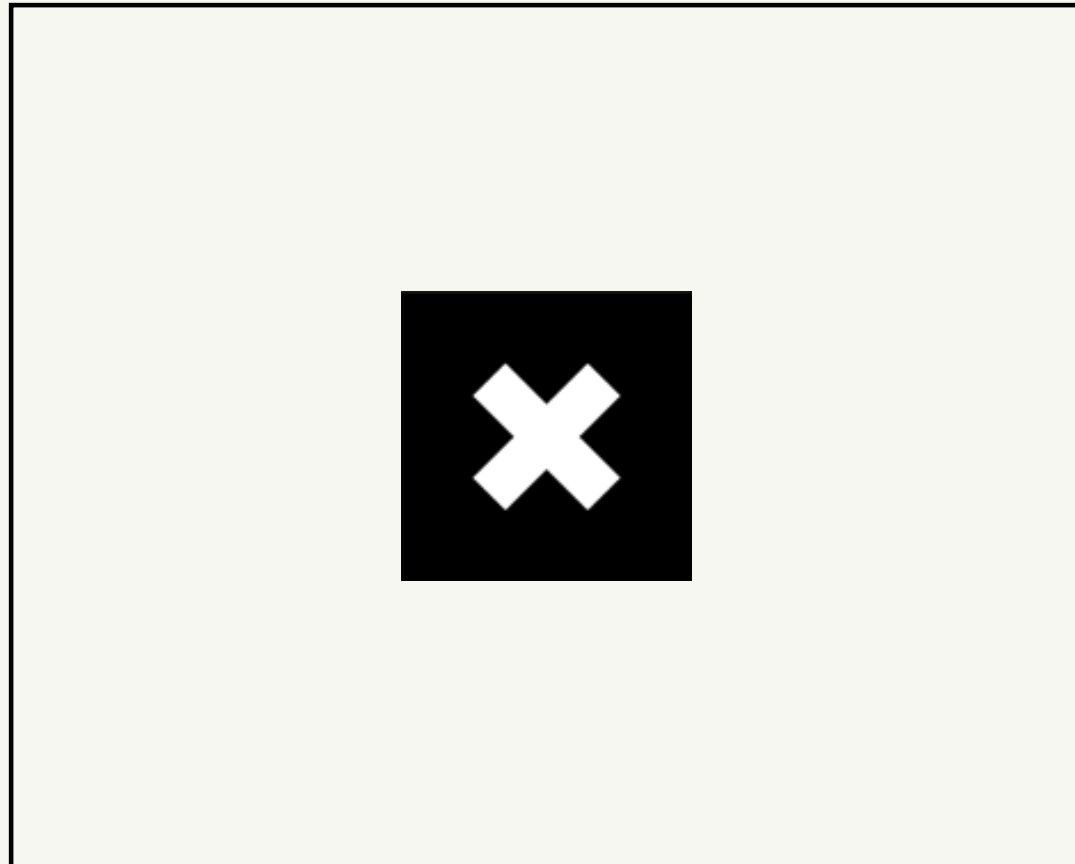
**Main Logo**

For use when there is enough space horizontally. Our preferred format.



**Stacked Logo**

For use when there are size, format, or design restrictions.



**Icon Logo**

Should only use this within TENx10 enviornments that are established already to the audience.

# Logo Backgrounds

We expect our logo to live in many different backgrounds. Therefore we have two versions of our logo.



## Black version

Use our black version on lighter color backgrounds or imagery.



## White version

Use our white version on darker color backgrounds or imagery.

