

MANUAL FOR THE USE OF THE LOGO

Missionaries of Saint Charles

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MANUAL

COLOR PALETTE

TIPOGRAPHY

GRADIENTS

#910113

#013375

#433771

#FEAC1D

#57A0FF

#4664A9

#2F6847

#038FA3

#7AA144

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Z abcdefghijklmnopqrstuvwxyz
0123456789



VERSION

INSTITUCIONAL VERSION



- Use:
- Official documents: decrees, letters, appointments, official messages, etc.;
 - Business cards;
 - Envelopes;
 - Official seals;
 - Formal forms.

WEB VERSION (SIMPLIFIED)



- Use:
- Social networks: cards, videos, etc;
 - Place;
 - Applications;
 - Junk mail;
 - Digital media
 - Informal impressions.

GROUP BRAND VERSIONS

USED WITH OTHER SCALABRN MISSIONARY GROUP LOGOS



GROUP BRAND

Christopher Columbus Institute



Scalabrini Foundation



INSTITUCIONAL VERSION

HORIZONTAL VERSION MANUAL



MISSIONARI DI SAN CARLO
SCALABRINIANI

REGIONE BEATO GIOVANNI
BATISTA SCALABRINI

BRAND HIERARCHY

General Directorate



Regione Nostra Signora Madre dei Migranti



Provincia Santa Francesca Cabrini



saint Charles Borromeo Province



BRAND HIERARCHY

