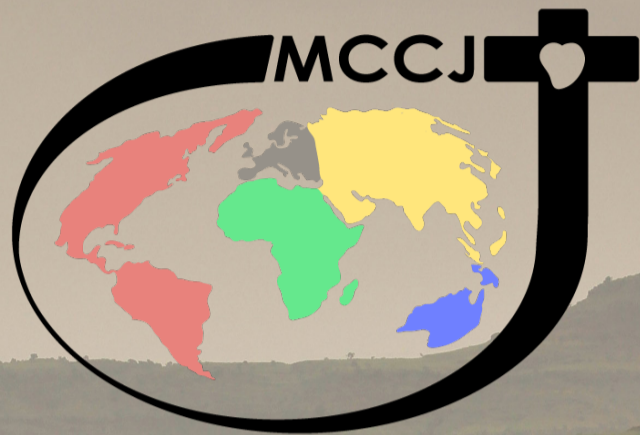


Manual for the use of the logo



Comboni Missionaries

Introduction

The purpose of this manual for the use of the logo is to ensure the graphic convergence of the various renditions of the Comboni Missionaries brand name. A unified logo for the entire Institute is a solid sign of identity easy to recognize. For this reason it is important to observe all the following rules in order to maximize the efficiency of communications and to strengthen the personality of our brand name.

The logo is born of a single idea reflecting the

purpose of our existence as an institution within the Church and society. It represents the fusion of all that we are through a communication language of a graphic nature in a synthetic mode. It is meant to be the image of an attractive project we want to share. It is one of the fundamental elements of our visual identity in an impacting and immediate way. It acts as a visual sign demanding attention to and interest in what we represent. It describes the central idea of our mission.

Our mission

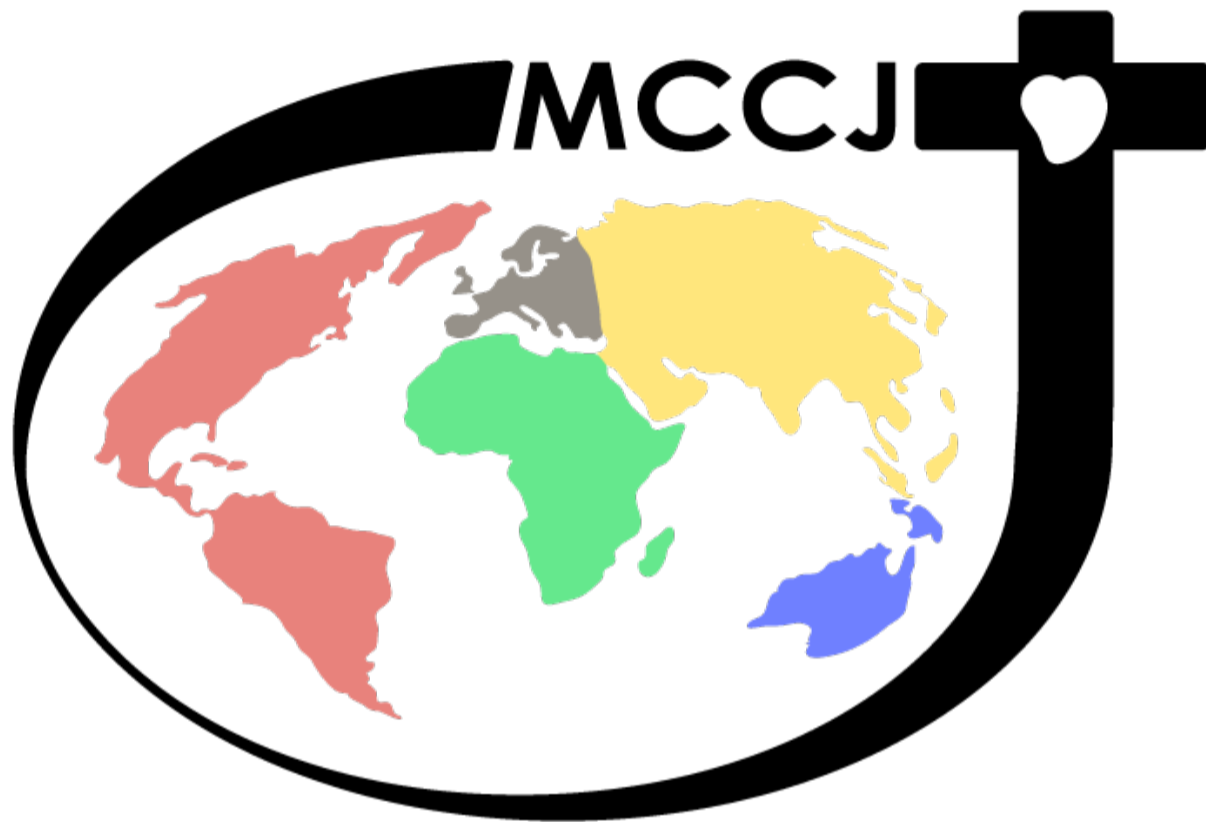
To promote and serve mission, namely the evangelization of the world, to give life and sustenance to a civilization and a culture of communion and of hope that will reflect a free, just, peaceful, brotherly society that respects Creation, the transcendent and inalienable dignity of the person and of the rights of peoples, especially the poorest and most abandoned.

