



strive to be



Strive to Be

Supplemental Style Guide to the
Children and Youth Initiative

Version 1.0

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Overview

“Strive to Be” is used to support Churchwide efforts to help children and youth become closer to the Savior. This phrase is not the name of a program and should not be used to replace references to the Children and Youth program. Rather, it is an aspirational statement to remind young people to follow the Savior’s example.

“Strive to Be” may be used only in relation to Church callings or assignments. It may not be used to sell items. Follow these copyright and trademark guidelines.

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may not be used outside of the parameters listed above (for example, outside your home or calling) without expressed written consent from The Church of Jesus Christ of Latter-day Saints.

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To approve “Strive to Be” materials, contact the Visual Identity Office via [email](#) at vio@ChurchofJesusChrist.org or by phone at 1-801-240-1302.

Overview



The “Strive to Be” symbol is a declaration of personal action and suggests long-term goals. It communicates high-level motivation. In contrast, the “Four Areas of Growth” graphic guides children and youth in specific types of personal and group development.

When using “Strive to Be” in a sentence, capitalize the phrase using title case (do not capitalize prepositions). The phrase is all lowercase when used within the symbol.

Phrase Translations

English Language Use

In English, “Strive to Be” is the phrase used with the symbol and as the supporting message for children and youth efforts. If you are creating materials in English, use the graphic files provided without alteration.

Translation for Other Language Use

In locations where English is not the primary language, areas can create a phrase translation and symbol lockup that match the intent, style, tone, and context. The translated phrase should apply to an individual as well as to groups. In some languages, this may require more than one phrase translation to conjugate for number, person, and tense. Each phrase should be able to stand alone and have meaning independent of the symbol. Use the following guidelines in translation.

Maintain the intended meaning of strive

“Strive to Be” reminds children and youth to follow the Savior and become more like Him. It is a hopeful message that encourages young people to keep trying, not give up, and move forward with faith. The word *strive* may not have

a direct translation in some languages. Select a translation of “Strive to Be” that includes meanings such as:

- Try hard.
- Make an effort.
- Do your best.
- Keep trying or move forward with faith.

The following scriptures are examples of the intended meaning of *strive*. They may be used as a model for appropriate translation.

- “Strive to enter in at the strait gate” (Luke 13:24).
- “Stand fast in one spirit, with one mind striving together for the faith of the gospel” (Philippians 1:27).
- “I, Nephi, did strive to keep the commandments of the Lord” (1 Nephi 17:15).
- “They are striving with unwearied diligence that they may bring the remainder of their brethren to the knowledge of the truth” (Helaman 15:6).

Do not select translations that are negative or discouraging, such as struggle, strain, or fight in opposition.

Consider graphic applications

When possible, select shorter words or phrasing. A shorter translation using two to four words will be more flexible in graphic applications. Ideally, fit the phrase translation on one line when paired with the symbol (see page F).

Coordinate with area and other local units

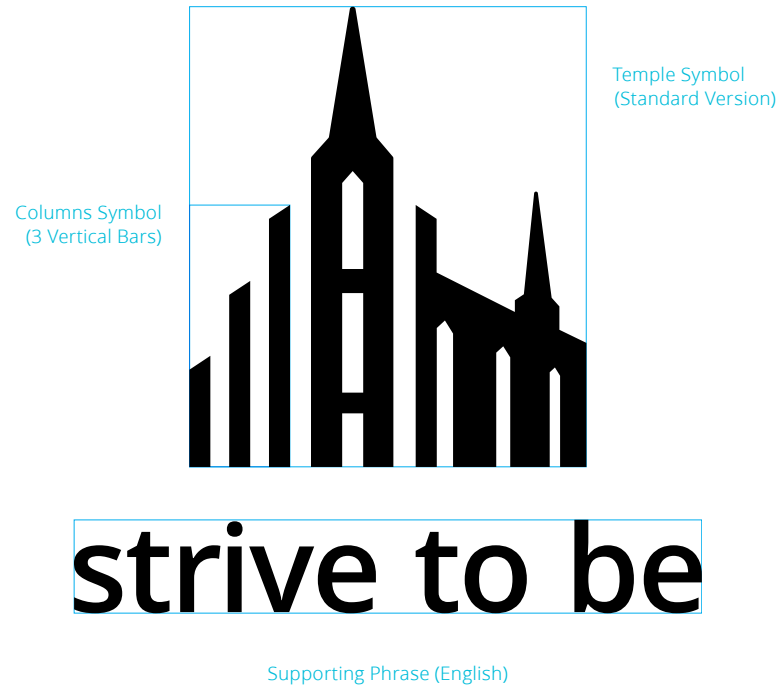
“Strive to Be” should be translated for local languages and dialects. However, the same translation should be used in nearby geographies. This helps children and youth in a region recognize and use a consistent theme. For example, Spanish-speaking stakes in the same geographic area should use the same Spanish translation.

