

CORE PURPOSE

Engage the watching world with Jesus

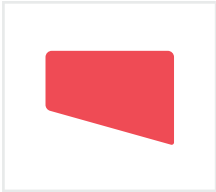
CONVERSATION STARTER

Jesus Film Project exists to provide media resources for sharing the life-changing story of Jesus with everyone on earth.

BRAND VOICE

Current yet Timeless | Captivating yet Authentic | Accessible yet Specific | Humble yet Confident

OUR PRIMARY BRANDMARK – ON WHITE



OUR PRIMARY BRANDMARK – ON RED



OUR COLOR PALETTE



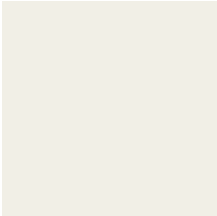
Our Brand Red
PRINT: C0 M86 Y63 K0
SCREEN: #EF3340



Soft Black
PRINT: C61 M55 Y56 K46
SCREEN: #4D4D4D



Medium Grey
C12 M8 Y9 K23
#BBBCBC



Warm White
C5 M4 Y9 K0
#F0EDE3



Stark White
C0 M0 Y0 K0
#FFFFFF

OUR PRIMARY FONT

Aperçu Pro – Bold, Medium

Use: Headlines, Subheads, NOTATIONS, Pagination

OUR SECONDAY FONT

Noto Serif – Semibold, Medium, Regular

Use: Headlines, Subheads, Body Copy

OUR GRAPHIC TEXTURES

