

ESDOM

EXTERNAL SONS AND DAUGHTERS OF MAJOR 1

BRAND GUIDE · 2026 EDITION

One family, one look

How the ESDOM name, emblem, colours, type and photographs are used — on the website, in the members' portal, on printed reports and on everything we make together.

Powered & maintained by merkava.tech

01 · THE EMBLEM

Our mark

The emblem shows sons and daughters lifted around one world, held by a gold ring: a family in every nation, gathered under one grace. It is never redrawn, recoloured or stretched.







Clear space

Keep a margin around the emblem at least the height of the small figure above the globe. Nothing — text, edges or other logos — goes inside it.

Smallest size

18 mm across in print, 40 px on screen. Below that the globe lines fill in; use the word ESDOM in Cinzel instead.

With the name

The full lockup sets ESDOM in gold Cinzel capitals under the emblem, with “External Sons and Daughters of Major 1” beneath. On letterheads and reports the emblem sits in a white circle on the navy band, the name to its right.

On photographs

Place the emblem on a calm, dark part of the picture, or on a navy band. Never on a busy crowd.

Never



Stretch or squash



Change its colours



Rotate it



Add outlines or effects

02 · COLOUR

Navy and gold

Navy carries the weight: backgrounds, headings, bands. Gold is the accent — a line, an icon, a single word — never large areas of text. White and soft ivory give everything room to breathe.

ESDOM Navy
#0A1645 · RGB 10 22 69

Royal Navy
#172A78 · links, charts

Mist
#E8EBF6 · tinted panels

ESDOM Gold
#B8902A · RGB 184 144 42

Light Gold
#DDB954 · lines on navy

Ivory
#FBF6E6 · highlights

PROPORTIONS



About 60% navy, 25% white, 10% ivory and mist, 5% gold.

CHARTS AND REPORTS

Single-series charts use Royal Navy. When several series are compared, the portal uses a fixed order of blue, amber, green, violet and pink, checked so colour-blind readers can still tell them apart. Status is always shown with a word and a symbol as well as a colour: green ✓ paid in full, amber ◐ part paid, red ✕ not paid.

03 · TYPE & VOICE

How we write

Cinzel

Headings, the ESDOM name, titles of documents. Capitals or title case, generous letter spacing.

Montserrat

Everything else: body text, tables, buttons, forms. Regular for reading, semibold for labels.

VOICE

- We speak as a family: “sons and daughters”, “our father, Major 1”, “the ESDOM family”.
- Warm, clear and short. Say what happens next: “Your payment is awaiting verification. You will receive a receipt once it is checked.”
- Respectful titles: Prophet, Prophetess, Apostle, Pastor, Minister — always before the full name.
- Money is reported in US dollars; the original currency is shown alongside where it helps.

04 · PHOTOGRAPHY

Real people, real gatherings







Use photographs of ESDOM members together — smiling, serving, worshipping. Natural light, no heavy filters. When a navy overlay is needed for text, keep it at about half strength so faces stay visible.