New language translations of the “*Strive to Be*” concept for local use should have a copyright search performed before using. Please contact the Visual Identity Office via email at vio@ChurchofJesusChrist.org or by phone at 1-801-240-1302 to have a copyright assessment done.

Supporting Symbol

The “Strive to Be” symbol is composed of the lowercase phrase “strive to be” and an approved temple icon. This symbol is primarily used on motivational items that support children and youth efforts, such as emblems, posters, and T-shirts. It does not replace Children and Youth program images, icons, or illustrations.

As a global symbol, the approved temple icon intentionally does not represent a temple in any specific location. Different configurations are available for various uses (see page G).



Symbol Versions and Minimum Sizes

By having different configurations, the “Strive to Be” symbol may be used in various sizes and applications.

Use the **standard symbol** in most applications. This version includes the most detail, and the symbol is quickly recognized as a temple. Whenever appropriate, use the standard temple symbol and “Strive to Be” phrase together.

The **columns symbol** is the simplest of the four. The three vertical columns suggest growth and reaching for something higher. While the standard symbol should be used in most applications, in some instances this version may be a more acceptable, practical, or appropriate application versus using a temple symbol.

The **phrase symbol** uses the “Strive to Be” text only. It should always be in the approved font and lowercase.

The **simplified symbol** has fewer details and is not used with text. Its use is limited to very small applications (such as a web icon). This version should be used sparingly.



Standard symbol
Minimum size: 0.375" or 60px wide



Columns symbol
No minimum size, but ensure legibility



Phrase only
No minimum size, but ensure legibility



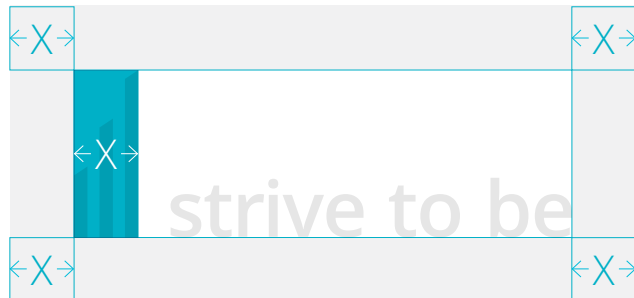
Simplified symbol (without phrase)
Smaller than 0.375" or 60px wide

The width of the temple icon determines which version to use. If 0.375" or 60px wide, use the standard symbol. Use the simplified symbol for anything smaller.

