- BRAND MANUAL -

01.IX.2021 - V.1

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1. NAMING

1. NAMING

1.1. Logo wording

Synod 2021 - 2023

For a synodal Church

communion participation mission

1. NAMING

1.2. Written expression of the brand

1.2.1 English

Right expression:

- Example of how to spell the brand name correctly **Synod 2021 - 2023.**
- Example of how to spell the brand name correctly **Synod 2021 - 2023: For a synodal Church: communion, participation and mission.**

Wrong expression:

- Example of a wrong spelling of the brand **SYNOD 2021 - 2023: FOR A SYNODAL CHURCH - COMMUNION, PARTICIPATION, MISSION.**
- Example of a wrong spelling of the brand **synod 2021 - 2023: for a synodal church - communion, participation, mission.**

1. NAMING

1.2. Written expression of the brand

1.2.2 Spanish

Right expression:

- Example of how to spell the brand name correctly **Sínodo 2021 - 2023.**
- Example of how to spell the brand name correctly **Sínodo 2021 - 2023: Por una Iglesia sinodal: comunión, participación y misión.**

Wrong expression:

- Example of a wrong spelling of the brand **SÍNODO 2021 - 2023: POR UNA IGLESIA SINODAL - COMUNIÓN, PARTICIPACIÓN, MISIÓN.**
- Example of a wrong spelling of the brand **sínodo 2021 - 2023: por una iglesia sinodal - comunión, participación, misión.**

1. NAMING

1.2. Written expression of the brand

1.2.3 Italian

Right expression:

- Example of how to spell the brand name correctly **Sinodo 2021 - 2023.**
- Example of how to spell the brand name correctly **Sinodo 2021 - 2023: Per una Chiesa sinodale: comunione, partecipazione e missione.**

Wrong expression:

- Example of a wrong spelling of the brand **SINODO 2021 - 2023: PER UNA CHIESA SINODALE - COMUNIONE, PARTECIPAZIONE E MISSIONE.**
- Example of a wrong spelling of the brand **sinodo 2021 - 2023: per una chiesa sinodale - comunione, partecipazione e missione.**

1. NAMING

1.2. Written expression of the brand

1.2.4 French

Right expression:

- Example of how to spell the brand name correctly **Synode 2021 - 2023.**
- Example of how to spell the brand name correctly **Synode 2021 - 2023: Pour une Église synodale : communion, participation et mission.**

Wrong expression:

- Example of a wrong spelling of the brand **SYNODE 2021 - 2023: POUR UNE ÉGLISE SYNODALE - COMMUNION, PARTICIPATION ET MISSION.**
- Example of a wrong spelling of the brand **synode 2021 - 2023: pour une église synodale - communion, participation et mission.**

1. NAMING

1.2. Written expression of the brand

1.2.5 Portuguese

Right expression:

- Example of how to spell the brand name correctly **Sínodo 2021 - 2023.**
- Example of how to spell the brand name correctly **Sínodo 2021 - 2023: Por uma Igreja sinodal: comunhão, participação e missão.**

Wrong expression:

- Example of a wrong spelling of the brand **SÍNODO 2021 - 2023: POR UMA IGREJA SINODAL- COMUNHÃO, PARTICIPAÇÃO E MISSÃO.**
- Example of a wrong spelling of the brand **sínodo 2021 - 2023: por uma igreja sinodal- comunhão, participação e missão.**

2. ISOLOGOTYPE

2. ISOLOGOTYPE

2.1. Main version: color over white background

2. ISOLOGOTYPE

2.1. Main version: color over black background

2. ISOLOGOTYPE

2.1. Main version: black and white over white background

2. ISOLOGOTYPE

2.1. Main version: black and white over black background

2. ISOLOGOTYPE

2.1. Simplified versions

Version 1

It should only be used when the logo is next to an element that includes the name "Synod 21-23".

For example in social media profiles.

2021 Synod 2023
For a synodal Church

Synod 21-23
For a synodal Church

Version 2 - wide

It should be used when a version with less height is needed.