Our values

Truth, freedom, justice, peace, rights and dignity of individuals and peoples, dialogue among cultures and religions, respect for all cultures, reconciliation, the beauty of life and creation, subsidiarity at all levels and networking.

The logo

The logo was born in an effort to synthesize our mission and our values in an element of graphic communication. So this is the official version of the mccj logo:

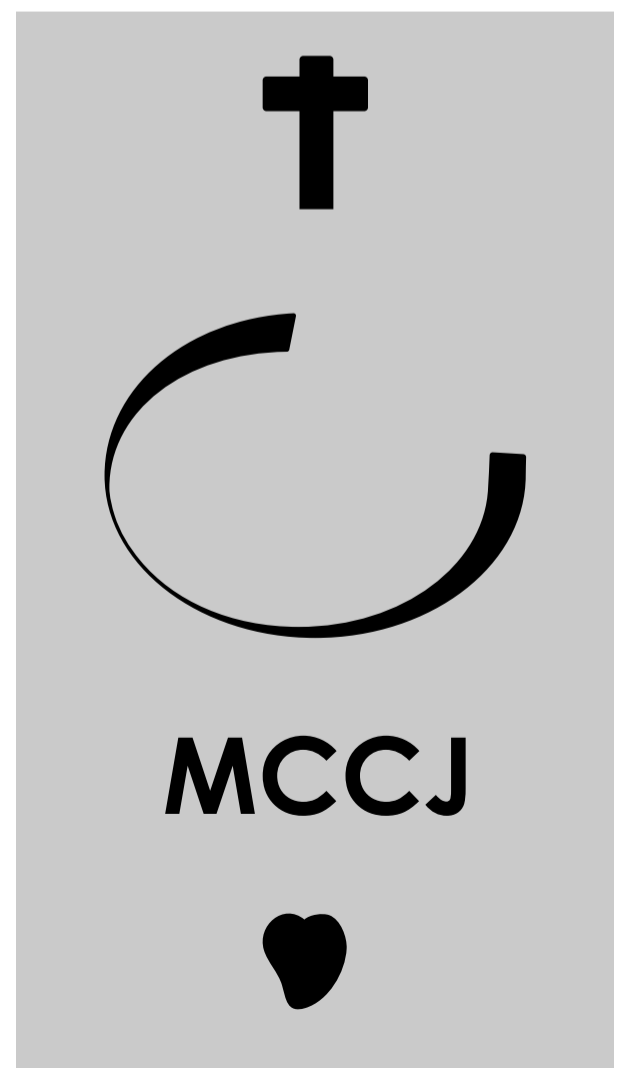


The logo reproduces four principal elements:

- The cross
- The world
- The name
- The heart

The logo has an elliptic shape that expresses dynamism. It is an open oval to communicate inclusion and the capacity to expand. The circular shape is also the symbol of the unity and fraternity within the Institute.