TEN×10

# Logo Don'ts



No scaling



No rootation



No re-color of background



No removal of X



No font change



No size adjustment



No text re-color

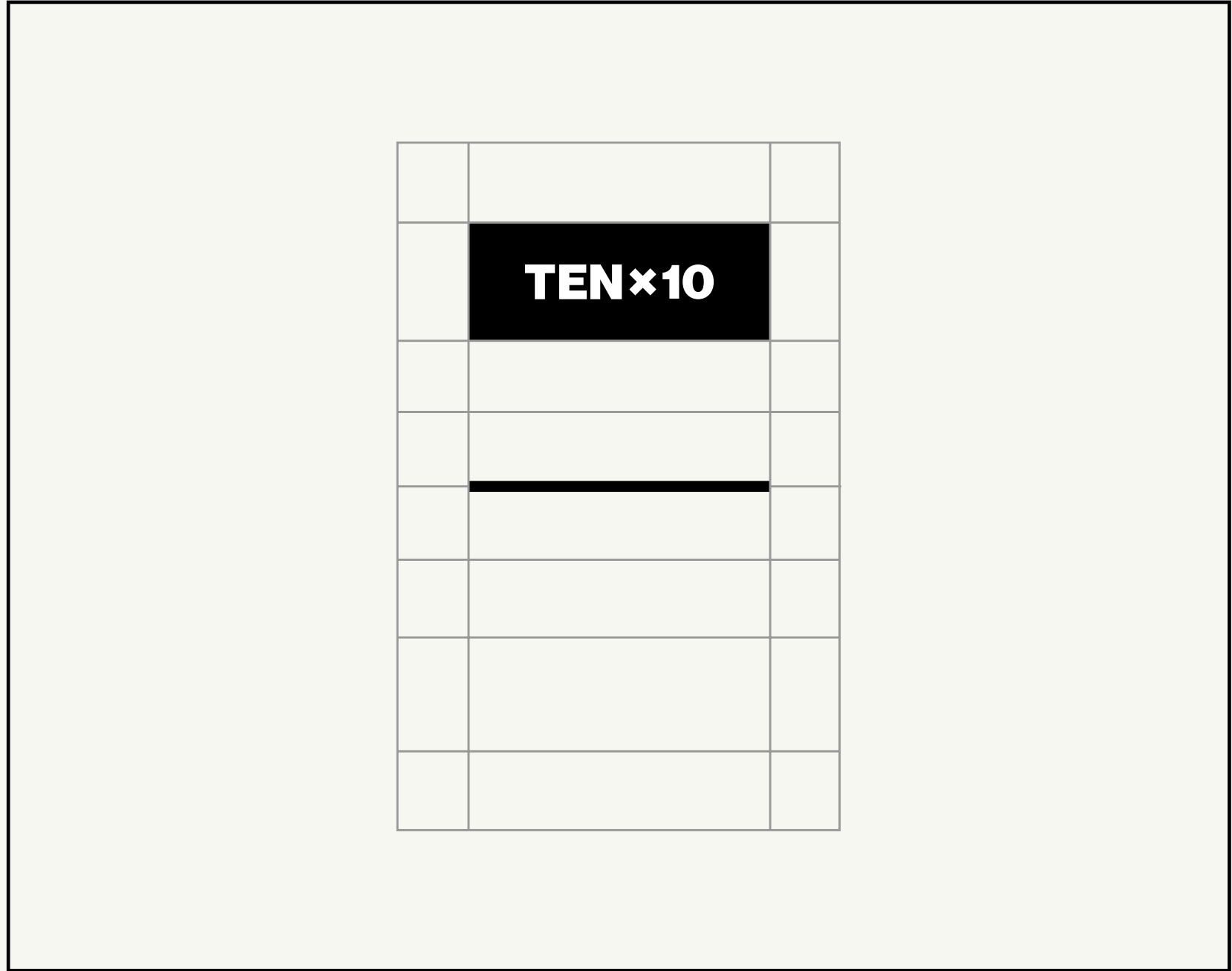


No shadow or glow

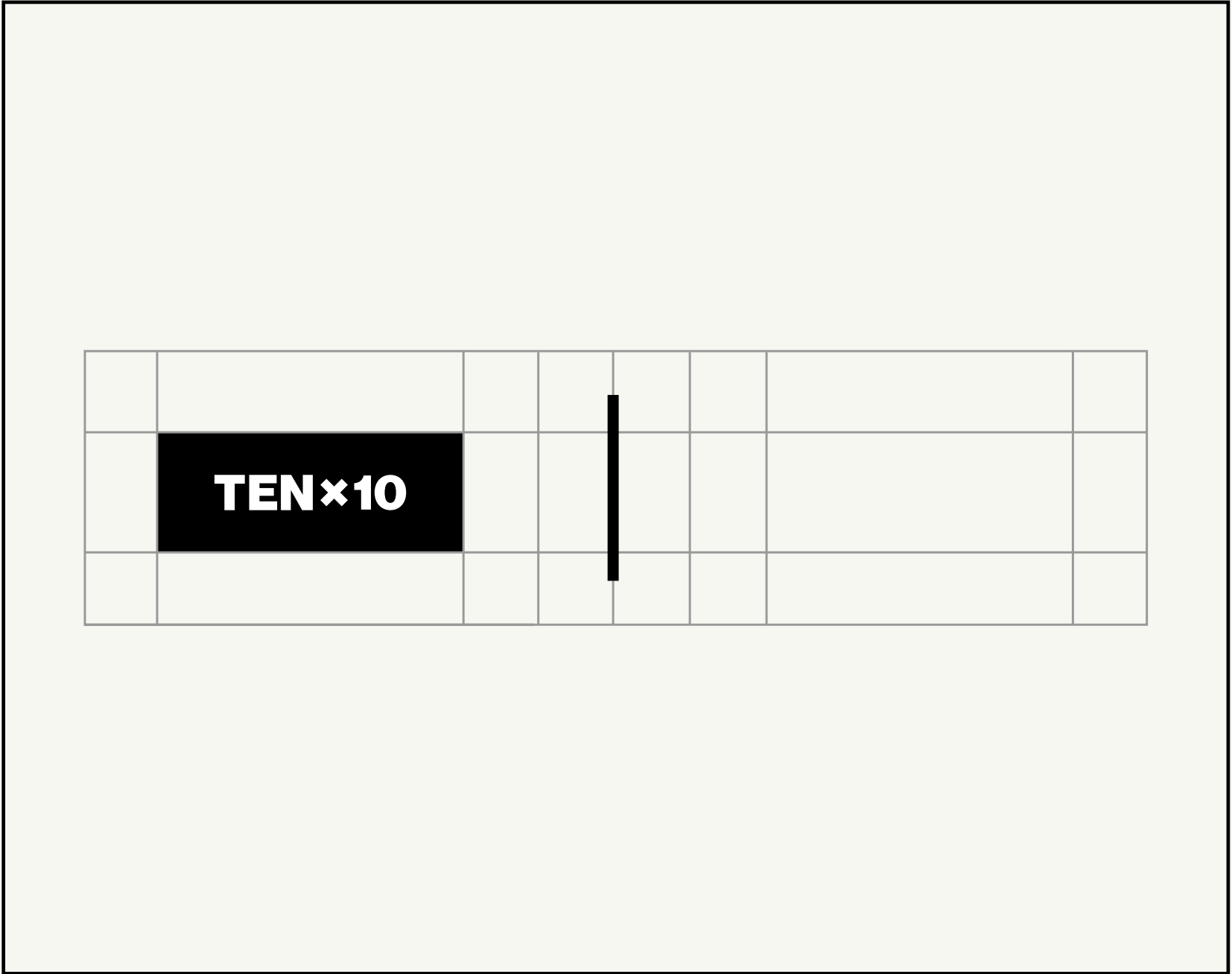


No background adjustment

# Logo Co-branding



**Vertical version**  
Position the TENx10 logo on top with enough space and a rule separating it from the partner logo.



**Horizontal version**  
Position the TENx10 logo on the left with enough space and a rule separating it from the partner logo.

