

# Logo Guidelines

Version 1.0 | November 2022

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***Missionaries of the  
Precious Blood***  
United States Province

## Our Symbol

Our symbol shows the cup, cross and covenant that are at the center of our identity as Missionaries of the Precious Blood. The cup holds the Precious Blood of Jesus. The Precious Blood both fills the cup and flows out to all the world. It is a symbol of our ministry, which is dynamic and responsive to changing times. The cross represents Christ's sacrificial death, which through the shedding of his Precious Blood, offers healing and redemption to all. The everlasting covenant between God and his people is represented by the gold circle.



# Primary Logo

Being the lifeblood of our brand, the logo should be clear and legible at all times. For this reason, we ask that there be a minimum “clear space” around the logo, free of other design elements or obstructions.

Clear space should be determined by the height of the chalice at 100% size of the logo in use. Equal clearance should be maintained on all sides to ensure brand integrity.

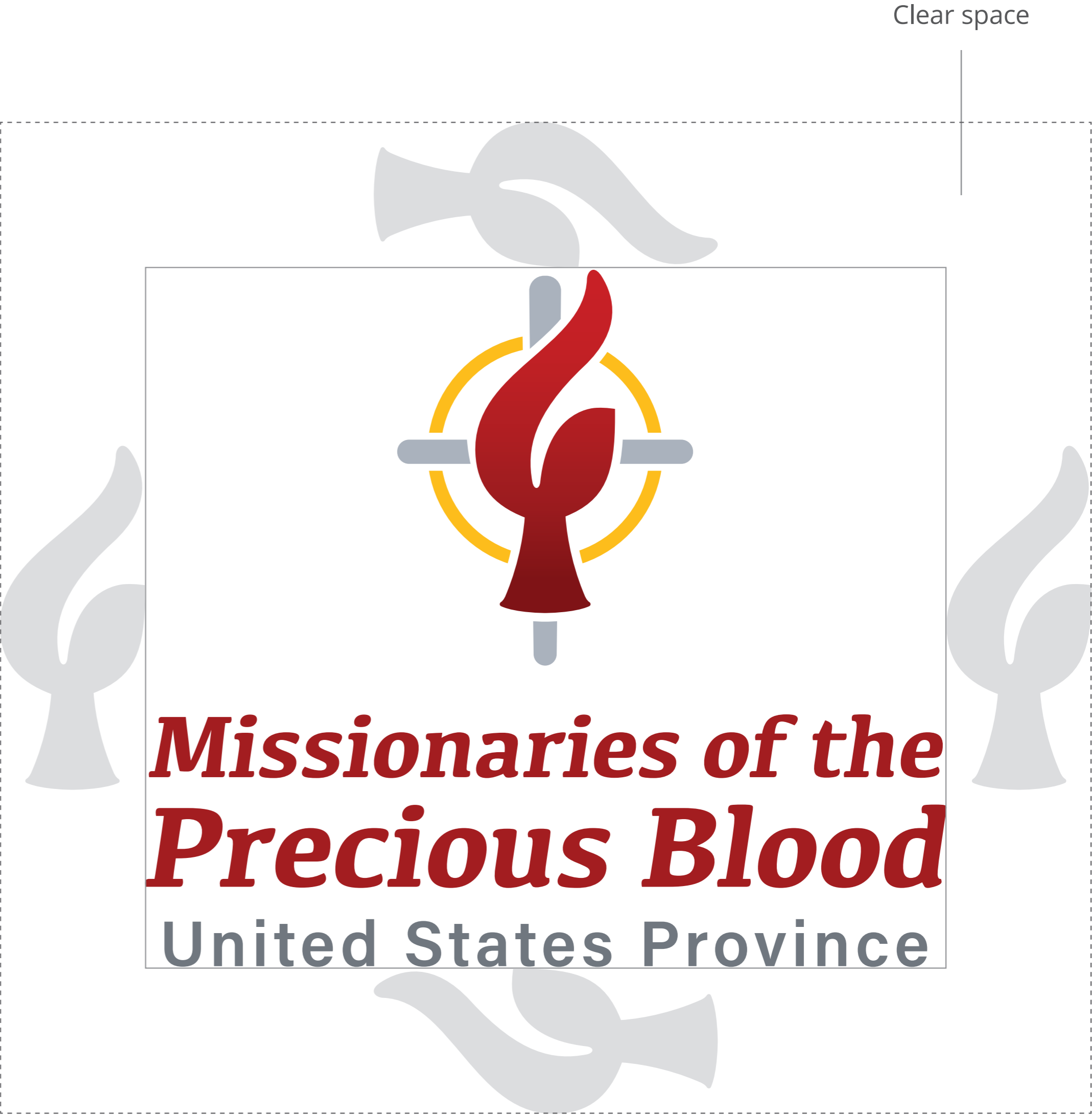


secondary logo

# Secondary Logo

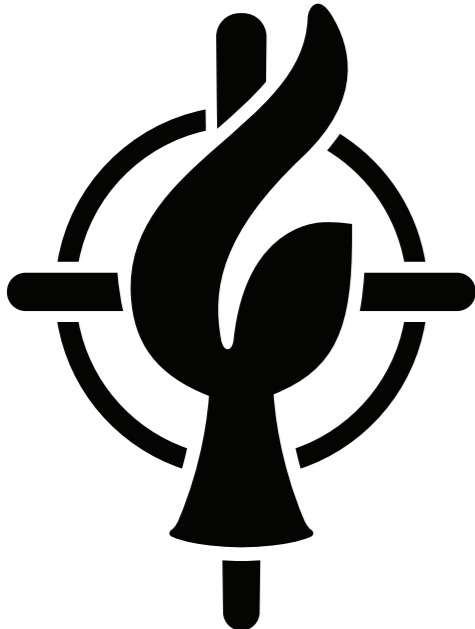
This is the stacked version of our logo. It should only be used when horizontal space is limited, or a stacked version is required in order to maintain design integrity.

Clear space should be determined by the height of a single cross segment at 100% size of the logo in use. Equal clearance should be maintained on all sides to ensure brand integrity.



# One Color Setup

Our logo has a modified version for applications that require one color. This applies to light and dark backgrounds.



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# Grayscale Setup

Our logo has grayscale versions for applications where color printing is not an option. The grayscale logo should only be used over a white background. Reversed out grayscale logo files are available and should only be used over 90% black or darker backgrounds.



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# Reverse Applications

Our logo has a modified color version for applications that require the logo to be reversed out. The grayscale and white version of the logo may also be reversed out of a dark background color.

Full Color  
Reversed



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Grayscale  
Reversed



***Missionaries of the  
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Solid White  
Reversed



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# Minimum Logo Size

These are the minimum size requirements for each version of our brand marks.

There isn't a maximum size for the logo. However, our logo shouldn't be displayed any smaller than these specifications. We've given measurements for both print and digital applications.



***Missionaries of the  
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150 pixels wide  
1 inches wide  
*vertical orientation*



***Missionaries of the  
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200 pixels wide  
1.25 inches wide  
*horizontal orientation*



# Logo Don'ts

Our logo is very important to us — a large amount of time and effort went into perfecting the characteristics and subtleties needed to maintain brand consistency, it's essential that the logo is not altered in any unapproved ways.