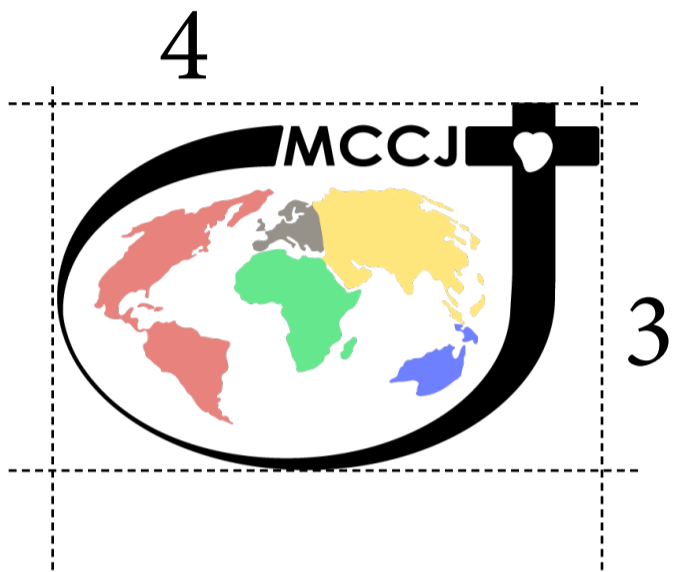
The colors of the continents are the same as those of the missionary rosary, with the exception of Europe for which brown was chosen in order to obtain a better chromatic uniformity. The different colors are also the expression of the internationality of the members of the Institute, a sign of vitality, evangelical dynamism and ability to adapt to the different realities of today's world.



Architecture of the logo

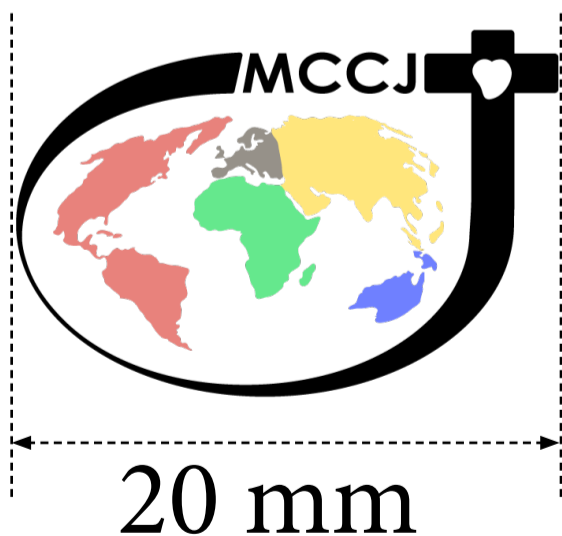
Aspect Ratio

The rapport of the logo is 4:3. Namely, if the width is cm 4, the height must be cm 3.



Smallest printed format

The smallest printed format is a width of 20 mm, or the equivalent in electronic terms, to ensure the visualization of the details.