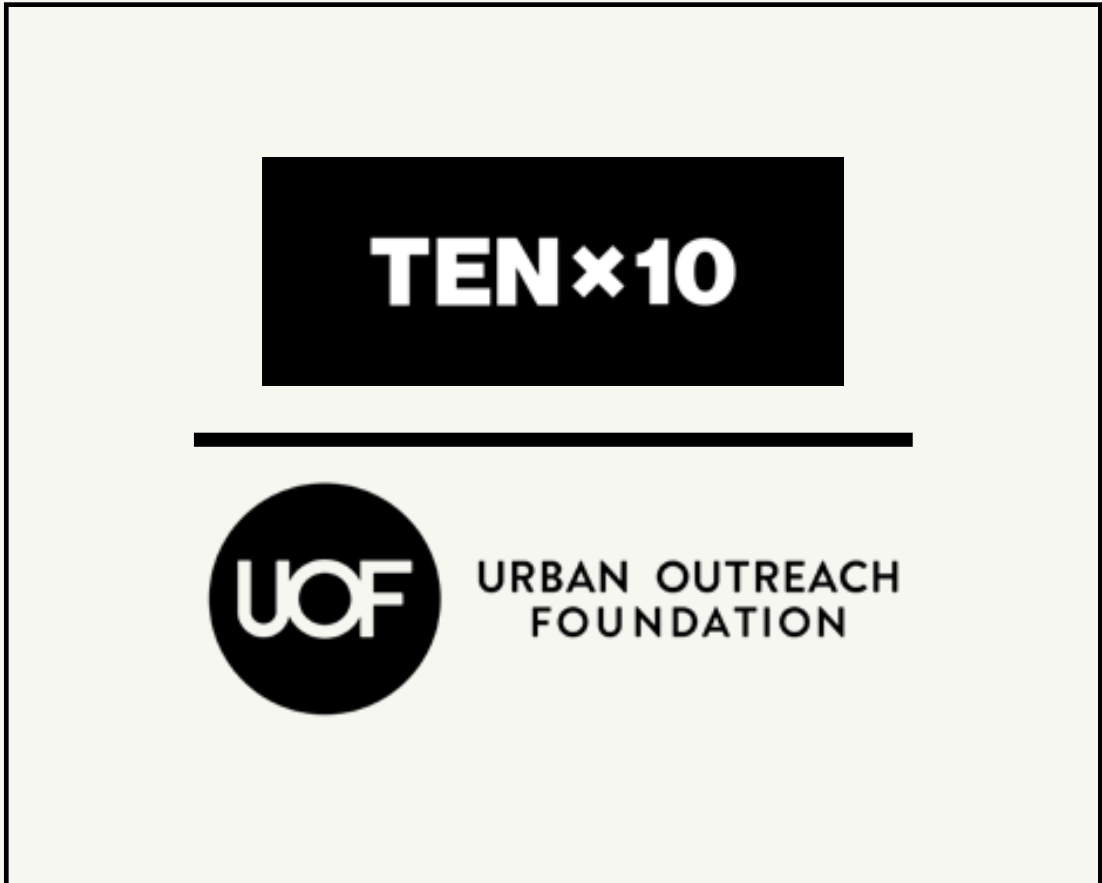


# Multiple Logos



**Multiple logos**  
Position the TENx10 logo on the left with enough space and rules separating it from the other partner logos.

# Co-branding Don'ts



**Too close**  
Don't position the logos too close to the rule.



**Unequal sizing**  
Don't make one logo visually bigger than the other.



**Change colors**  
Don't change the colors of any logo.

# Gal Gothic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Pitch is a modern take on a classic  
typewriter font.**

# Pitch

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



*Every year, 1 million young people  
leave the faith.*

*We're banding the church together,  
across all traditions, to help  
faith matter more to those who  
need it the most.*

×

=

**You  
Us  
10M**

**TEN×10**

# Colors

Ten x 10



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# Color System





**TEN×10**

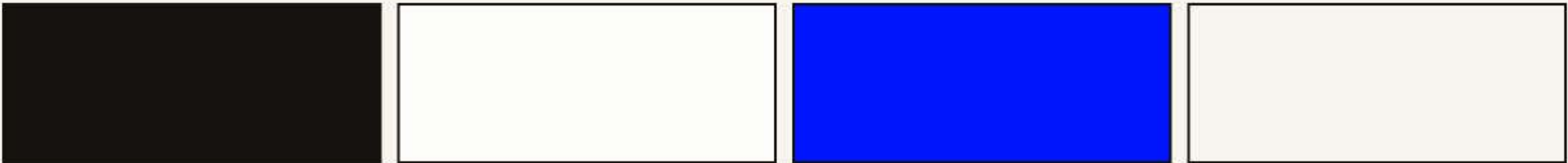


**Sobering Reality**

**Inspiring Hope**

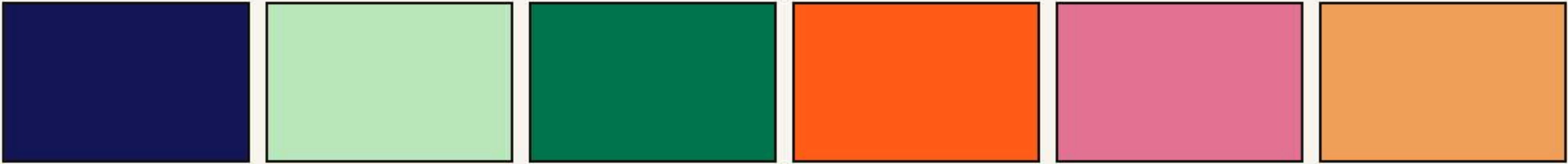


Primary



<b>Black</b> #14120E rgb(20, 18, 14) hsl(40, 18, 7)	<b>White</b> #FCFCFA rgb(252, 252, 250) hsl(60, 25, 98)	<b>Blue</b> #001EFF rgb(0, 30, 255) hsl(233, 100, 50)	<b>Cream</b> #F8F5EE rgb(248, 245, 238) hsl(42, 42, 95)
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Brand Colors



