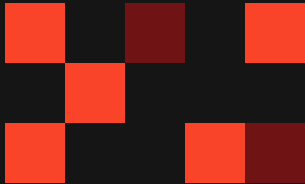


THE 57TH ANNUAL DOVE AWARDS

PRESENTED BY



DOVE

— 57TH ANNUAL —

AWARDS

Brand Guidelines

Together for One





A night to celebrate the Gospel through music.

The **Dove Awards** are the annual awards show of the Gospel Music Association — a night honoring gospel, worship, Christian contemporary, and Christian hip-hop across more than forty categories. This guide codifies the **Doves 2026** brand: a bold, graphic, editorial identity led by the DOVE AWARDS lockup and built on a signature pixel-block motif, a bold color system, and a serif-meets-sans type pairing.

Use it to keep every touchpoint — broadcast, social, print, and stage — unmistakably Dove Awards.

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SECTION 01

The Logo

The **DOVE AWARDS** lockup is the primary event mark — it leads every composition. The dove sits inside the “O,” with the edition line (“57th Annual”) locked between DOVE and AWARDS. Always use approved artwork; never re-typeset.



BLACK — ON LIGHT FIELDS



WHITE (REVERSED) — ON COLOR / DARK

The lockup is a single-color mark. Use **white** on dark stages and color fields, **black** on light editorial fields. Never fill the mark with a gradient, photo, or secondary color.

The Dove Emblem & the Parent Logo



THE DOVE EMBLEM

The one true brand glyph. Use as a spot mark, bullet, favicon, or accent — and as the counter inside the lockup's "O." Single color only.



GMA PARENT LOGO — SPARING USE

Appears only as a “presented by” endorsement. Its gold / crimson / purple gradient belongs to the parent mark alone — **never** in event designs.

ICONOGRAPHY

The identity is **type- and emblem-led, not icon-heavy**. There is no proprietary icon font. For necessary UI affordances (chevrons, play, close, arrows) use thin, geometric strokes (1.5–2px, square caps) to match Maison Neue. Oversized serif *numerals* act as visual markers in place of icons. No emoji, no multicolor icon sets.

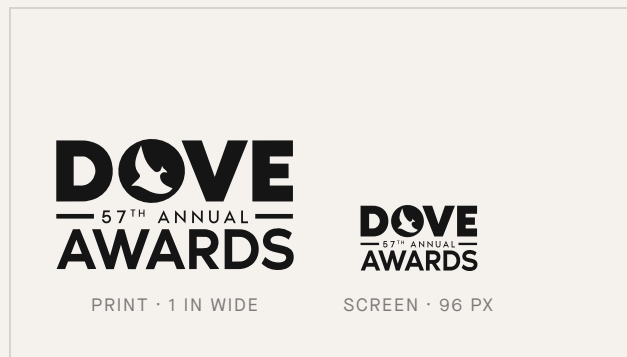
Clear Space, Sizing & Misuse

CLEAR SPACE



Keep clear space around the lockup equal to the height of the dove emblem on all sides. Nothing — type, imagery, or pixel blocks — enters this zone.

MINIMUM SIZE



Never reproduce the full lockup below these sizes. When space is tight, use the dove emblem alone.

MISUSE — NEVER DO THIS



Don't rotate or tilt the mark



Don't stretch or distort



Don't use low-contrast color-on-color

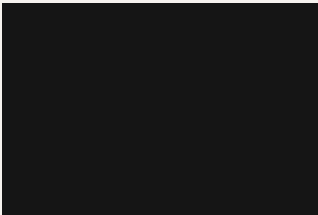


Don't add shadows or 3-D effects

SECTION 02

Color — Primary Palette

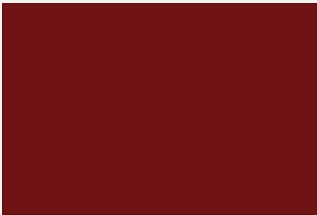
The Doves26 primary palette is the base of every composition. Build each piece around **one dominant hue** — most often on the dark event stage — with off-white for editorial breathing room.



