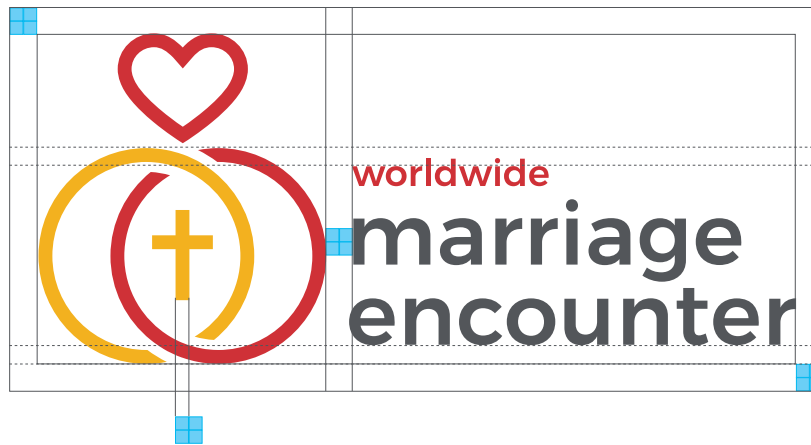


# 05

## Logo specifications

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Clear space guide = 2x width of cross

### Clear space

The logo requires a minimum area of clear space around it where no other graphics or copy should appear. This clear space is equal to 2x the width of the cross.

### Minimum size

To maintain readability, the smallest size the logo may be shown is at .4375" (11mm), determined by its height.



### Logo colors

#### Joyful yellow

PMS - 7409C  
CMYK - 0, 27, 92, 0  
RGB - 240, 179, 35  
HEX - F0B323

#### Passionate red

PMS - 1797C  
CMYK - 0, 92, 72, 6  
RGB - 203, 51, 59  
HEX - CB333B

#### Strong gray

PMS - Cool Gray 11C  
CMYK - 63, 52, 44, 33  
RGB - 83, 86, 90  
HEX - 53565A

**Aa** Montserrat  
Medium

### Logo type

The logo type is shown in all lowercase letters, using the font Montserrat Medium. This font can be downloaded at no cost from <https://fonts.google.com/specimen/Montserrat>.

# 05

## Logo language versions

### Different languages

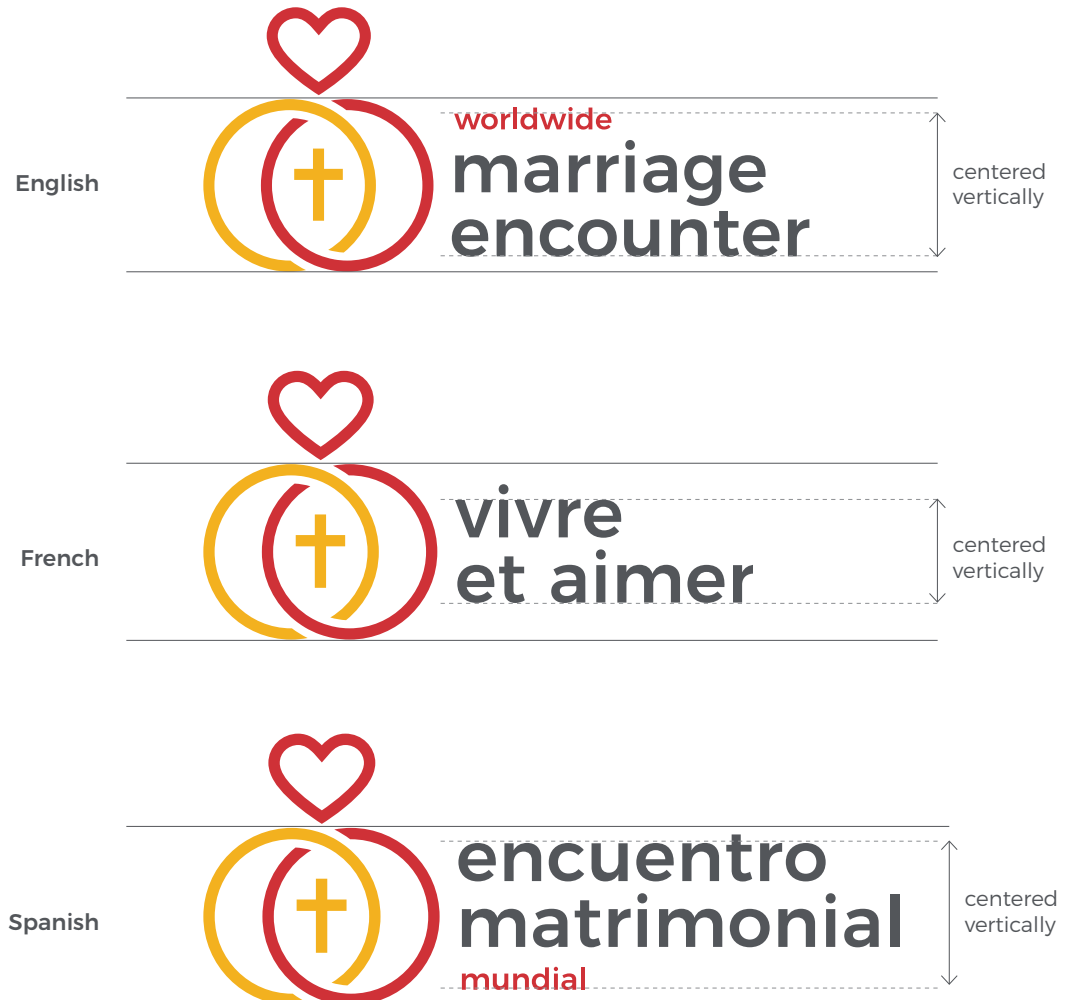
The logo will need to be adapted to different languages. In all adaptations, it is extremely important that the icon and the logo type, as well as the position of all elements, remain consistent with the approved English version shown right.

