

DIG DEEP

REWIRED MEN'S CONFERENCE

STYLE GUIDE

FOR GENERAL PURPOSE USE
OKLAHOMA BAPTISTS MEN'S MINISTRY 2022



PANTONE 303C
HEX #002A3A
RGB 0, 41, 58



PANTONE 303C @37%
HEX #9CA8B1
RGB 156 168 177



PANTONE 1365C
HEX #FFB548
RGB 255, 181, 72



PRIMARY MARK

THIS MARK IS DESIGNED TO FIT MOST APPLICATIONS AND USE CASES. IT SHOULD HOLD ITS LEGIBILITY DOWN TO ABOUT 225PX WIDE.



SIMPLIFIED VERSION

THIS VERSION OF THE DIG DEEP MARK SHOULD ONLY BE USED WHEN THE STYLIZED VERSION BECOMES UNREADABLE (I.E. AT SMALL SIZES)



SHOVEL ICON

USE THIS STYLIZED ICON CREATIVELY WHEN ANOTHER DESIGN ELEMENT IS NEEDED. IT CAN BE USED AS A POINTER TOWARD IMPORTANT INFORMATION OR AS A VISUAL AID WITH COPY.

TRANSFORM HEADINGS

UPPERCASE

TRACKING / LETTER SPACING

+25%

FONT FAMILY

HK GROTESK

WEIGHTS

EXTRA BOLD
MEDIUM