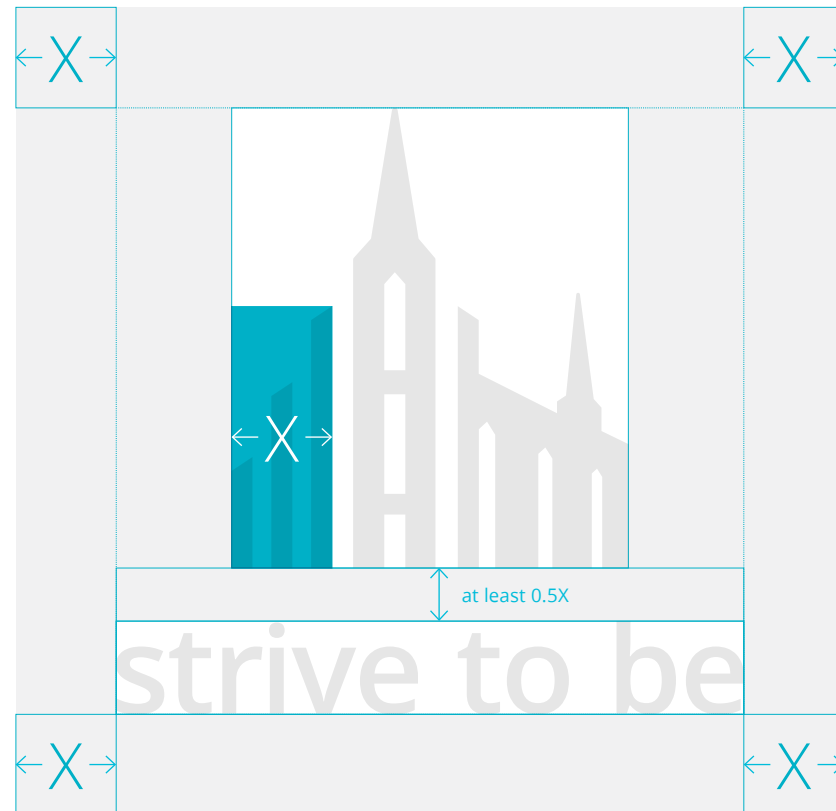
Lockup Structure and Clear Space

The icon and phrase lockup and clear space are based on the width of the columns portion of the symbol (X) or the cap height of the phrase (see notes below). In all languages, the distance between the bottom of the temple symbol and the phrase should equal half the width of the columns portion.

Use the columns width to measure the minimum clear space around all sides of the symbol.



Clear space should be equal to the width of the columns portion in all languages.



Clear space should be equal to the width of the columns portion in all languages.



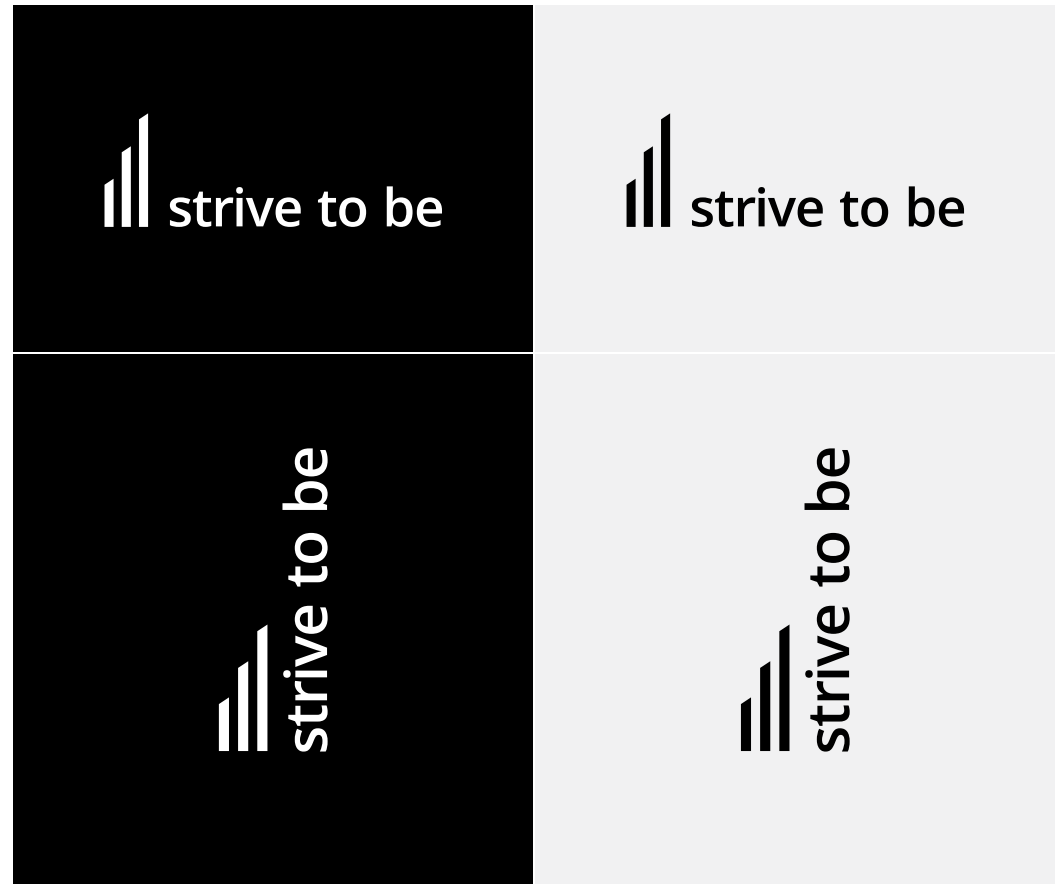
Clear space for the phrase should be equal to the text cap (uppercase letter) height.

