



## Marianist Logotype Guidelines

### Purpose

It is important that we project a Marianist image that is clear and consistent both within the Marianist community and with external audiences. A consistent identity helps build recognition and projects our qualities and attributes. The following logotype guidelines have been formulated to ensure the integrity of our image.

### Our Logo

The Marianist logo is made up of two distinct elements: our name, and the “M” and cross symbol. The “M” and cross symbol represent the essence of Marianist understanding: through Mary to Jesus. Though rendered here in a contemporary way, it is a concept that is firmly rooted in our history. The name line, and how it is presented, is just as important as the “M” and cross symbol. Ideally, both elements should always appear together as you see them above. When space restrictions make the smaller words in the logotype illegible, the “M” and cross symbol may be used alone, provided the community name distinctly appears elsewhere on the document.

Two versions of the logo are available. *The stacked, centered version is always preferred.* A horizontal version is available for situations where size and shape prohibit the use of the stacked logo.



**PREFERRED**



**ACCEPTABLE**

In print applications, the minimum acceptable size for each version is as follows:



**The logo should not be reconfigured in any other manner.**

Do not place other graphic elements behind the logo or closer than 3/4" on any side of the logo.

Do not substitute another font, change the proportions of the words and the symbol, or rearrange the elements in any way.



When printing the logo, use the following PMS (Pantone Matching System) colors:

**For uncoated white paper:** red PMS 1945; blue PMS 288.

**For coated white paper:** red PMS 1945; blue PMS 281.

The reason for the difference in PMS colors is the effect that coated and uncoated papers have on reproduction. *Do not use other color combinations.*

**If using 4-color process on uncoated paper:** for red, use M100, Y56, K18; for blue, use C100, M65, K30.

**If using 4-color process on coated paper:** for red, use M100, Y56, K18; for blue, use C100, M72, K38.

**For one-color applications:** It is permissible to print the logo entirely in one-color ink, *preferably black*. PMS 288 (blue) may be used on uncoated paper. On coated paper, PMS 281 (blue) may be used.

**For reverse applications:** Whenever a dark background is used, the entire logo should be reversed out white.

**For Web applications:** GIF and JPEG versions of the logo suitable for the Web are available. To match the red color in our Marianist logo, use Red #CC002E (RGB: 204, 0, 43); to match our blue color, use Blue #092869 (RGB: 9, 40, 105).

**Accompanying Typefaces on Marianist Materials**

The Futura and Palatino font families have been selected as the standard to accompany the Marianist logotype. It is recommended that the Futura family be used for all heads and sub-heads; the Palatino font family may be used for body copy. These fonts have been chosen for their compatibility with the logo, their elegance, legibility, variety of weights and availability.\*

**To Obtain Artwork**

Electronic versions of the logotype may be obtained by contacting Diane Guerra, national communications director, at the Provincial Office, 314/533-1207, x211. Questions regarding usage also may be directed to this office.

\*Fonts may be purchased from [www.adobe.com](http://www.adobe.com)