Provincia San Giovanni Batista



MISSIONARIES OF ST. CHARLES
SCALABRINIANS

SAINT JOHN BAPTIST SCALABRINI PROVINCE



MISIONEROS DE SAN CARLOS
SCALABRINIANOS

PROVINCIA DE SAN JUAN BAUTISTA

Regione San Giovanni Batista Scalabrini



MISSIONARI DI SAN CARLO
SCALABRINIANI

REGIONE SAN GIOVANNI BATISTA SCALABRINI



MISSIONARIES OF ST. CHARLES
SCALABRINIANS

SAINT GIOVANNI BATTISTA SCALABRINI REGION



MISIONEROS DE SAN CARLOS
SCALABRINIANOS

REGIÓN SAN GIOVANNI BATISTA SCALABRINI

PROTECTION AREA IN VERTICAL VERSION

Logo: 18 x 16 cm

26 x 26 cm

1,7 cm

3 cm

Minimum size for use



Logo: 3,5 x 3,5 cm

PROTECTION AREA IN VERTICAL HORIZONTAL VERSION



Logo: 41 x 10 cm

Minimum size for use

COLOR PALETTE

Gradient Version



Solid Background



Grey Scale Version



COLOR PALETTE

Gradient Background



Alternative versions with the color palette



STATIONERY APPLICATION



WEB VERSION

HORIZONTAL VERSION MANUAL



SCALABRINIANI

DIREZIONE GENERALE

BRAND HIERARCHY

General Directorate



Provincia Santa Francesca Cabrini



Regione Nostra Signora Madre dei Migranti



saint Charles Borromeo Province



BRAND HIERARCHY