Columns Symbol Design Considerations

The columns version of the symbol may be configured in different ways to fit various layouts. The “Strive to Be” phrase may be positioned horizontally or vertically. Align the phrase with the baseline of the columns. The columns should always be positioned vertically to represent reaching higher.

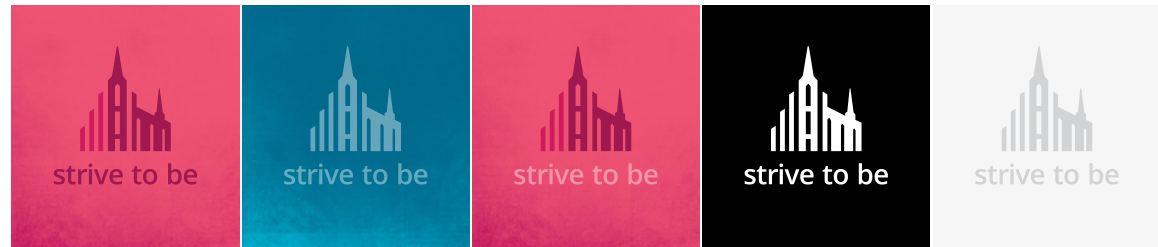


It is preferred to keep the phrase on one line. If the phrase translation is lengthy, consider balancing the words on two lines (do not use three or more lines). The baseline of the second line of text should align with the baseline of the columns.