2. ISOLOGOTYPE

2.5. Color palette

Main colors

HEX	#a42946
RGB	178, 20, 68
CMYK	19, 100, 55, 15
PANTONE	7637 C

HEX	#2da9b1
RGB	0, 172, 179
CMYK	81, 0, 34, 0
PANTONE	3255 C

HEX	#d12d26
RGB	227, 6, 19
CMYK	0, 100, 100, 0
PANTONE	1795 C

HEX	#65a946
RGB	73, 173, 51
CMYK	72, 0, 100, 0
PANTONE	368 C

HEX	#a03983
RGB	174, 42, 135
CMYK	36, 94, 0, 0
PANTONE	247 C

HEX	#de8f32
RGB	234, 140, 0
CMYK	5, 52, 100, 0
PANTONE	131 C

HEX	#fae94a
RGB	252, 234, 0
CMYK	5, 0, 93, 0
PANTONE	101 C

HEX	#bccb41
RGB	183, 205, 0
CMYK	37, 0, 100, 0
PANTONE	381 C

HEX	#d7562a
RGB	232, 75, 15
CMYK	0, 81, 100, 0
PANTONE	166 C

HEX	#314892
RGB	45, 70, 151
CMYK	94, 78, 0, 0
PANTONE	2728 C

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2. ISOLOGOTYPE

2.5. Color palette

Other colors allowed

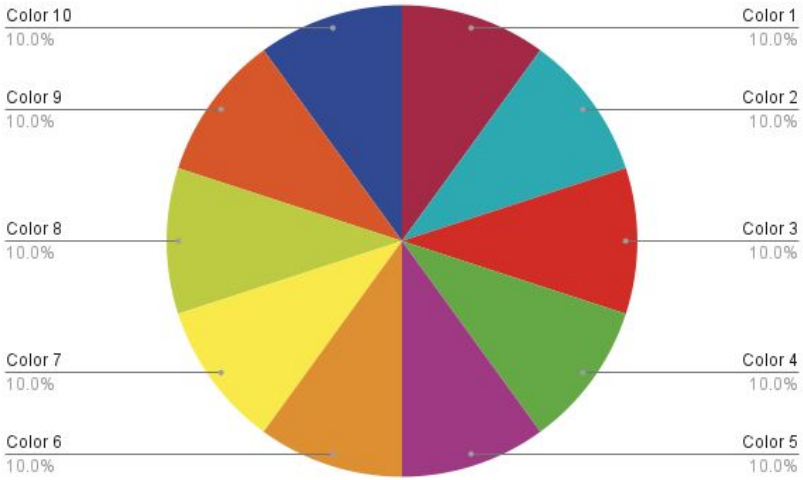
Grey

HEX	#c6c6c6
RGB	198, 198, 198