<b>Navy</b> #151757 rgb(21, 23, 87) hsl(238, 61, 21)	<b>Willow Green</b> #BEE7BB rgb(190, 231, 187) hsl(116, 48, 82)	<b>Green</b> #00744B rgb(0, 116, 75) hsl(159, 100, 23)	<b>Orange</b> #FF5B04 rgb(255, 91, 4) hsl(21, 100, 51)	<b>Pink</b> #DB7190 rgb(219, 113, 144) hsl(342, 60, 65)	<b>Brown</b> #E99D56 rgb(233, 157, 86) hsl(29, 77, 63)
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# Visual treatments

TEN×10

You **X** Us

Ten x 10



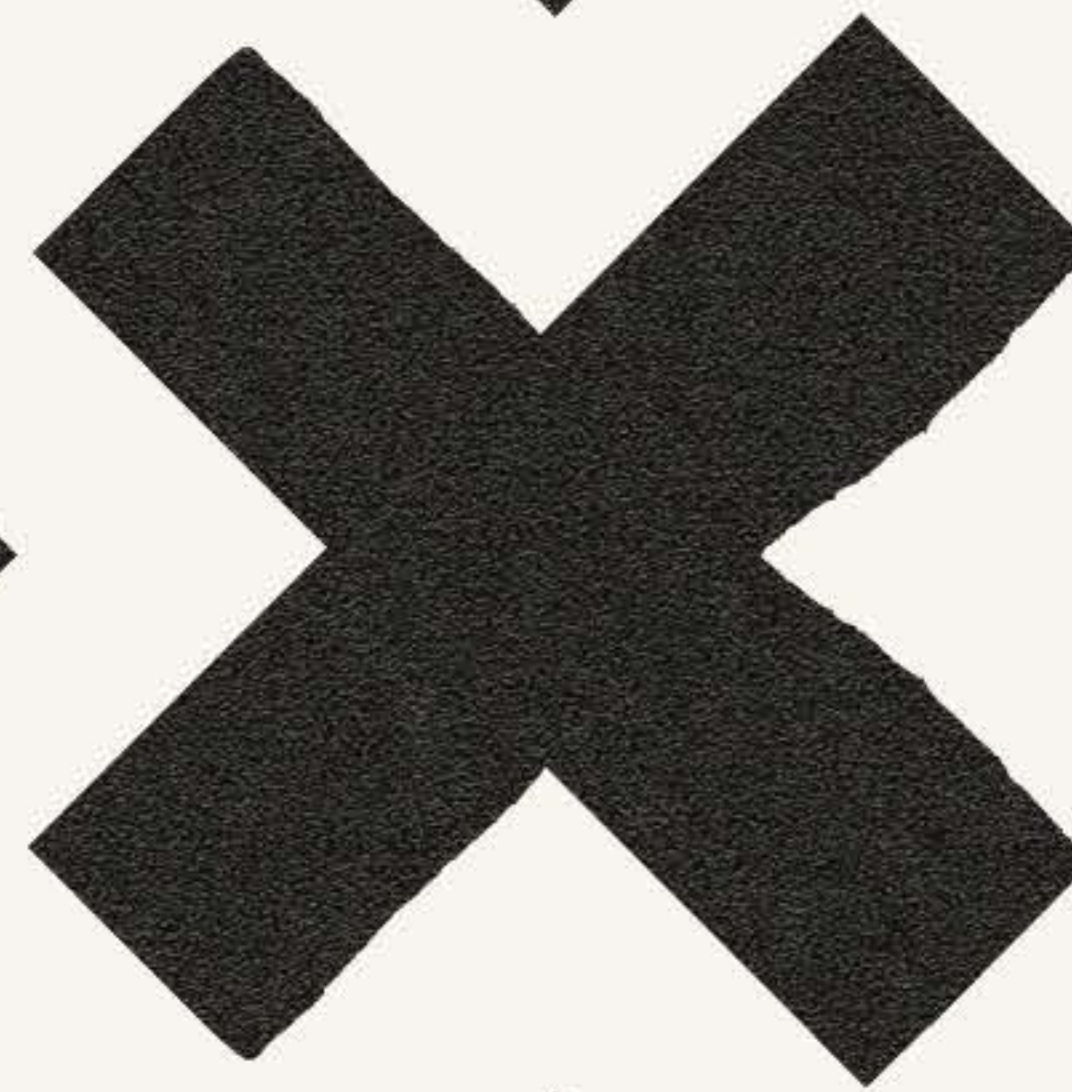
TEN×10



Ten x 10



**TEN×10**



Ten x 10



**TEN×10**

**1,000,000**

Ten x 10



TEN×10





TEN×10

**relationship > relevance**



**TEN×10**

**Thank you!**

Ten x 10