

V1.0 | Nov 1. 2025

tithe

Style Guide





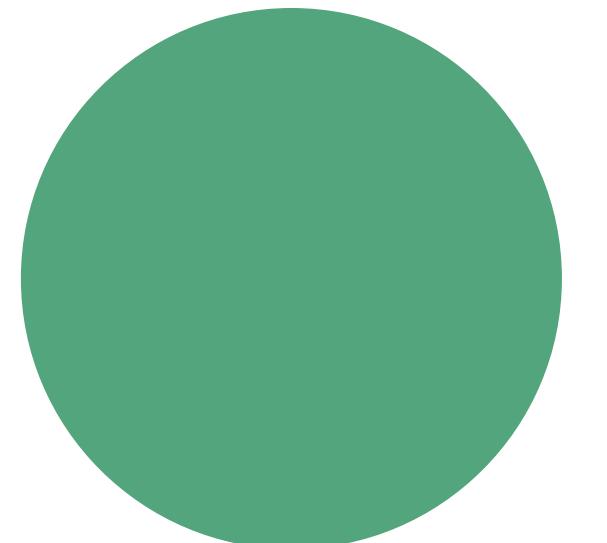
Content

Our Logo

Colors

Typography

Brand Application



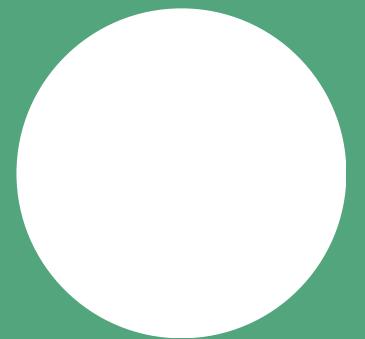
Our Logo

The WordMark

Lockups

Size and Spacing

Usage



tithe

Brand Lockups

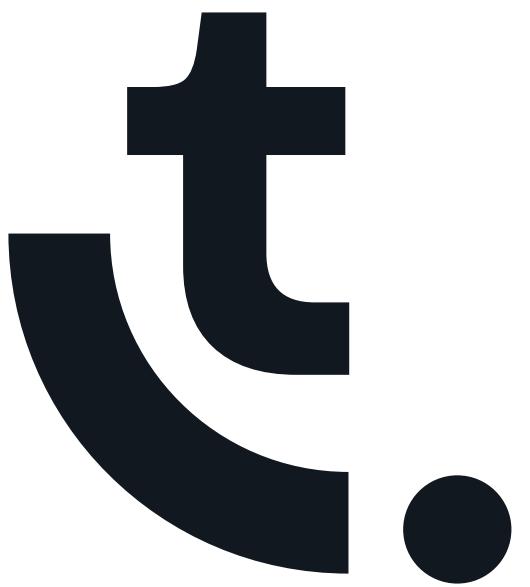
The main lockups for the Tither brand have been made available in three color options. Black, White and the brand green.