CMYK	0, 0, 0, 30
PANTONE	Cool Grey 3 C

Light grey

HEX	#e3e3e3
RGB	227, 227, 227
CMYK	0, 0, 0, 15
PANTONE	Cool Grey 1 C

Use of color proportions



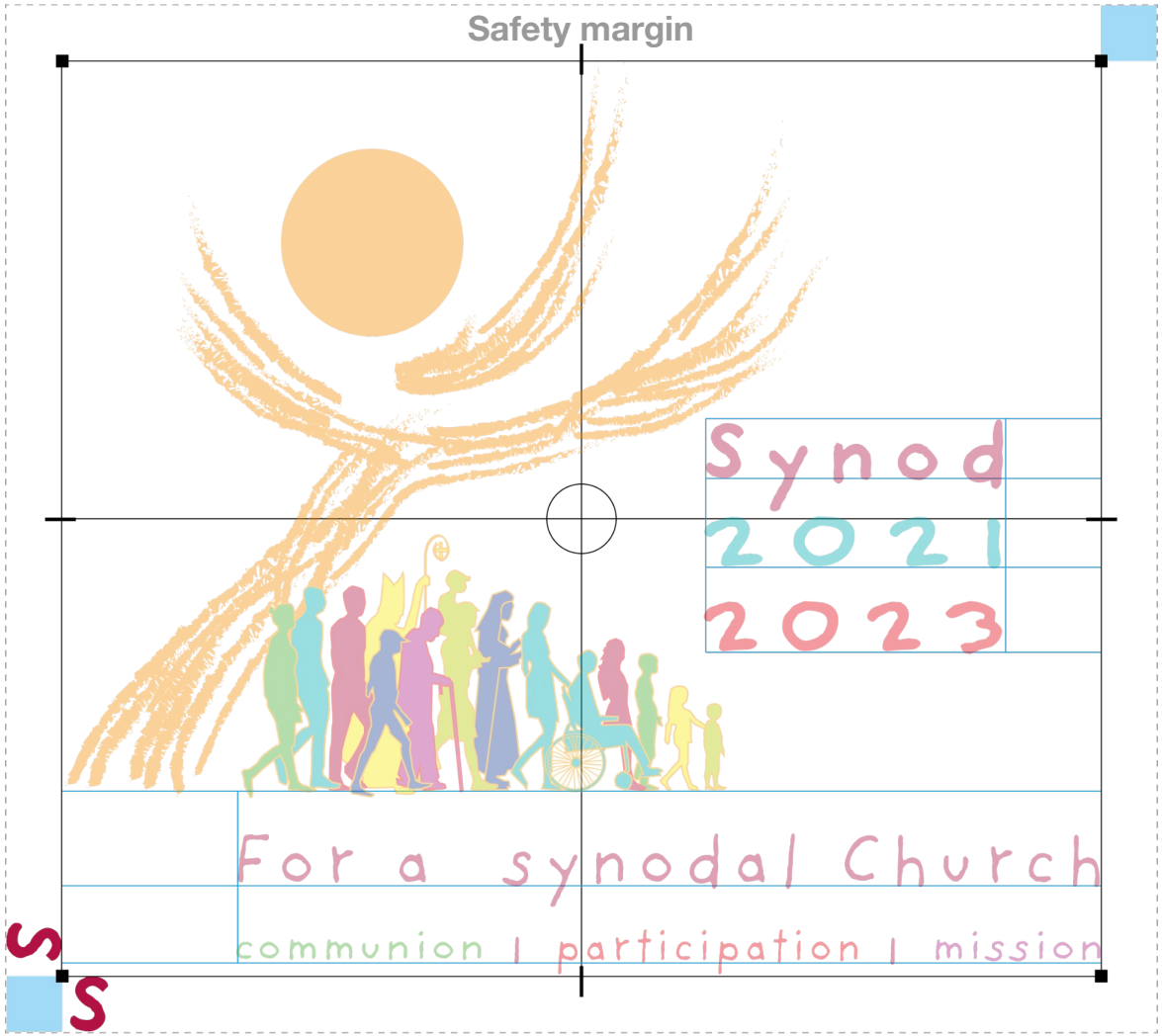
2. ISOLOGOTYPE

2.6. Psychology of the color - Values

These multiplicity of bright colors represents diversity and are signs of joy.

2. ISOLOGOTYPE

2.7. Architecture and safety margin



The size of the safety margin is the result of a square made over the height of the letter “S” from the word “Synod”.

2. ISOLOGOTYPE

2.8. Tipography

Providence-Sans

ABCDEFGHIJKLMN
ÑOPQRSTUVWXYZ
0123456789
abcdefghijklmnñop
qrstuvwxyz

2. ISOLOGOTYPE

2.9. Wrong logo applications

Do not change the colors.

Do not distort the logo.

Do not convert the logo in to “outline”.

Do not change the typeface.

Do not rotate the logo.

Do not apply gradient over the logo.