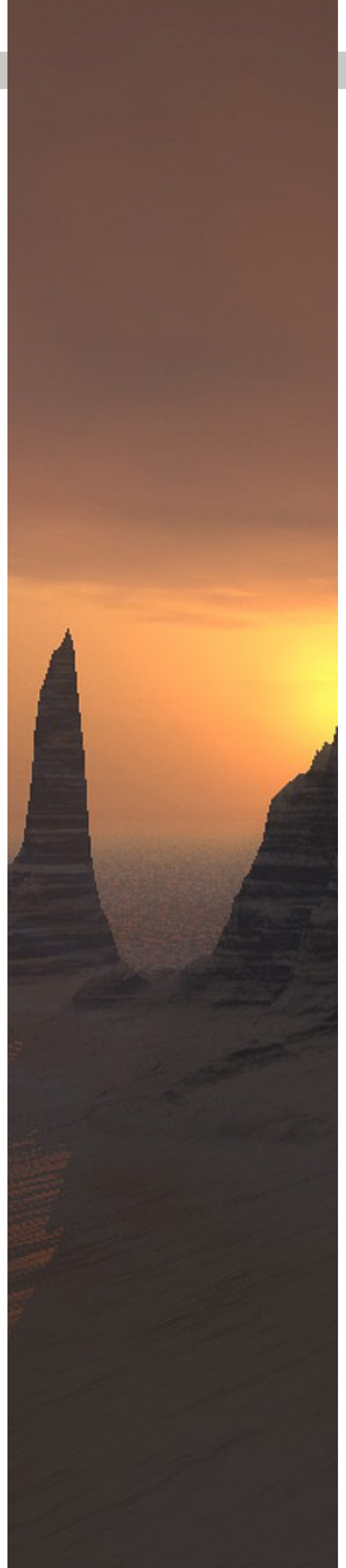
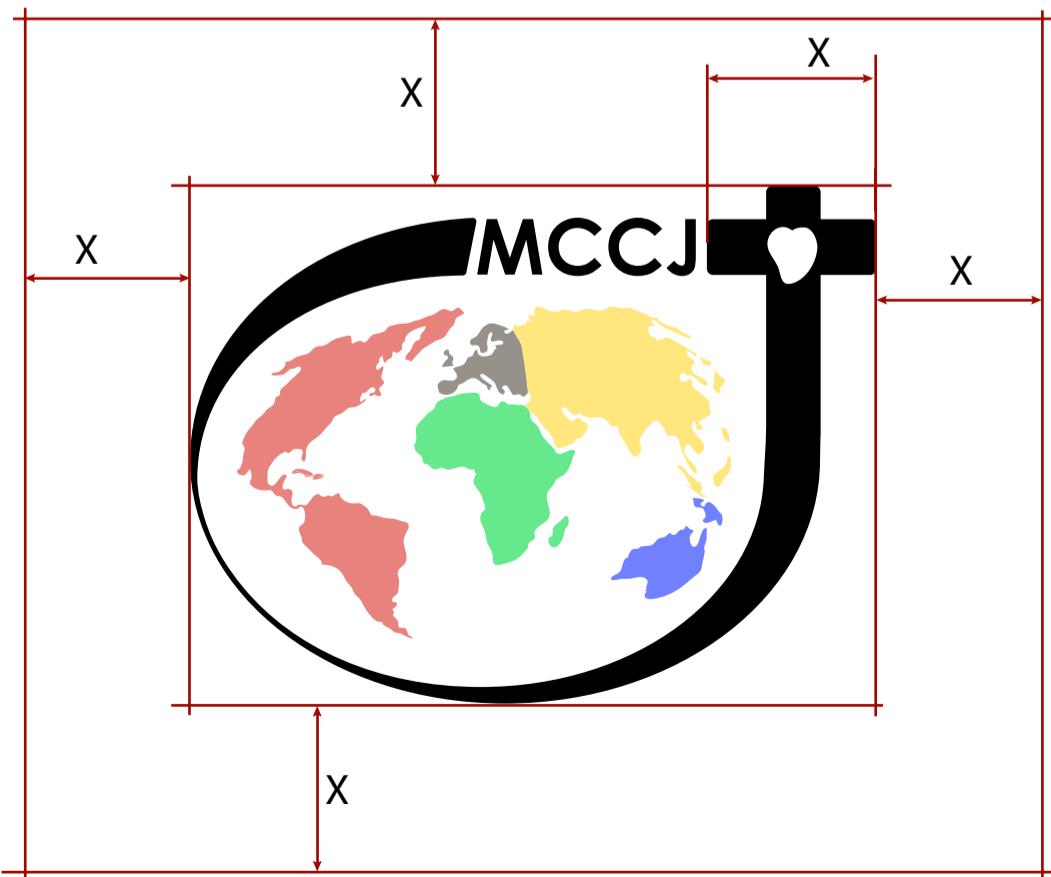


Reserved area

The reserved area is the space between the rectangle that makes up the drawing and the external margin (blue in this sample). No element should invade this space, otherwise the logo will not stand out.



The reserved area is measured based on the dimension of “x” which corresponds to the horizontal arm of the cross:



Colors

The circle and the name are black (or white in the reverse version). The heart has no color, transparent and lets the background color through. The table that follows shows the colors utilized in the various for-

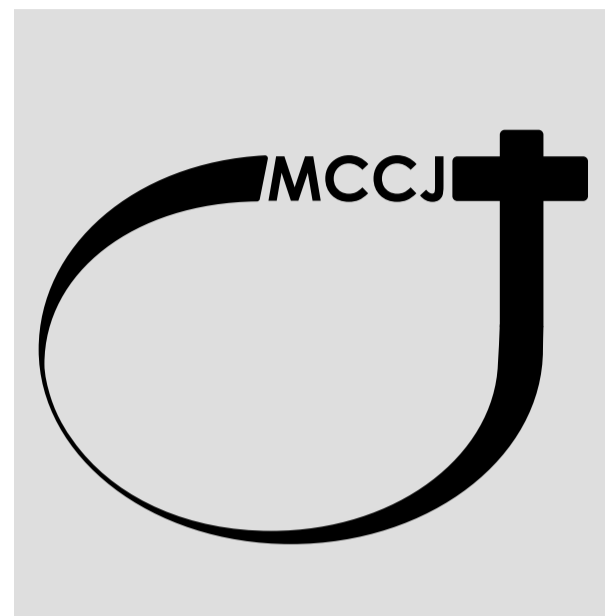
CMYK 0, 10, 51, 0
RGB 255, 230, 124
RGB (Hex) FF E6 7C