Full Combination Mark



Wordmark

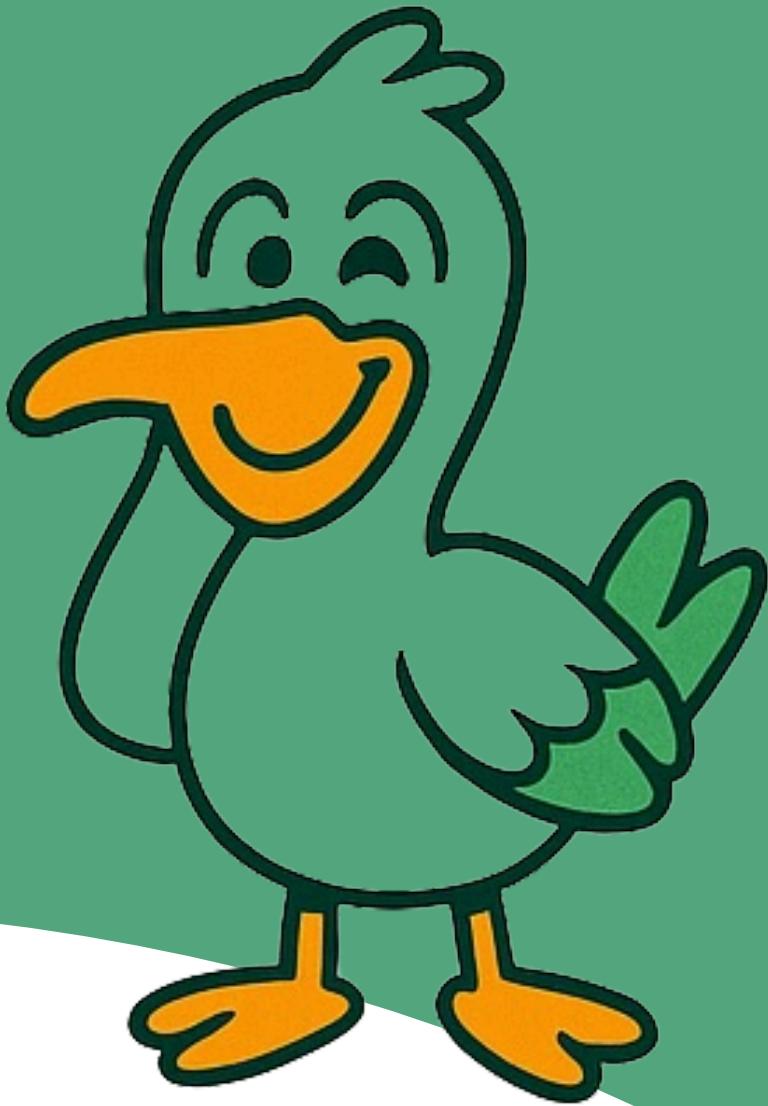
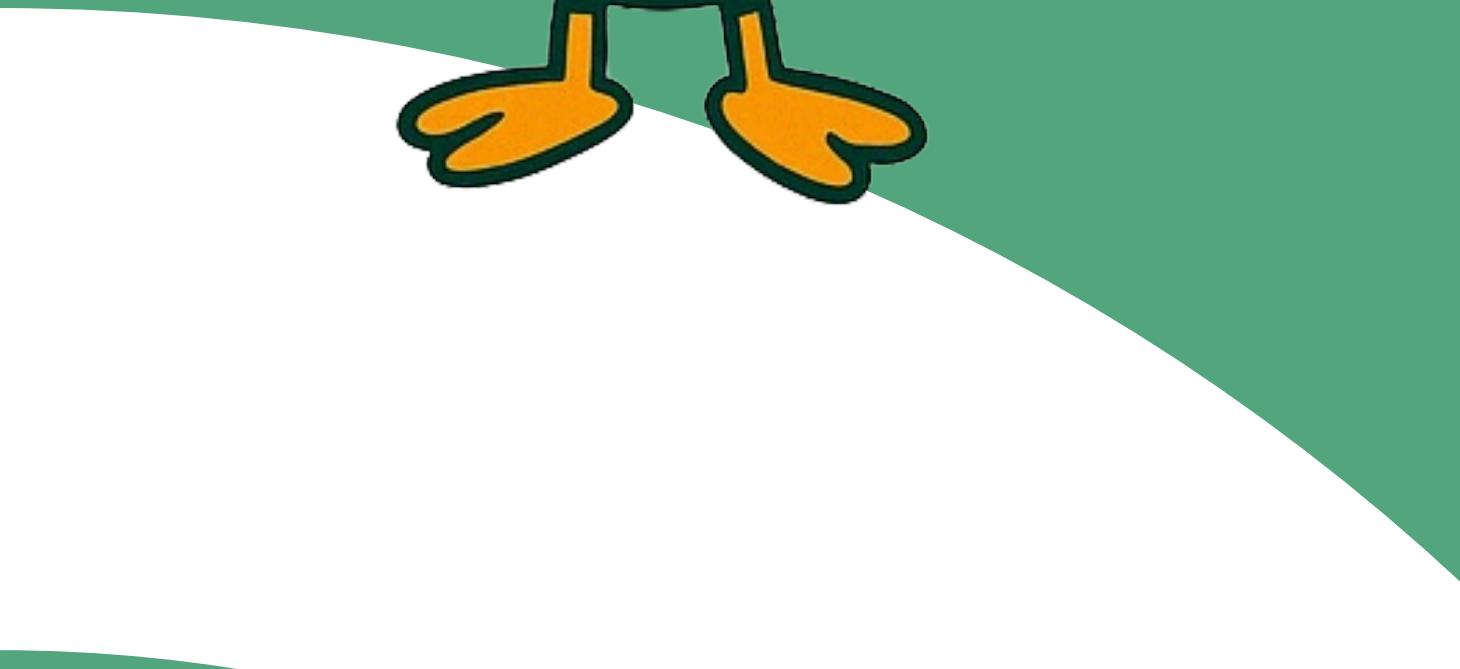
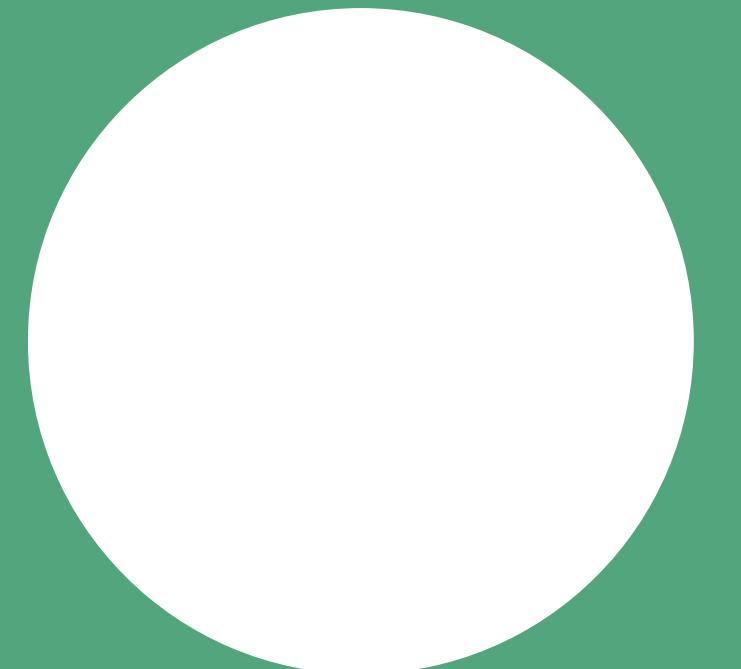