2. ISOLOGOTYPE

2.9. Languages

English

Spanish

Italian

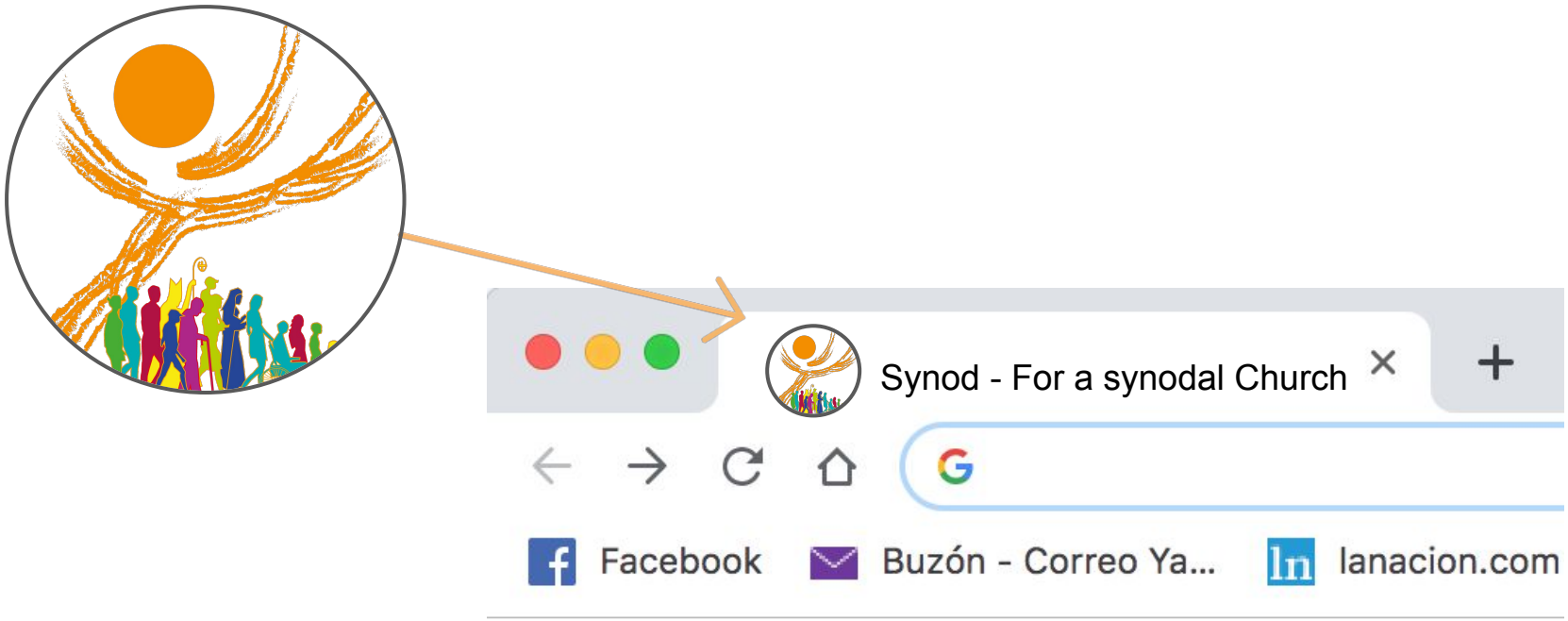
French

Portuguese

3. APPLICATIONS

3. APPLICATIONS

3.1. Favicon



3. APPLICATIONS

3.2. Social networks

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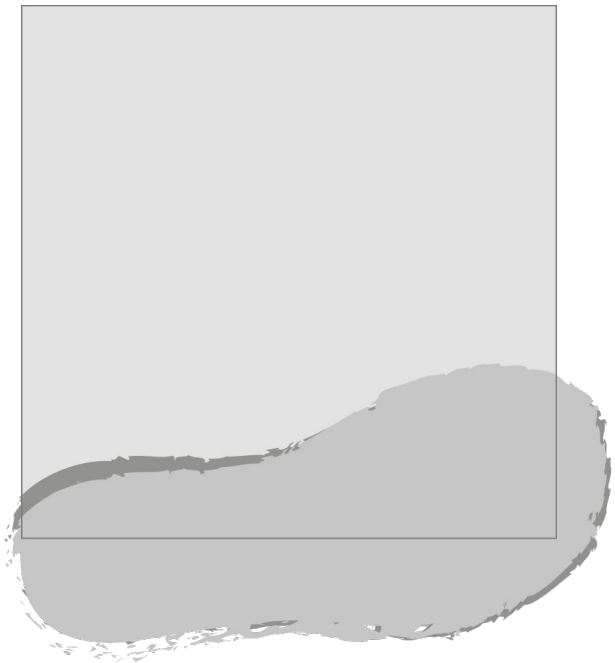
3. APPLICATIONS
3.2. Graphic morphology