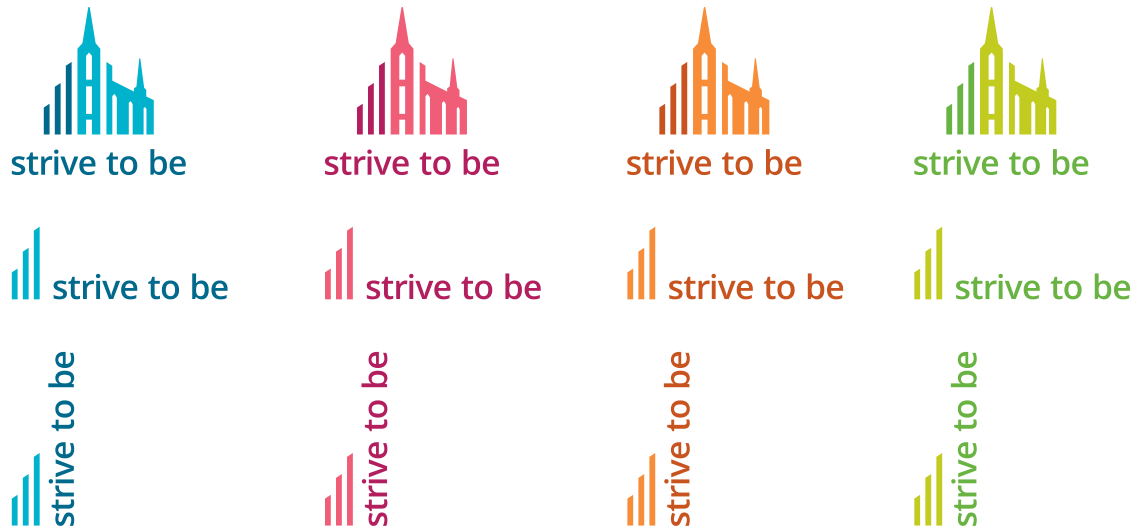


Symbol Color Variations

The symbol may be used in all black, all white (when reversed from a colored background or image), or in one of the four colors that represent the four areas of growth. The blue, red, orange, and green approved for this symbol are part of the approved color palette for the Children and Youth program.



The symbol may be used in a single approved color or in an approved color combination shown to the right (see page K for reference). Do not mix and match other colors, even from the approved color palette. Select a color and transparency that provides clear contrast with the symbol's background.



Blue 30 / Blue 20

Red 20 / Red 10

Yellow 30 / Yellow 20

Green 20 / Green 10

Please refer to the following page for approved color values.

Color Palette

The four key colors for children and youth efforts are part of the general color palette for the Church's Global Visual Style Guide. They represent the four areas of growth (spiritual, social, physical, and intellectual) emphasized in the Children and Youth program.

Key Colors

BLUE 20 HEX# 01B6D1 CMYK 75, 0, 15, 5 RGB 1, 182, 209 PMS 631C PMS 3125U	GREEN 10 HEX# BED21E CMYK 20, 0, 100, 10 RGB 190, 210, 30 PMS 583C PMS 584U	YELLOW 20 HEX# F68D2E CMYK 0, 54, 87, 0 RGB 246, 141, 46 PMS 715C PMS 144U	RED 10 HEX# FC4E6D CMYK 0, 82, 37, 0 RGB 252, 78, 109 PMS 198C PMS 1925U
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Secondary Colors

BLUE 10 HEX# 7DE3F4 CMYK 34, 0, 6, 0 RGB 125, 227, 244 PMS 304C	GREEN 20 HEX# 6DB344 CMYK 60, 0, 98, 7 RGB 109, 179, 68 PMS 7737C	YELLOW 10 HEX# FFB81C CMYK 0, 20, 100, 0 RGB 255, 184, 28 PMS 1235C	RED 20 HEX# BD0057 CMYK 6, 100, 26, 24 RGB 189, 0, 87 PMS 215C
BLUE 30 HEX# 006184 CMYK 100, 13, 10, 41 RGB 0, 97, 132 PMS 634C	GREEN 30 HEX# 318D43 CMYK 76, 4, 100, 21 RGB 49, 141, 67 PMS 7741C	YELLOW 30 HEX# D45311 CMYK 5, 77, 100, 15 RGB 212, 83, 17 PMS 167C	RED 30 HEX# 8F124A CMYK 15, 100, 21, 48 RGB 143, 18, 74 PMS 7435C
BLUE 40 HEX# 003057 CMYK 100, 40, 0, 60 RGB 0, 48, 87 PMS 540C	GREEN 40 HEX# 235C35 CMYK 56, 0, 58, 78 RGB 35, 52, 53 PMS 7736C	YELLOW 40 HEX# 674730 CMYK 30, 67, 65, 74 RGB 103, 71, 48 PMS 7589C	RED 40 HEX# 6E0D33 CMYK 18, 100, 45, 67 RGB 110, 13, 51 PMS 7421C
GRAY 10 HEX# D0D3D3 CMYK 7, 3, 5, 8 K 20 RGB 208, 211, 211 PMS 427C	GRAY 20 HEX# A9ADAD CMYK 12, 7, 7, 30 K 40 RGB 169, 173, 173 PMS COOL GRAY 6C	GRAY 30 HEX# 878A8C CMYK 23, 16, 13, 46 K 55 RGB 135, 138, 140 PMS COOL GRAY 8C	GRAY 40 HEX# 53575B CMYK 65, 52, 48, 34 K 80 RGB 83, 87, 91 PMS COOL GRAY 11C