Rich Black

#151515

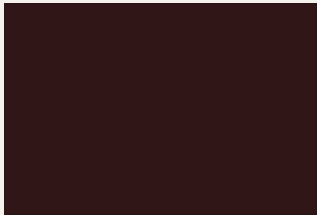
Default stage / page



Deep Crimson

#6F1315

Rich color field



Dark Maroon

#301616

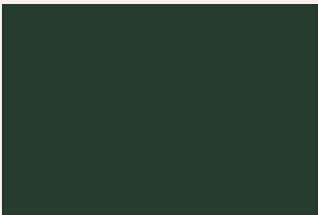
Deep field / nominee



Cerulean Teal

#4290A0

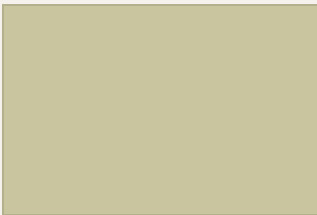
Cool accent field



Deep Forest

#253C2E

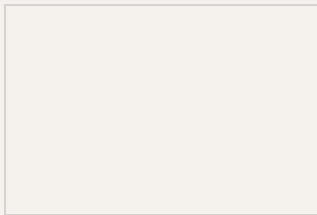
Grounded field



Warm Sage

#C9C69F

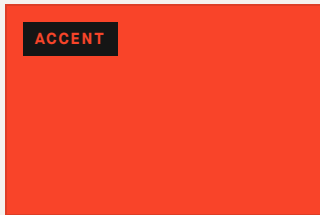
Warm light tone



Off-White

#F5F2EE

Editorial / text



Tomato Orange

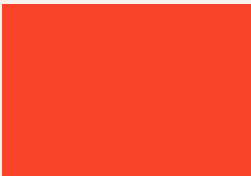
#F94429

Primary accent / CTA

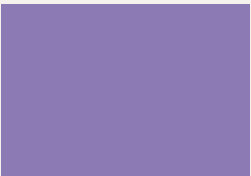
Tomato orange is the hero accent — reserve it for energy: CTAs, eyebrows, pixel blocks, and key highlights. One dominant hue per composition; let tomato punctuate, not flood.

Secondary, Neutrals & Duotone

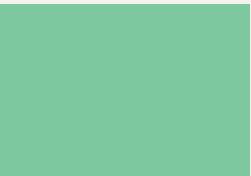
SECONDARY PALETTE — ACCENTS



Tomato
#F94429



Lavender
#8C7AB5



Seafoam
#7EC89F



Olive
#809A3A



Marigold
#F5C62C

NEUTRAL RAMP



950 900 800 700 600 500 400 300 200 100 50

TONAL WASHES — OPTIONAL



An optional single-hue image tint. Photography can also stay in full color — the palette was built to complement it (see p.11).

GMA PARENT — REFERENCE ONLY



Do not use in event work. Gold, crimson & purple — and the gradient — belong to the GMA parent logo alone.

Typography

03

DISPLAY SERIF

HEADLINES · CATEGORY NAMES · TITLES

Perfectly Nineties

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Together for *One*

Set large and tight for headlines and award titles. The *italic* cut accents a single key word — the brand's signature move.

WEIGHTS

Regular *Italic*

Semibold

Bold *Italic*

Extrabold

Black *Italic*

Pairing rule. Category names and titles are always serif (Perfectly Nineties). Nominee names, song titles, and writer metadata are sans (Maison Neue). Serif carries the occasion; sans carries the information.

Maison Neue & the Type Scale

UI / BODY SANS

BODY · METADATA · EYEBROWS · BUTTONS

Maison Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

WEIGHTS

Light 300 *Italic*

Book 400 *Italic*

Bold 700 *Italic*

Black 900 *Italic*

EYEBROW & UI

THE 57TH ANNUAL DOVE AWARDS

VOTE NOW

WATCH LIVE

Labels, badges, and buttons are uppercase with wide tracking (0.14–0.22em).

TYPE SCALE

Display XL · serif

Award Title

Display MD · serif

Song of the Year

Body · sans 16

Base reading size for body copy.

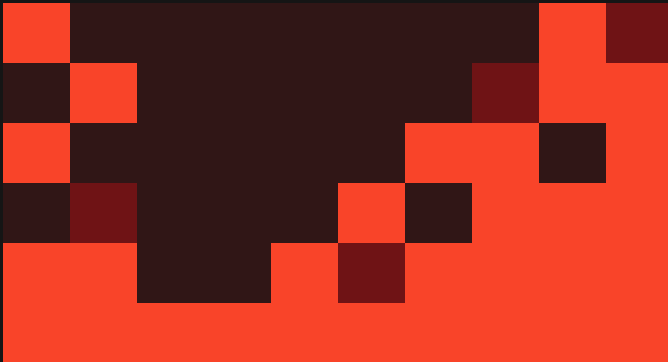
Kicker · sans 11

NOMINEE · WORSHIP RECORD

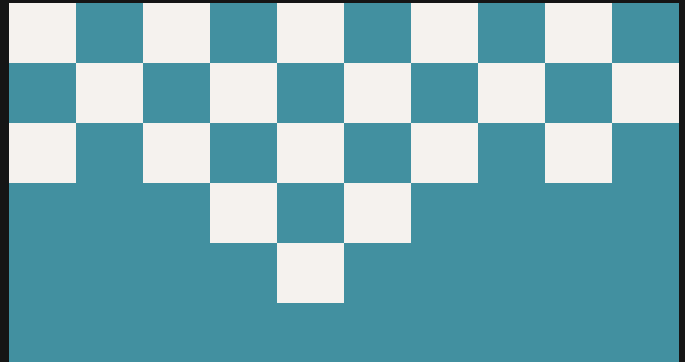
SECTION 04

The Pixel-Block Motif

The signature graphic device: solid squares on a grid that **dissolve** from an edge, with occasional merged (2-cell) blocks for a retro, tetris-like feel. It echoes the *Perfectly Nineties* typeface and defines the broadcast package.