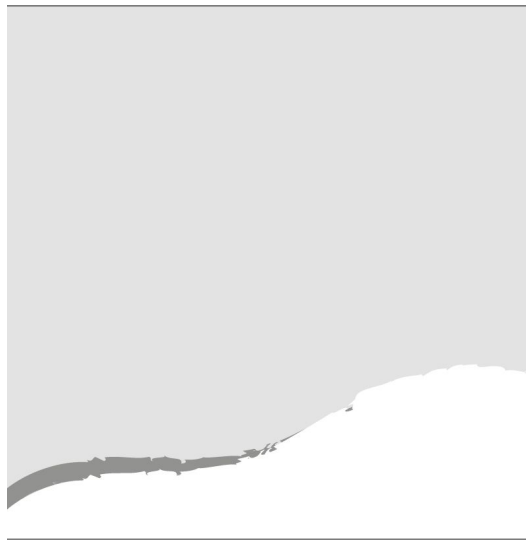
The footprint represents the spirit of the synod as a “walk together”, the Church “on the way” that leaves a print on the way as a testimony.

Mark 16:15-17
15 *He said to them, “Go into all the world and preach the gospel to all creation”.*

Footprint



Footprint apply as a base



Final preview

3. APPLICATIONS

3.2. Social networks post examples

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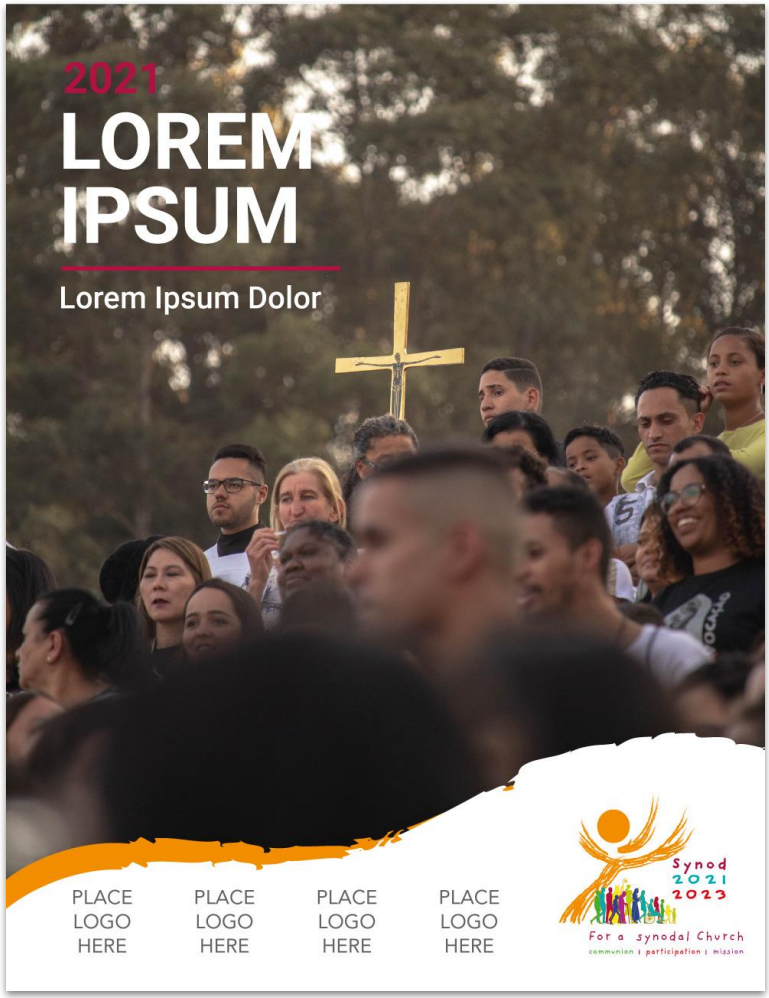
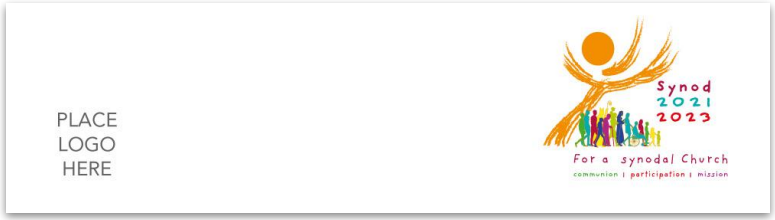
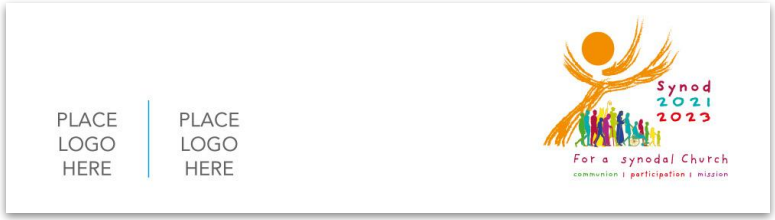
3. APPLICATIONS

