Logo specifications

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.

Clear space guide = 2x width of cross

Logo colors

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

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

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

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).
05
Logo versions

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

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).
05
Logo usage

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 alter or change the font in the logo type.
- Do not rotate the icon.
- Do not change the proportions of the elements.
- Do not add effects such as shadows or glows.
- Do not place on a background that lacks contrast.
- Do not add outlines or a holding shape to the logo.
- Do not change the colors in the logo.
- Do not rearrange elements or reverse the red and yellow colors.
- Do not add additional graphic elements.

Do not change the proportions of the elements.
Do not alter or change the font in the logo type.
Do not rotate the icon.
Do not change the colors in the logo.
Do not add additional graphic elements.
05
Color palette

Primary colors

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

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.

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.

Secondary colors

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

Yellow and red should be used in all applications to establish a strong and consistent brand presence.
05 Typography

Headline font
Montserrat Medium is our primary font for all headlines.

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

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

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.

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