Translated words that speak to “world” or “worldwide” retain the smaller, red type treatment shown in the English version.

The logo type must always be centered vertically between the top and bottom of the rings.

When determining the center of the logo type, do not include ascenders or descenders (see below).

**marriage** — ascender  
— descender



# 05

## Logo versions

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Full color

One color black

One color reversed

### Primary logo - horizontal

The primary and preferred logo is the full color horizontal version shown right.

When the logo cannot be printed in color on a light background, use the one color black version.

When the logo is printed on a brand color or any dark color, use the one color reversed (white) version.



### Secondary logo - vertical

The vertical logo may be used when called for by design. Like the horizontal logo, the full color version is preferred.

When the logo cannot be printed in color on a light background, use the one color black version.

When the logo is printed on a brand color, or any dark color, use the one color reversed (white) version.



### Horizontal long logo

In some cases when there are space limitations, the logo with Marriage Encounter on one line may be used.

Like the other two versions shown, the full color logo is preferred, but one color black and one color reversed (white) are acceptable options.



# 05

## Logo usage

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### Using the separate icon or type

The logo icon and logo type may be separated and used individually, for example, on a brochure. When using the icon alone, it must always appear in close proximity to or in clear context of our full name, Worldwide Marriage Encounter (see example below).

Full color



One color black



One color reversed

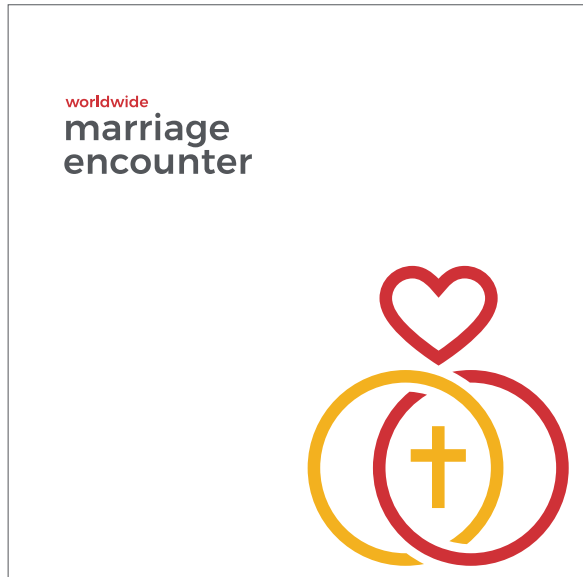


worldwide  
**marriage  
encounter**

worldwide  
**marriage  
encounter**

worldwide  
**marriage  
encounter**

Example



# 05

## Logo usage

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### Unacceptable usage

Our logo is our brand identity. To maintain its integrity as the symbol of Worldwide Marriage Encounter, our logo may not be modified in any way not described in the preceding pages. Here are examples of what not to do.