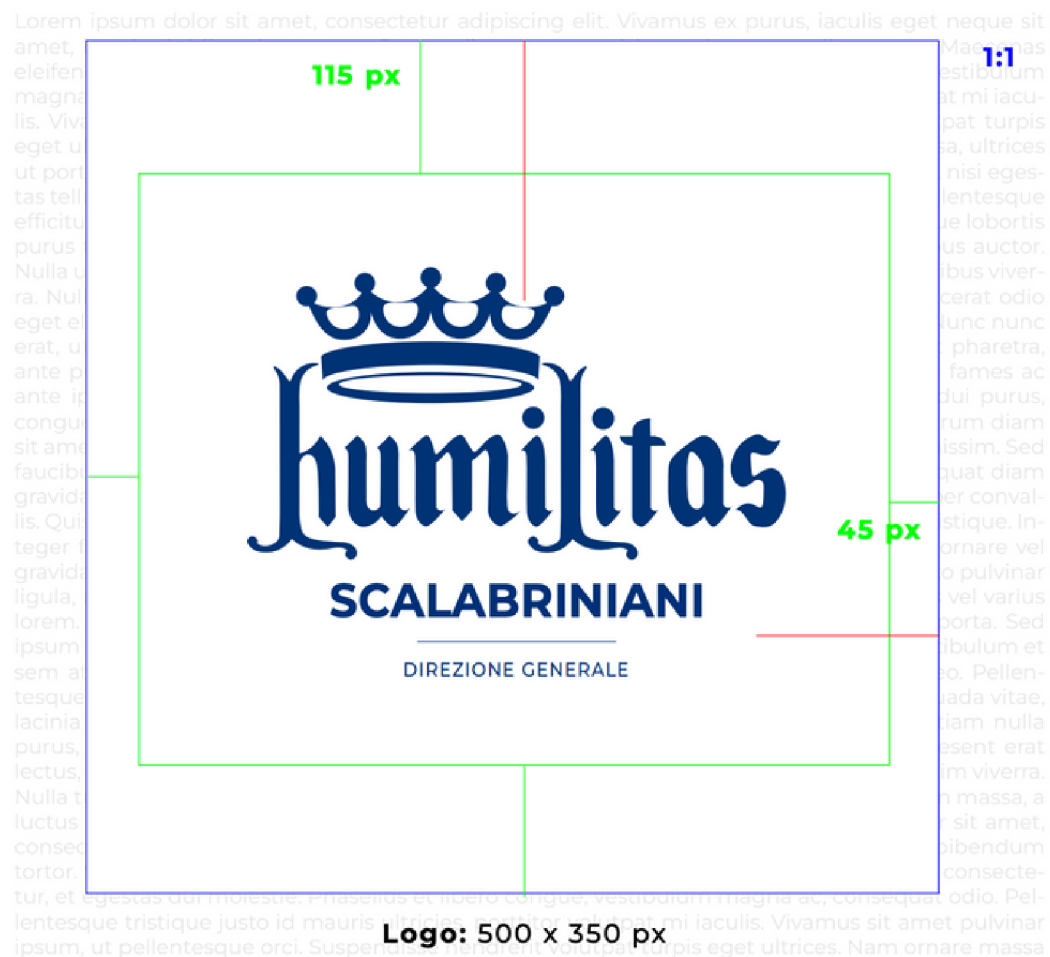
Provincia San Giovanni Batista



Regione San Giovanni Batista Scalabrini



PROTECTION AREA IN VERTICAL VERSION



Minimum use size



Logo: 330 x 231 px

COLOR PALETTE

Gradient Version



Solid Background



Grey Scale Version



COLOR PALETTE

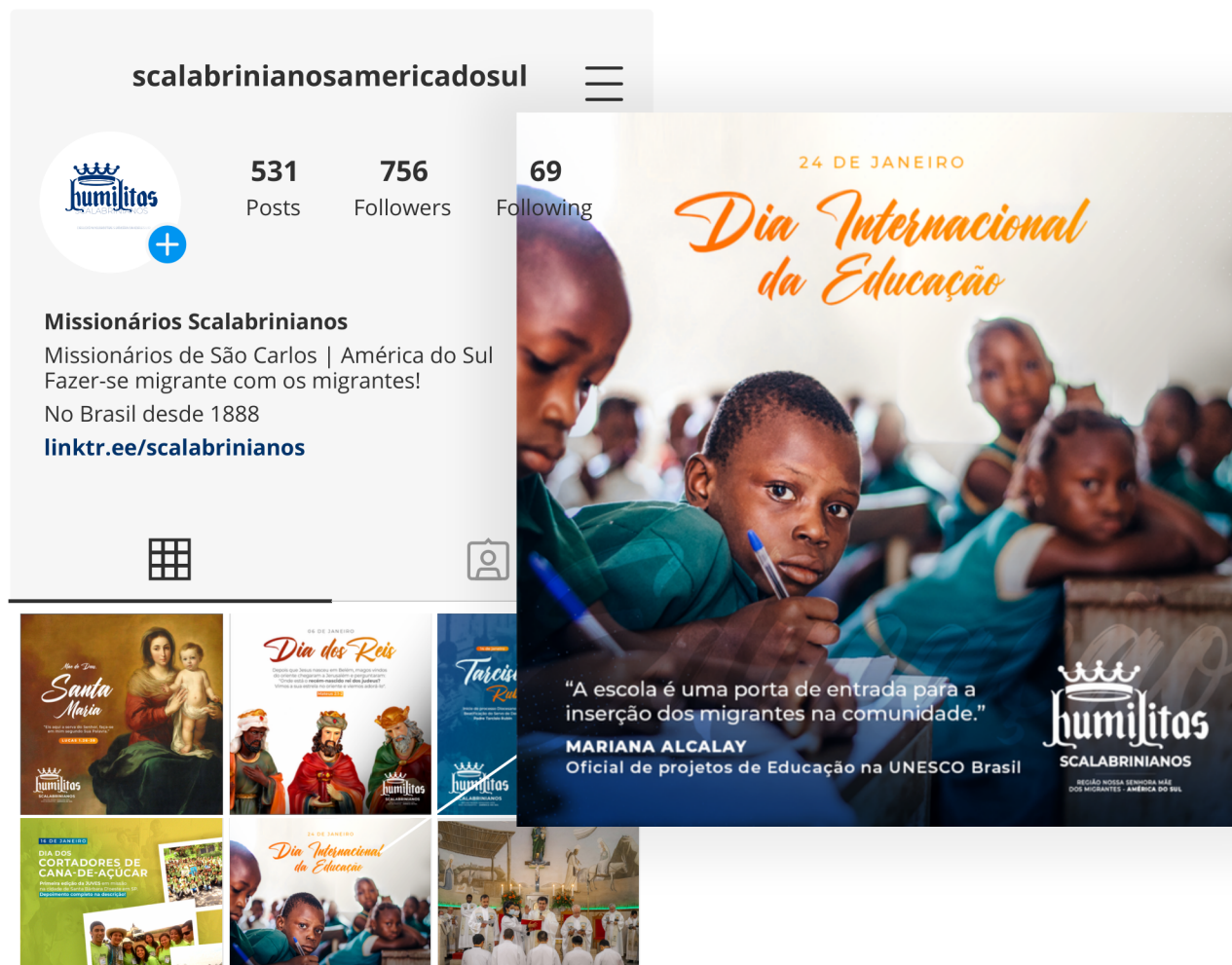
Gradient Background



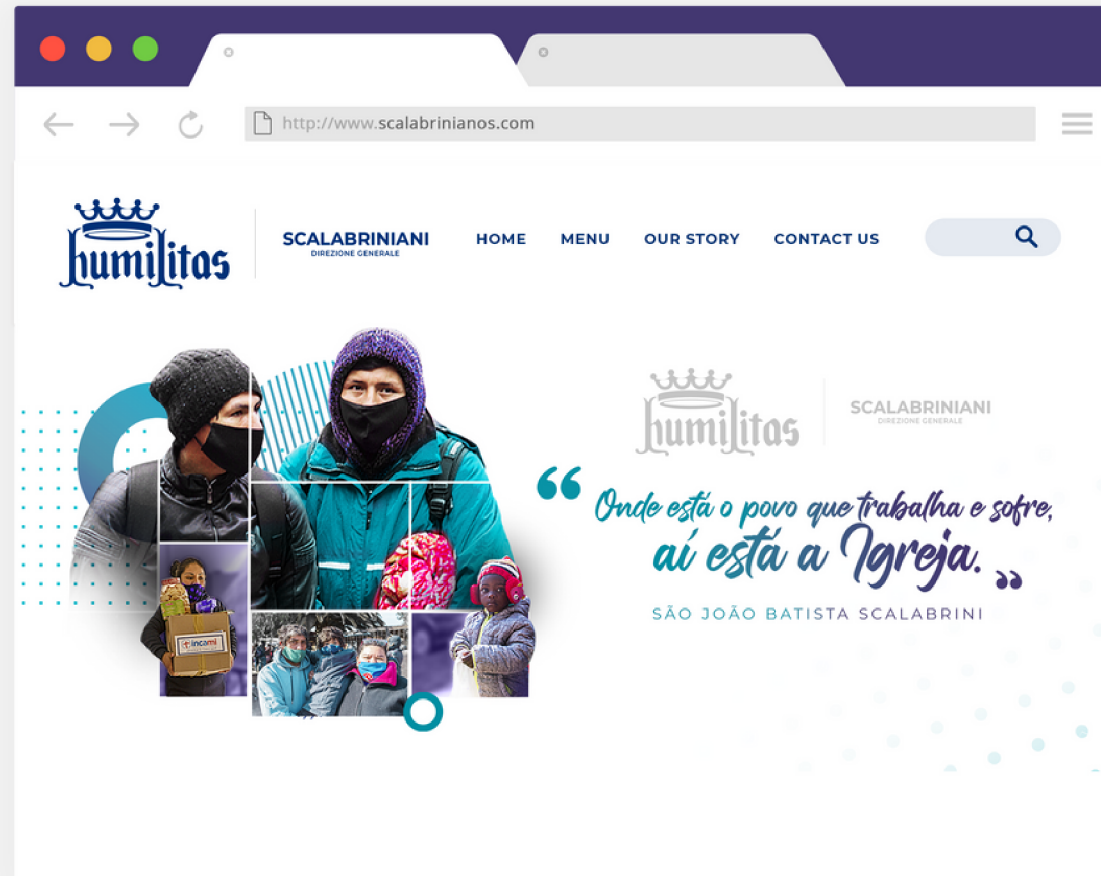
Alternative versions with the color palette



SOCIAL NETWORKS APP



SOCIAL NETWORKS APP



NOT ALLOWED USE
OF THE LOGO

NOT ALLOWED USE OF THE LOGO



Use of the colorful logo on a colorful background



Change the color of only one element of the logo



MISSIONARI DI SAN CARLO
SCALABRINIANI
REGIONE BEATO GIOVANNI
BATISTA SCALABRINI



Use of the negative logo on a colorful or black background



MISSIONARI DI SAN CARLO
SCALABRINIANI
REGIONE BEATO GIOVANNI
BATISTA SCALABRINI

NOT ALLOWED USE OF THE LOGO



Change of proportion, shape or rotation



Change in patterns and structures



Application of textures without technical orientation



Visual Overlay



NOT ALLOWED USE OF THE LOGO

Using colors outside the color palette or matrix