Icon

colors

Brand Colors

Color Combinations

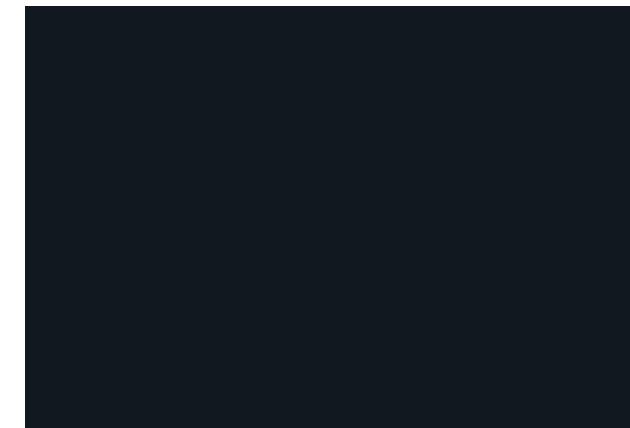




Brand Colors



CMYK 50, 0, 26, 35
RGB 83, 165, 123
HEX #53A57B



CMYK 82, 71, 59, 75
RGB 17, 25, 33
HEX #121820
PANTONE Black 6 C

Primary

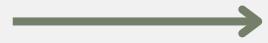
The black and green are the main colors to be used when working with the Missions brand.

Neutral

White is also a large part of the brand and is included as an option to be used as needed.

Color Combinations





Typography

Garet Bold

The main header font is Garet Bold.

Making Tithing Fun

Open Sans Condensed

Smaller headings can use Open Sans Condensed Bold.

Header 2

Catholics have always been pros at giving — from potlucks to pews, fish fries to mission trips. But somewhere between the offering basket and the online portal, the joy got a little... lost in the login. That's where Tither comes in. We're here to make generosity simple, meaningful, and yes, even fun.

Open Sans

For body copy Open Sans regular is recommended.

Think of Tither as your digital collection basket — without the awkward eye contact or envelope panic. With just a few taps, you can support your parish, help your favorite ministries, and see the impact of every dollar (or dime of coffee change you round up). It's tithing reimagined for the modern Catholic: cheerful, effortless, and built for people who believe giving is one of life's greatest joys.

Brand Application



Application Examples



Graphic Application

The graphics provided can be used as outlined elements, as solid graphics, or as frames to house an image. The solid shape can be used to give the logo more prominence in a design. Allowing the graphics to bleed off of a design is a good way to have them feel dynamic and not overpowering in the design.



Application Examples



Grain Application

The grain texture can be used in a number of ways. It can go over images or swatches of color. This helps give the design a presence and keeps it from feeling too sterile. The texture can be used in different orientations and the opacity adjusted to fit the design needs