Do not stretch, skew, or distort the logo in any way.



Do not change the proportions of the elements.



Do not change the colors in the logo.



Do not alter or change the font in the logo type.



Do not add effects such as shadows or glows.



Do not rearrange elements or reverse the red and yellow colors.



Do not rotate the icon.



Do not place on a background that lacks contrast.



Do not add additional graphic elements.



Do not add outlines or a holding shape to the logo.

# 05

## Color palette

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### Primary colors

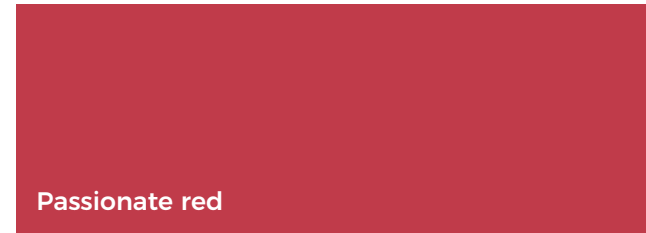
Our primary colors are yellow and red. These should be used in all applications to establish a strong and consistent brand presence.



PMS 7409C  
C0 M27 Y92 K0

R240 G179 B35  
HEX #F0B323

Yellow symbolizes joy, hope, enlightenment. It is the brightest color of the visible spectrum and the happiest of colors. It signifies communication, enlightenment, sunlight, and spirituality. If the goal for all our couples is to find joy in their marriage and in life, then yellow represents this promise.



PMS 1797C  
C0 M92 Y72 K6

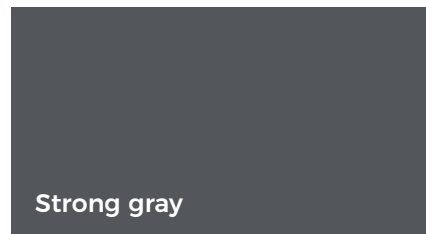
R203 G51 B59  
HEX #CB333B

Red symbolizes passion, love, sacrifice. It is a bold, daring, assertive color that is packed with emotion, particularly intense passion. It is the ultimate color of life, love, and sacrifice.

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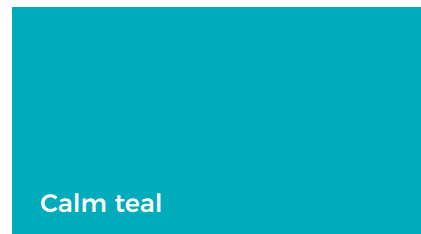
### Secondary colors

Our secondary colors complement yellow and red and should be used in smaller amounts as accents.



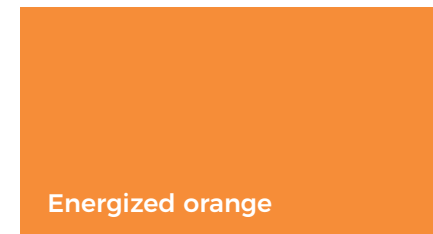
PMS Cool Gray 11C  
C63 M52 Y44 K33

R83 G86 B90  
HEX #53565A



PMS 7467C  
C100 M0 Y34 K0

R0 G163 B173  
HEX #00A3AD



PMS 715C  
C0 M50 Y93 K0

R246 G141 B46  
HEX #F68D2E

# 05

## Typography

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### Headline font

Montserrat Medium is our primary font for all headlines.

Aa

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

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### Body font

Montserrat Light is used for all non-headline body copy.

Aa

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

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### Other acceptable fonts

Montserrat Regular and SemiBold may be used when appropriate for the design.

Montserrat Regular

**Montserrat SemiBold**

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### Alternate font

In cases where Montserrat is not available, Arial should be used. It is a universal typeface that is widely available on most computers.

Aa

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

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Montserrat can be downloaded at no cost from Google Fonts at <https://fonts.google.com/specimen/Montserrat>