CMYK 0, 3, 9, 41
RGB 150, 145, 137
RGB (Hex) 96 91 89

CMYK 56, 0, 39, 9
RGB 101, 232, 141
RGB (Hex) 65 E8 8D

CMYK 0, 42, 45, 11
RGB 226, 130, 124
RGB (Hex) E2 82 7C

CMYK 56, 50, 0, 0
RGB 111, 128, 255
RGB (Hex) 6F 80 FF



Versions

The logo is available in three versions: color, gray scale and B/W. Plus in its negative versions against dark backgrounds.

Clear background

Color



Gray scale



Black and white



Dark background

Color



Gray scale

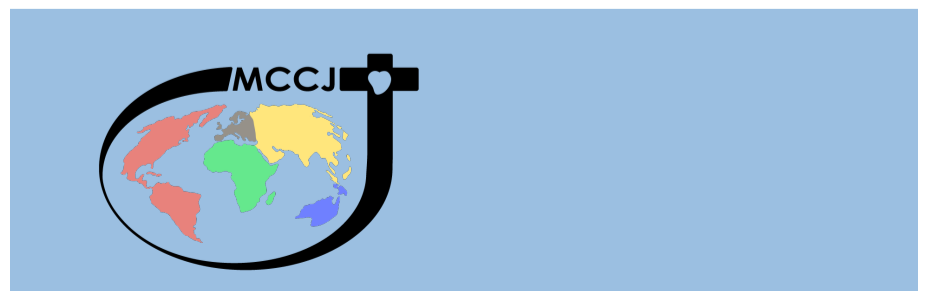
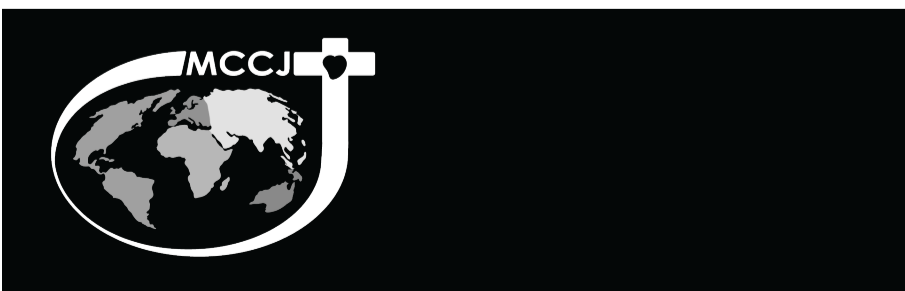
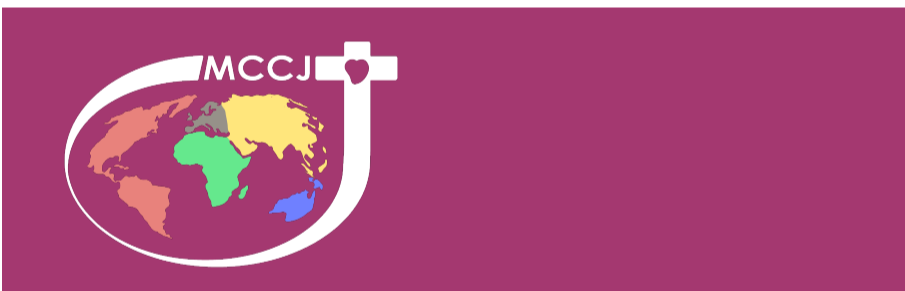


Black and white



Examples

Options on how to use these versions according to the background



The font

The name of the font is: Century Gothic Bold and it is used in capital letters

MCCJ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

It is a very clear font quite readable even in its smallest dimensions.



