



**WELS
YOUTH
NIGHT**

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TYPOGRAPHY

**ABCDEFGHIJ
KLMNOPQR
STUVWXYZ
1234567890!**

JOYRIDE

**ABCDEFGHIJ
KLMNOPQR
STUVWXYZ**

PROXIMA NOVA

COLOR PALETTE

PMS: 2736C
RGB: 95 47 226
CMYK: 75 77 0 0
#5f2fe2

PMS: 285C
RGB: 72 59 245
CMYK: 79 74 0 0
#483bf5

PMS: 7522C
RGB: 208 119 94
CMYK: 15 62 65 2
#d0775e

PMS: 2725C
RGB: 130 95 216
CMYK: 62 69 0 0
#825fd8

RGB: 107 193 231
CMYK: 53 6 2 0
#6bcle7

RGB: 187 111 116
CMYK: 25 65 45 3
#bb6f74

RGB: 115 103 240
CMYK: 66 65 0 0
#7367f0

RGB: 0 189 255
CMYK: 63 8 0 0
#00bdf5

RGB: 247 246 239
CMYK: 2 1 5 0
#f7f6ef

PHOTOGRAPHY



SOCIAL MEDIA



SECONDARY LOGO EXAMPLES

**WELS
YOUTH
NIGHT**

.....
YOUR CHURCH

**WELS
YOUTH
NIGHT**

.....
SOUTHEAST WISCONSIN