## Unacceptable Uses



rotate or tilt



drop shadow



move logo elements



use an unapproved color



distort or stretch



place on a conflicting color

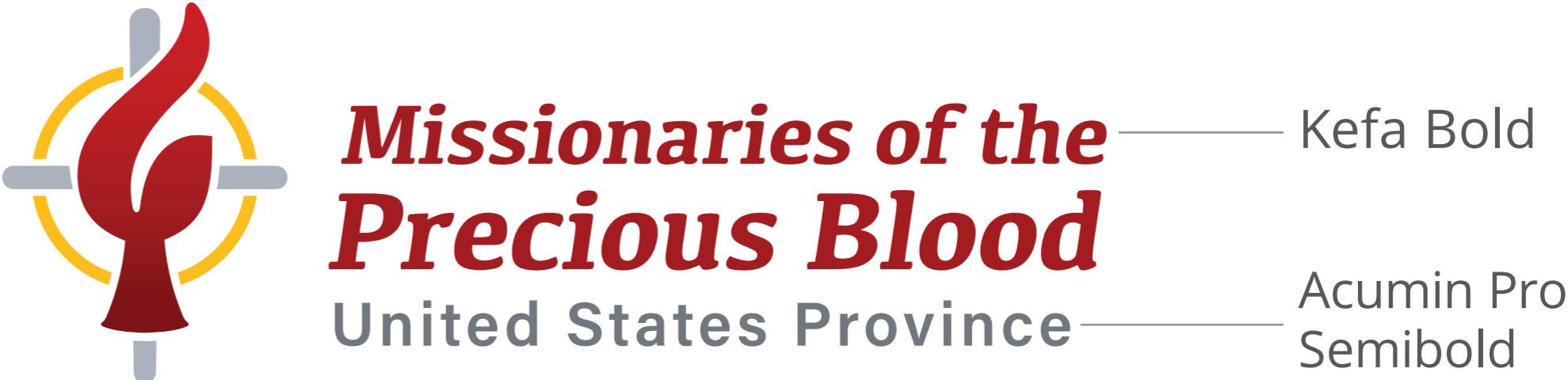
# Color Palette

The following base colors make up our primary color palette. Light, dark and extra dark options are secondary and may be used to support the primary base colors. Breakdowns of each color can be used for different mediums in the print and digital realm.

Gold	Ruby	Plum	Sea	Slate	Ash
<p>Base Color PMS: 123 HEX: ffbe19 RGB: 255, 190, 25 CMYK: 10, 27, 100, 0</p>	<p>Base Color PMS: 7623 HEX: a50c00 RGB: 165, 12, 0 CMYK: 23, 100, 100, 20</p>	<p>Base Color PMS: 7665 HEX: 502d64 RGB: 80, 45, 100 CMYK: 78, 94, 30, 20</p>	<p>Base Color PMS: 2237 HEX: 14909c RGB: 20, 144, 156 CMYK: 79, 14, 29, 15</p>	<p>Base Color PMS: 430 HEX: 70777f RGB: 112, 119, 127 CMYK: 59, 47, 41, 9</p>	<p>Base Color PMS: 426 HEX: 222222 RGB: 34, 34, 34 CMYK: 76, 68, 63, 77</p>
<p>Light PMS: 7405 HEX: ffdc00 RGB: 255, 220, 0 CMYK: 2, 10, 100, 0</p>	<p>Light PMS: 1805 HEX: c80c00 RGB: 200, 12, 0 CMYK: 14, 100, 100, 5</p>	<p>Light PMS: 02082 HEX: 60367a RGB: 96, 54, 122 CMYK: 72, 90, 6, 13</p>	<p>Light PMS: 2234 HEX: 10a1af RGB: 16, 161, 175 CMYK: 77, 15, 29, 0</p>	<p>Light PMS: 5743 HEX: abb2bd RGB: 171, 178, 189 CMYK: 34, 24, 19, 0</p>	<p>Light PMS: 446 HEX: 313132 RGB: 49, 49, 50 CMYK: 74, 66, 60, 62</p>
<p>Dark PMS: 1245 HEX: dc9d19 RGB: 220, 157, 25 CMYK: 13, 40, 100, 0</p>	<p>Dark PMS: 1817 HEX: 800c00 RGB: 128, 12, 0 CMYK: 30, 100, 100, 37</p>	<p>Dark PMS: 2695 HEX: 40234e RGB: 64, 35, 78 CMYK: 72, 90, 6, 50</p>	<p>Dark PMS: 2214 HEX: 13757f RGB: 19, 117, 127 CMYK: 77, 15, 29, 35</p>	<p>Dark PMS: 431 HEX: 5a6066 RGB: 90, 96, 102 CMYK: 68, 55, 47, 22</p>	<p>Dark PMS: Black 3 HEX: 000000 RGB: 0, 0, 0 CMYK: 75, 68, 67, 90</p>
	<p>Extra Dark PMS: 2449 HEX: 540f0d RGB: 84, 15, 13 CMYK: 39, 90, 84, 61</p>				

# Logo Typography

Our logo utilizes two type faces. Kefa Bold is a serif font and can be used for headings and special use cases. Acumin Pro is a clean sans-serif font that is available in standard widths as well as condensed. Acumin Pro can be used for headlines as well as body copy.



Kefa Bold

Acumin Pro

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**Aa**

**As the minuteness of the parts formed a great hindrance to my speed, I resolved, contrary to my first intention, to make the being of a gigantic stature; that is to say, about eight feet in height, and proportionally large.**

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**Aa**

**As the minuteness of the parts formed a great hindrance to my speed, I resolved, contrary to my first intention, to make the being of a gigantic stature; that is to say, about eight feet in height, and proportionally large.**