Logo and text

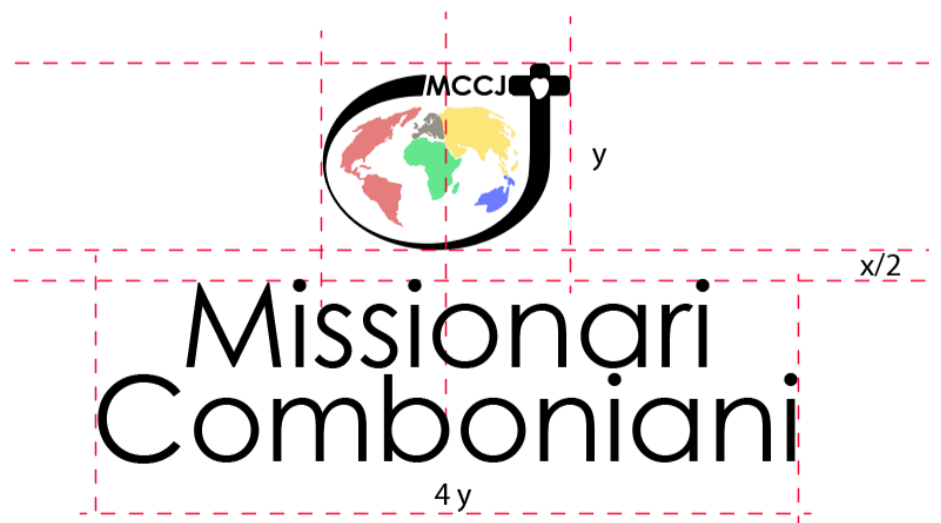
Horizontal logo

Combination of logo and name: the font used is Century Gothic Regular. The criteria to calculate the size of the font is that the two lines of text must be aligned with the horizontal lines of the logo. Leaving between the two elements a margin equal to the horizontal arm of the cross. The space between “Comboni” and “Missionaries” is very narrow: $x/5$.



Vertical logo

In this version the distance between the two elements is $x/2$. The width of the text is four times the height of the logo.



Logo with the name of the Circumscription

This version includes the circumscription in Century Gothic Bold and Comboni Missionaries in Regular. The Circumscription has the same dimensions and it is aligned right.



Missionari Comboniani
Italia

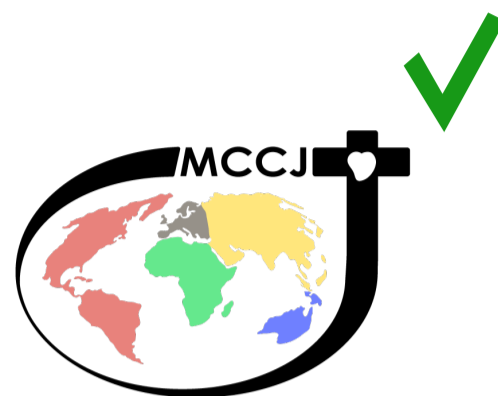
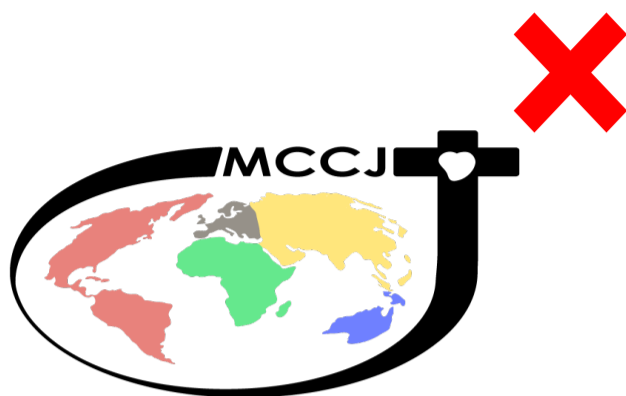
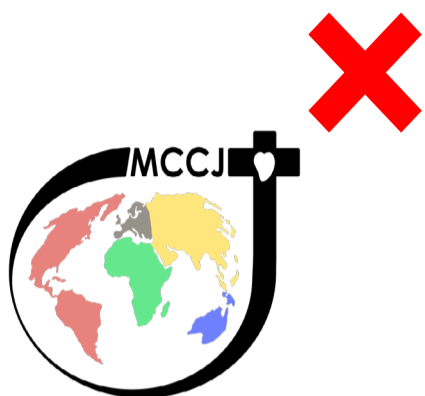


