



GRAPHIC ELEMENTS



COLOURS



FONT | GOTHAM

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Concept 1 - Contribute toward your future

The Knights of Columbus is the world's largest Catholic fraternal service organization. The Order is still true to its founding principles of charity, unity and fraternity. The graphics reflect their faith-based philanthropic mission through the use of celestial lighting and images of members, compelled by faith, mentoring and providing charitable services. The tagline supports their efforts to help others and is a gentle reminder for members to not overlook their own future retirement.

Project | Knights of Columbus

Scope | Finals

Date | 01.08.18

stage | Ideation v.1