EDGE DISSOLVE — DENSITY BUILDS TOWARD ONE SIDE

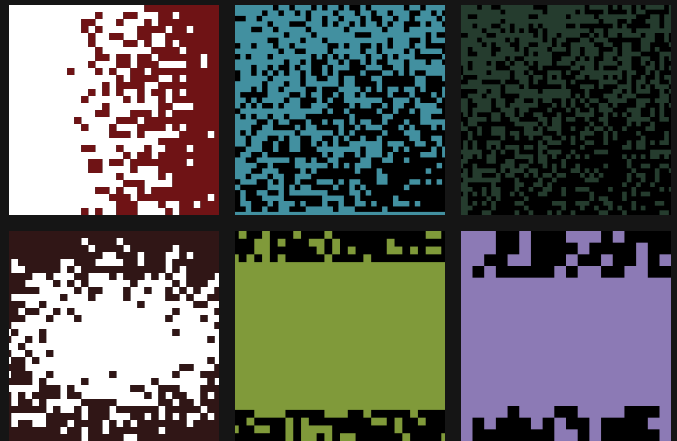


CHECKERBOARD DISSOLVE — FADES IN FROM AN EDGE

RULES

- Build on a consistent square grid — hard edges, radius 0.
- Use 2–3 tones from the active palette: field hue, a darker shade, and off-white.
- Dissolve from an edge or corner; vary block density for rhythm.
- Occasional merged 2-cell blocks add the retro tetris feel.
- Keep it flat and 2-D — no shadows, bevels, or depth, especially on broadcast.

OVERLAY LIBRARY



A large library of overlays & dissolves is available for your use — shown here across brand hues.

Photography

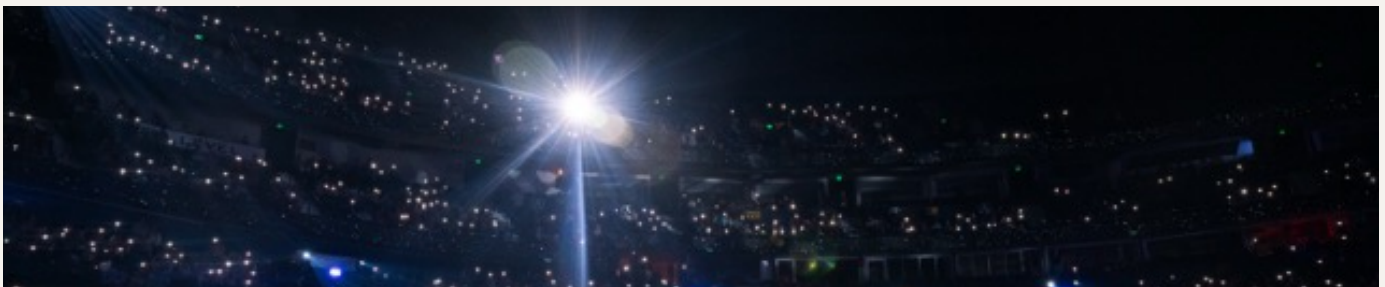
Imagery comes from labels, artists, and broadcast — every source with its own style and palette. Rather than force one look, the Doves26 palette was built to **complement and enhance** photography, so full-color images sit naturally alongside the brand. Keep photos rich and in color; let the color system frame them.



LIVE PERFORMANCE — COOL STAGE WASH



PORTRAIT ON A CRIMSON FIELD



FULL-COLOR IMAGERY SITS NATURALLY WITHIN THE PALETTE — NO FORCED TINT REQUIRED

PHOTOGRAPHY RULES

- Keep photography in full, rich color — never desaturate to grey.
- Frame the image with solid palette color fields and pixel blocks.
- Add a scrim behind any type set over a photo for legibility.
- Favor authentic, in-the-moment performance and worship.

OVERLAYS AVAILABLE

A large library of pixel-block overlays and dissolves has been created for your use — apply them to frame, mask, or transition photography (see p.10). A single-hue tonal wash remains available as an optional treatment, but is not required.