Additional Accent Colors

TEAL HEX# 65C7C7 CMYK 57, 0, 25, 0 RGB 101, 199, 199 PMS 325C	LIME HEX# DCDD70 CMYK 16, 3, 70, 0 RGB 220, 221, 112 PMS 585C	YELLOW 10 (60%) HEX# FFDD7F CMYK 0, 12, 60, 0 RGB 255, 221, 127 PMS 1235C (60%)	CHRISTMAS RED HEX# C8102E CMYK 2, 100, 85, 6 RGB 200, 16, 46 PMS 186C
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Alterations to Avoid

Always preserve the proportions of the symbol and phrase. For example, do not stretch the icon to fit a phrase translation. Avoid altering the symbol or phrase in other ways. Some examples are shown below.

Do not add a shadow.



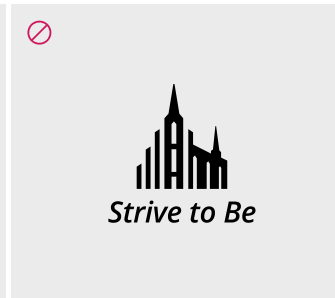
Do not stretch the icon or text.



Do not change the icon shape.



Do not use other fonts.



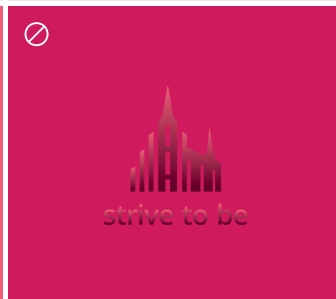
Do not rotate the symbol.



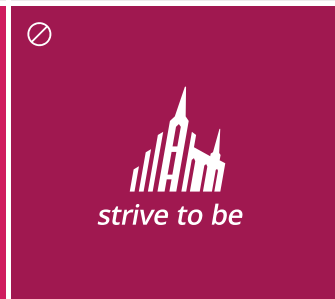
Avoid complex backgrounds.



Use only approved color variations.



Avoid gradients in the symbol.



Do not skew the symbol.

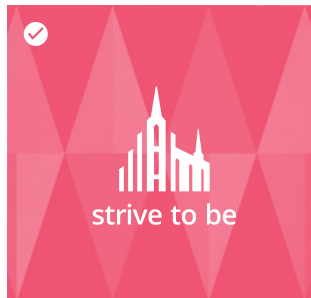


Use level 40 colors with caution (see approved color palette for Children and Youth program)

Symbol Usage Considerations

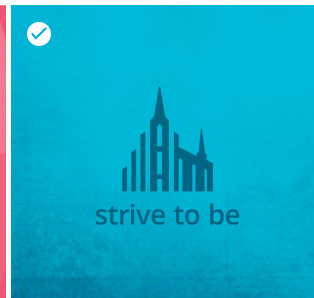
When using the “Strive to Be” symbol, use color, contrast, and spacing that allow the symbol to stand out and be easily recognized.

Reverse out of patterns.

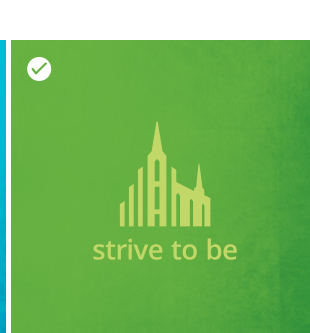


Avoid insufficient contrast.

Use analogous colors.



Avoid competing colors.



Avoid crowding the symbol.

Maintain clear space.



Avoid overlapping symbol.

Use negative spaces for placement.



Avoid awkward placements.

Applications

The “Strive to Be” symbol is intended for use on items that will remind children and youth of their goals and motivate them to act. Use approved symbol and phrase configurations for variety (see page G). Consider using the columns or phrase symbol on applications that may devalue the importance of the temple. Select the configuration that feels most appropriate to the application, culture, and needs of the local youth and children. The Church symbol should never be used on a promotional item.