3.2. Co-branding example







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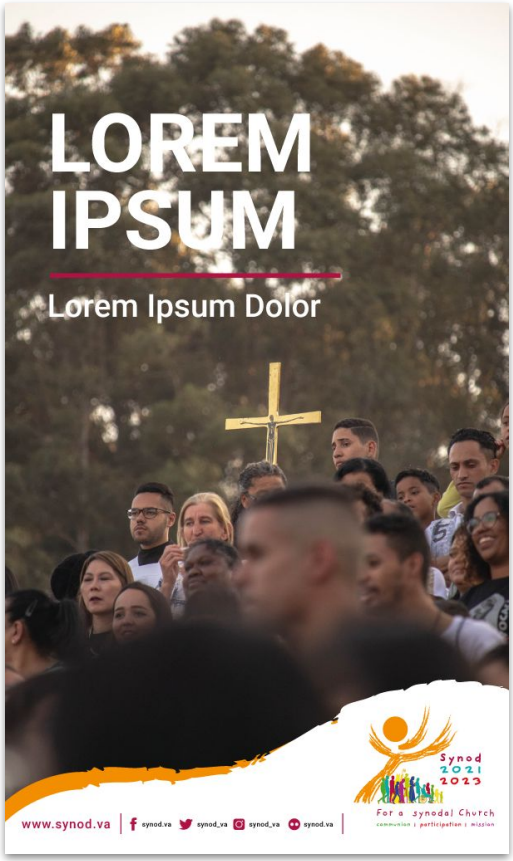
3. APPLICATIONS