Missionari Comboniani
Italia



Incorrect use of the logo

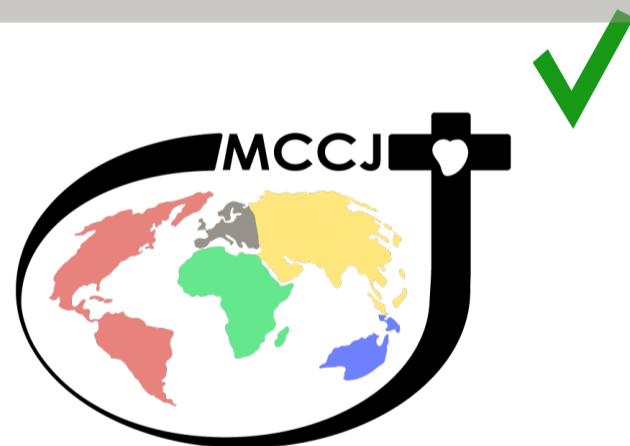
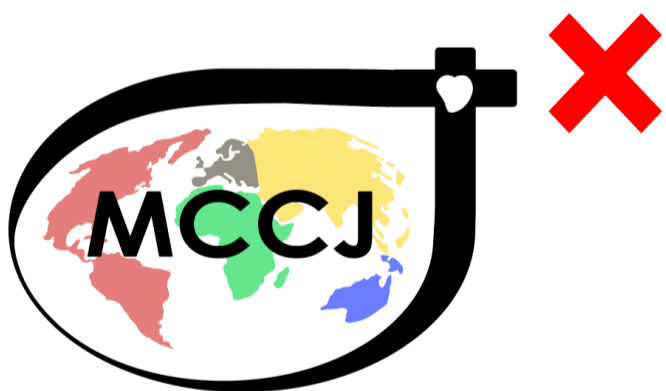
Deformation. The proportion must always be 4:3.