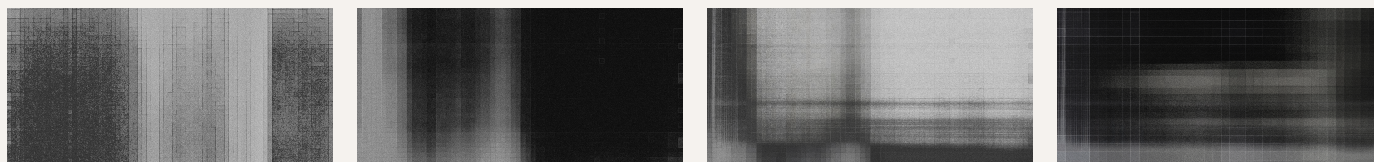
SECTION 06

Textures & Gradients

Exploration libraries for mood, motion backplates, and stage content. **Event graphics**

lead with flat color fields — use these to add atmosphere and depth, not as a replacement for the core system.

GRAIN TEXTURES — MONOCHROME OVERLAYS



GRADIENT LIBRARY — 20 MOOD PLATES



SECTION 07

Design in Use

Production concepts for the 57th Annual — showing the system at work across the key event, announcement, and broadcast formats. Each holds the same recipe: a single dominant hue, full-color or duotone imagery, the pixel-block edge, and the serif-with-italic voice.

EVENT POSTER — COLORWAY VARIATIONS



One layout, one palette swap. A full-bleed arena photograph rises out of a solid color field that dissolves into pixel blocks; the *Together for One* theme sits in Perfectly Nineties with an italic accent, lockup top-right, details in a Maison Neue chip.

Announcement Graphics

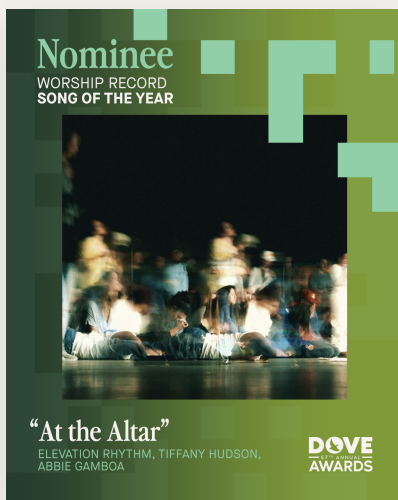
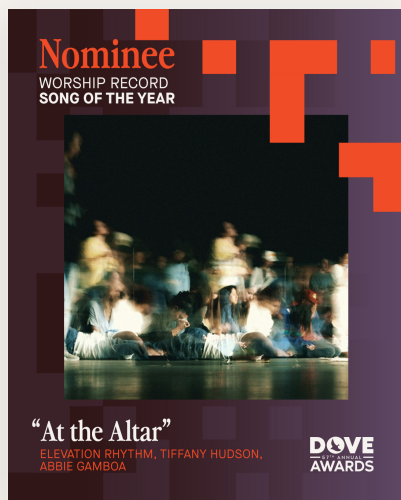


HOST ANNOUNCEMENT



CATEGORY NOMINEES GRID

SINGLE-NOMINEE CARD — COLORWAY VARIATIONS



Portrait cards in 4:5. A *Nominee* eyebrow and serif category label sit over a color field framed with pixel blocks; the artwork drops in as a centered square. Swap the single hue per category — the layout never changes.

Broadcast Lower-Thirds

ON-AIR PROOFS — OVER LIVE FOOTAGE



The bar anchors bottom-left with the lockup, category in Perfectly Nineties, and nominee / work / writers in Maison Neue. A duotone-to-pixel dissolve carries the brand hue across the plate while keeping the underlying broadcast image legible.

BAR ARTWORK — CLEAN



Do's & Don'ts

DO

- Lead with the DOVE AWARDS lockup.
- Build each piece around one dominant Doves26 hue.
- Keep photography in full color, complemented by the palette.
- Use the pixel-block motif for edges & dissolves.
- Keep event graphics hard-edged (radius 0).
- Set category names in serif; metadata in sans.
- Reserve tomato for accents and energy.

DON'T

- Use GMA gold, crimson, or purple in event work.
- Apply the parent gold→crimson→purple gradient.
- Desaturate photography to grey — keep the color.
- Mix multiple dominant hues in one composition.
- Add rounded corners, shadows, or any 3-D effect — keep it 2-D.
- Distort, recolor, or re-typeset the lockup.
- Use emoji or multicolor icon sets.

“Expose, promote, and celebrate the Gospel through music.”

THE GOSPEL MUSIC ASSOCIATION

TOGETHER FOR ONE

DOVE

— 57TH ANNUAL —

AWARDS

THE 57TH ANNUAL DOVE AWARDS
OCTOBER 6, 2026 · BRIDGESTONE ARENA · NASHVILLE, TN

PRESENTED BY