3.2. Flyer example

3. APPLICATIONS

3.2. Other formats



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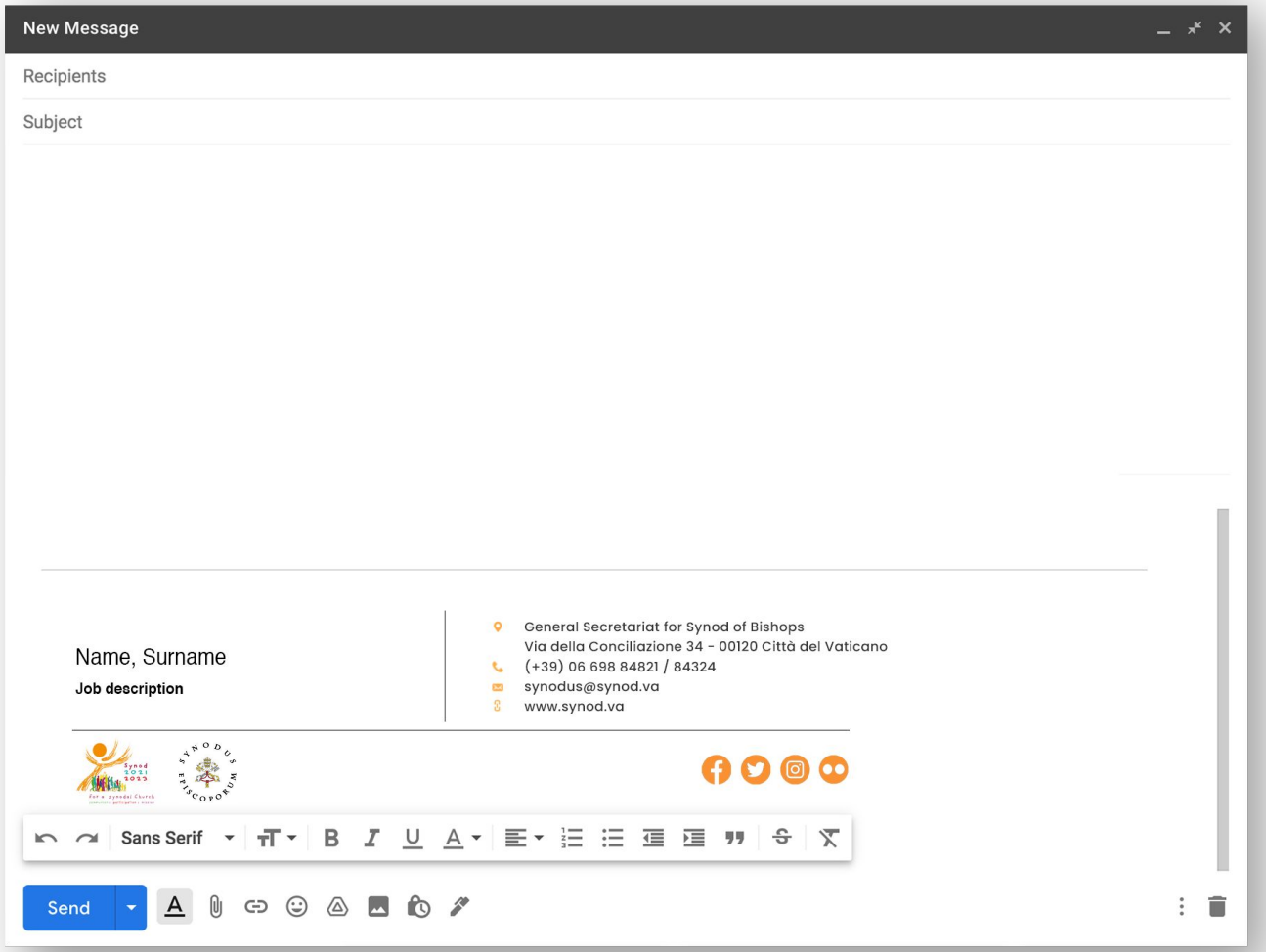
3. APPLICATIONS