Alteration of the font. It must be Century Gothic Regular



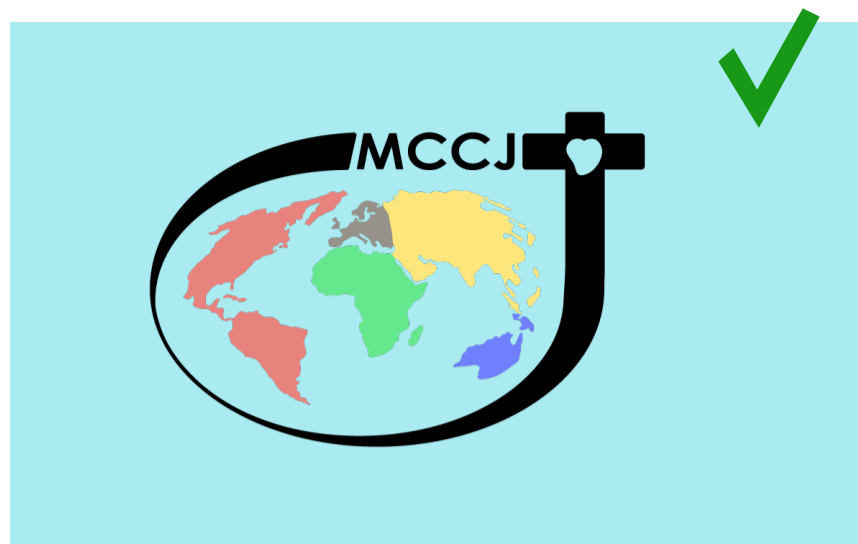
Modification of the elements



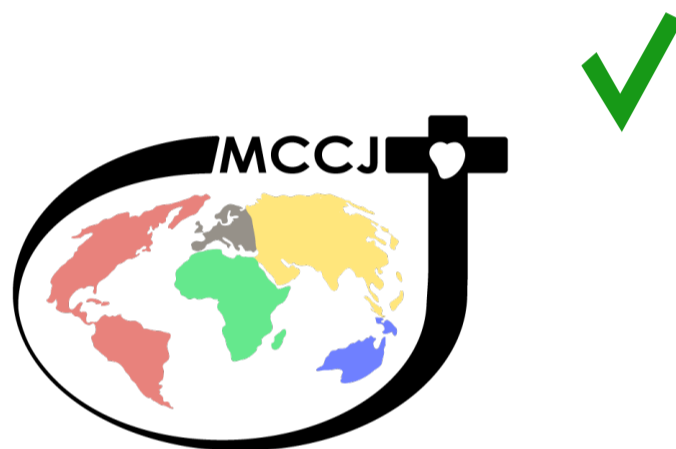
Change in the position of the elements



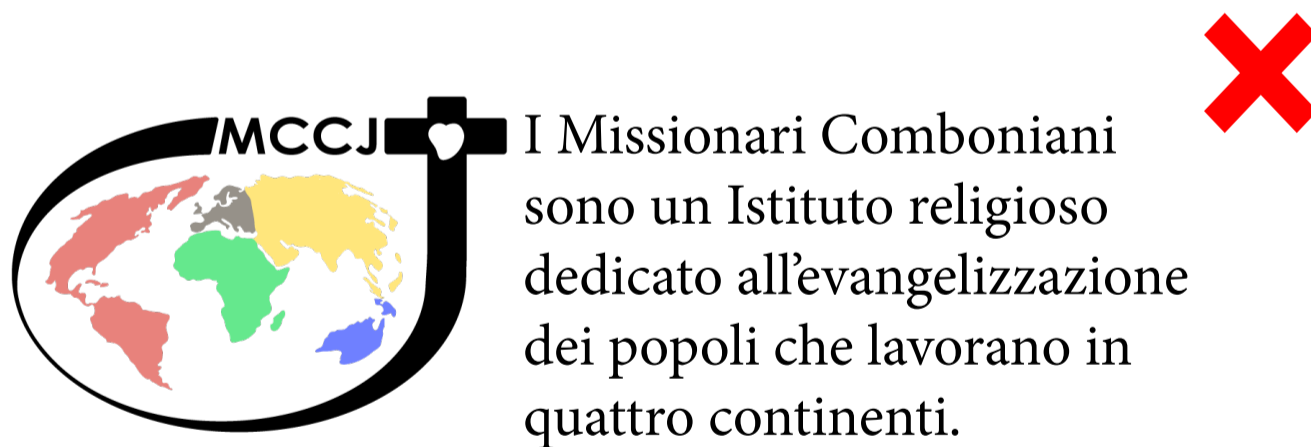
Background without contrast



Low resolution



Invasion of the reserved area

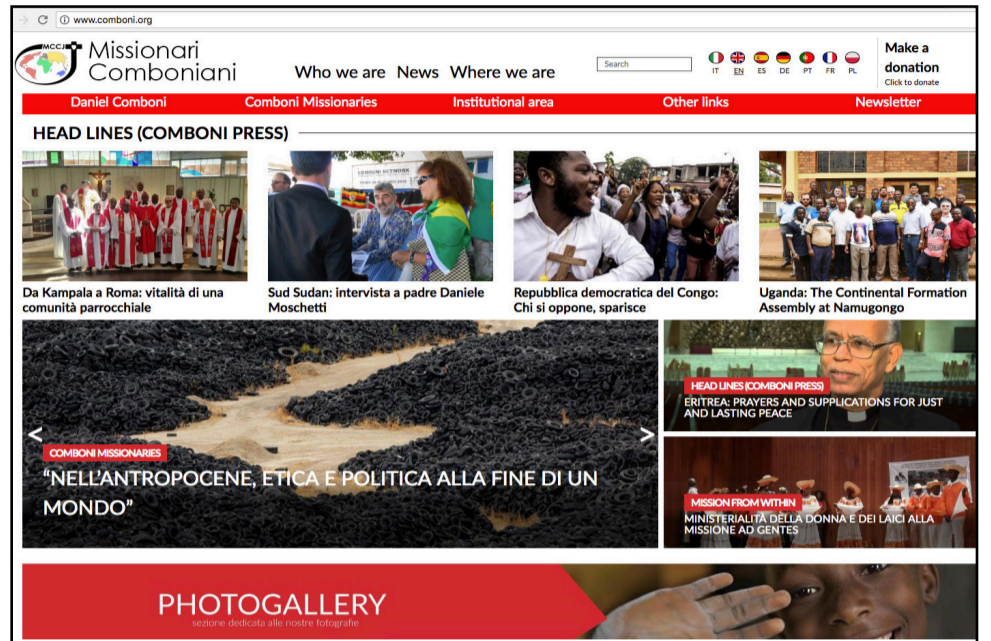


Examples of applications of the logo

Letter header



Sito Web



T-shirt



Rollup

