Logo Guidelines

July 2023

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

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.

Missionaries of the Precious Blood
United States Province

Secondary Logo

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

Clear space

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.

Missionaries of the Precious Blood
United States Province
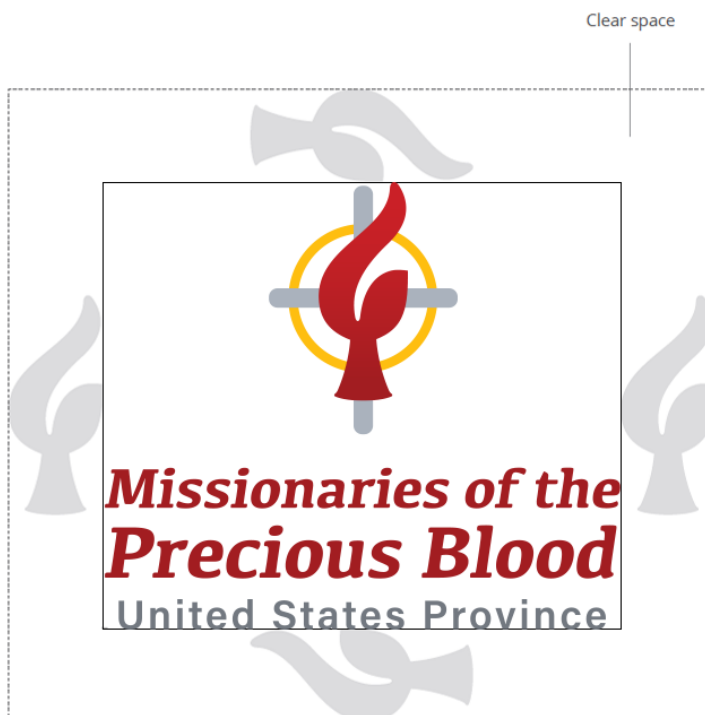
One-Color Setup

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

Missionaries of the
Precious Blood
United States Province

Missionaries of the
Precious Blood
United States Province

Grayscale Setup

Our logo has grayscale versions for applications where color printing is not an option.
The grayscale logo should be used only over a white background.

Missionaries of the
Precious Blood
United States Province

Missionaries of the
Precious Blood
United States Province

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

Grayscale Reversed

Solid White Reversed

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.

200 pixels wide
1.25 inches wide
horizontal orientation

150 pixels wide
1 inches wide
vertical orientation

Logo Don'ts

Our logo is very important to us. 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

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 Semibold

Kefa Bold

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.

Acumin Pro

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.
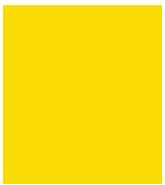
Color Palette

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
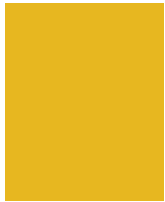
Base Color
PMS: 123
HEX: ffbe19
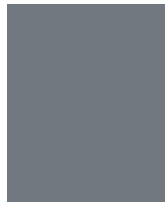RGB: 255, 190, 25
CMYK: 10, 27, 100, 0

Light
PMS: 7405
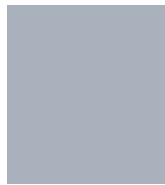HEX: ffdc00
RGB: 255, 220, 0
CMYK: 2, 10, 100, 0

Dark
PMS: 1245
HEX: dc9d19
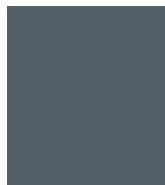RGB: 220, 157, 25
CMYK: 13, 40, 100, 0

Slate

Base Color
PMS: 430
HEX: 70777f
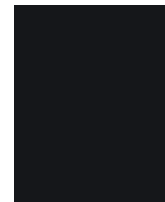RGB: 112, 119, 127
CMYK: 59, 47, 41, 9

Light
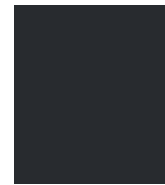PMS: 5743
HEX: abb2bd
RGB: 171, 178, 189
CMYK: 34, 24, 19, 0

Dark
PMS: 431
HEX: 5a6066
RGB: 90, 96, 102
CMYK: 68, 55, 47, 22

Ash

Base Color
PMS: 426
HEX: 222222
RGB: 34, 34, 34
CMYK: 76, 68, 63, 77

Light
PMS: 446
HEX: 313132
RGB: 49, 49, 50
CMYK: 74, 66, 60, 62

Dark
PMS: Black 3
HEX: 000000
RGB: 0, 0, 0
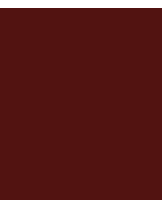CMYK: 75, 68, 67, 90

Ruby

Base Color
PMS: 7623
HEX: a50c00
RGB: 165, 12, 0
CMYK: 23, 100, 100, 20

Light
PMS: 1805
HEX: c80c00
RGB: 200, 12, 0
CMYK: 14, 100, 100, 5

Dark
PMS: 1817
HEX: 800c00
RGB: 128, 12, 0
CMYK: 30, 100, 100, 37

Extra Dark
PMS: 2449
HEX: 540f0d
RGB: 84, 15, 13
CMYK: 39, 90, 84, 61

Plum

Base Color
PMS: 7665
HEX: 502d64
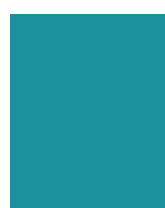RGB: 80, 45, 100
CMYK: 78, 94, 30, 20

Light
PMS: 02082
HEX: 60367a
RGB: 96, 54, 122
CMYK: 72, 90, 6, 13

Dark
PMS: 2695
HEX: 40234e
RGB: 64, 35, 78
CMYK: 72, 90, 6, 50

Sea

Base Color
PMS: 2237
HEX: 14909c
RGB: 20, 144, 156
CMYK: 79, 14, 29, 15

Light
PMS: 2234
HEX: 10a1af
RGB: 16, 161, 175
CMYK: 77, 15, 29, 0

Dark
PMS: 2214
HEX: 13757f
RGB: 19, 117, 127
CMYK: 77, 15, 29, 35

Missionaries of the Precious Blood