



## **RYH Branding Guidelines**

### **Fonts and Colors:**

- Please use Restoring Your Heart colors for all new text and graphics:
  - Navy blue - #1b5174
  - Turquoise blue - #44d9e6
  - Dark gray - #545454
- Please use Restoring Your Heart fonts for all text:
  - Montserrat Classic & Montserrat Light
  - Raleway & Raleway Heavy
  - Bebas Neue
  - For a video tutorial on installing new fonts to your computer, [click here](#).

### **Formatting:**

- Please use the date format: Month Day, Year (ex: June 29, 2021).
- Please specify the time zone when indicating times and separate “pm/am” by a space
  - For example: 7 pm ET
  - For example: 7:30 pm CT

### **Please Use Associated Branded Hashtags On All New Material:**

- #restoringyourheart
- #ryhmoment
- #disciplebuilding
- #ministrymonday

### **What is a Hashtag?**

- Hashtags are essentially labels used to organize content
- Example: Imagine that you are organizing your closet and you put all of your hats together in one box and your gloves in another box. Then you label the boxes. In order to find all of the gloves, you will search for the box labelled ‘gloves.’
- In the same way, when you use a specific hashtag, it groups your post with all other posts that have the same hashtag
- If you are looking for content on a specific topic, you can search the group for the relevant hashtag