3.3. Example of virtual meet background

3. APPLICATIONS

3.4. Email signature



3. APPLICATIONS

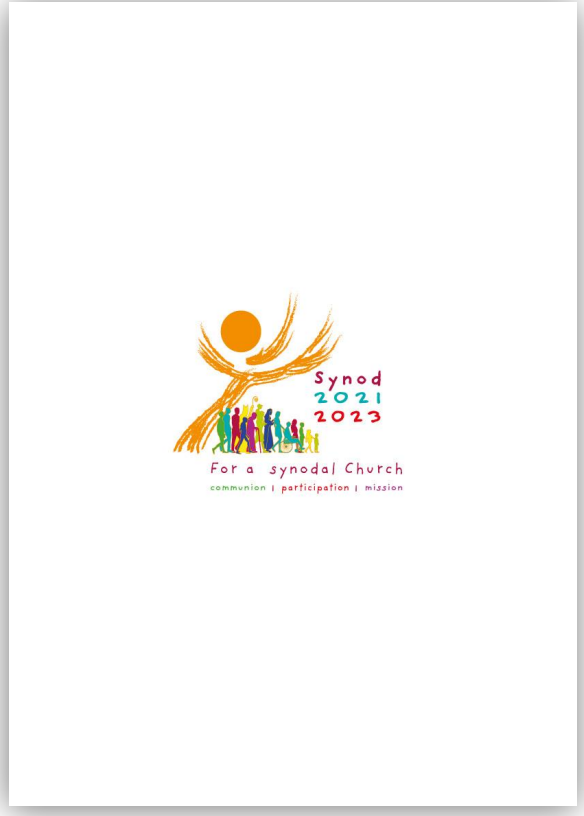
3.5. Personal cards example

3. APPLICATIONS

3.6. Example of envelopes and A4 pages

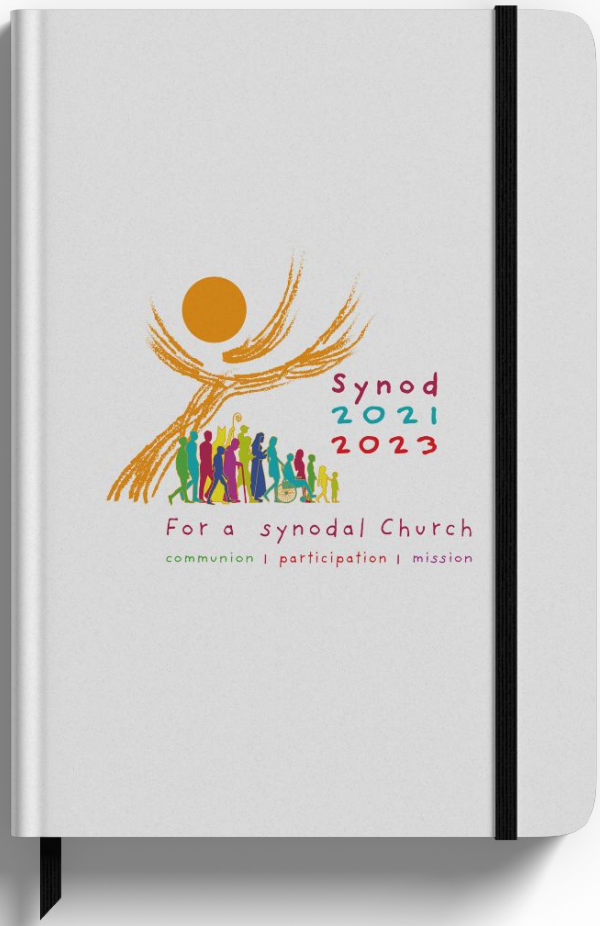
3. APPLICATIONS

3.7. Folder



3. APPLICATIONS

3.8. Notebooks



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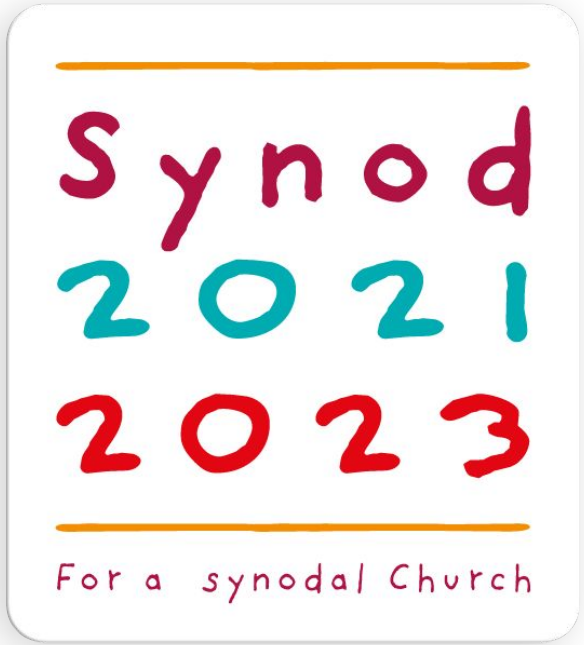
3. APPLICATIONS

3.9. T-shirt

3. APPLICATIONS

3.9. Stickers



3. APPLICATIONS

3.10. Mask

3. APPLICATIONS

3.11. Mug

3. APPLICATIONS

3.11. Mug

4. USES

4. USES

4.1. Isologotype over light colors

4. USES

4.2. Isologotype over dark colors

It is recommended to apply the logo with a white background on dark colors to be legible.

4. USES

4.3. Isologotype over light pictures

It is recommended to apply the logo with a white background on light pictures to be legible.

4. USES

4.4. Isologotype over dark pictures

It is recommended to apply the logo with a white background on dark pictures to be legible.

5. CONTACT

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