Graphics Standards Manual
WARREN FAMILY MISSION

WARREN
FAMILY MISSION
ESTABLISHED 1998

Graphics Standards Manual
WARREN FAMILY MISSION

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01.
Introduction

Conceptual definition

01. Introduction

Conceptual definition

The Warren Family Mission logo was created in 2020 with the desire to modernize the image of the organization, which has been working since 1998 helping its community and is based on the following concepts: the Cross, Faith, Help and Family.

02.
Basic elements of visual identity

Logo
Full version

02. Basic elements of visual identity

Logo
Measurements

At 100%, the logo dimensions are 90mm X 34.4mm as shown.
The visual identity minimum printable size is 40mm X 15.3mm, anything smaller than that would make the logo lose its visual legibility to the naked eye.

90mm

34.4mm

minimum printable size
40mm X 15.3mm

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02. Basic elements of visual identity

Logo
Sizing

To ensure no distortion of the graphic elements occur, the entire logo should be re-sized as one unit diagonally so as to retain proportion, as demonstrated in the diagram below:


125%

100%

50%

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Proportion MUST always be maintained

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Logo
Production areas

To ensure optimum visual perception of the logo, a boundary area is used that cannot be invaded by any other graphic element.
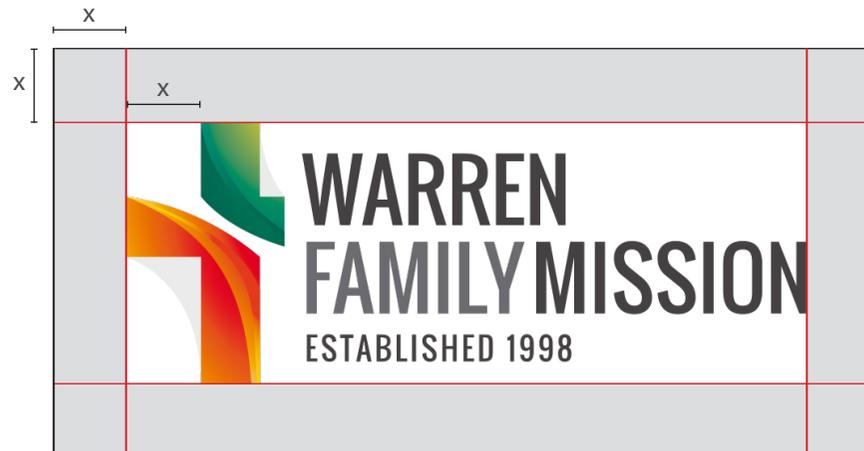
Colors

Main Colors

PANTONE® CMYK Coated
CMYK Process Ink on Coated Paper

P 135-8 C

100%
80%
60%
40%
20%

P 48-8 C

100%
80%
60%
40%
20%

P 179-14 C

100%
80%
60%
40%
20%

P 179-11 C

100%
80%
60%
40%
20%
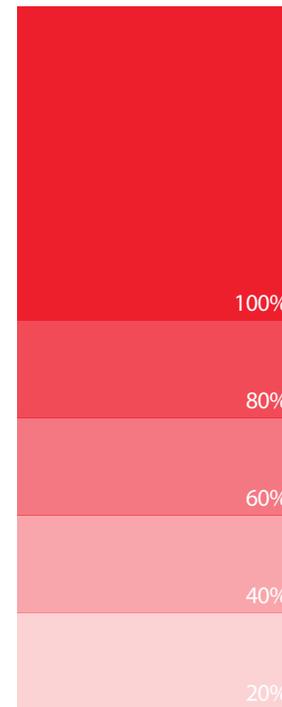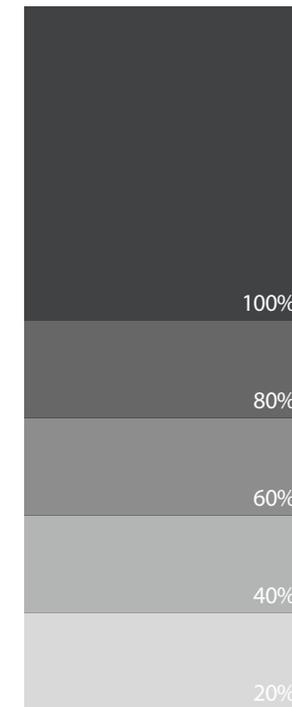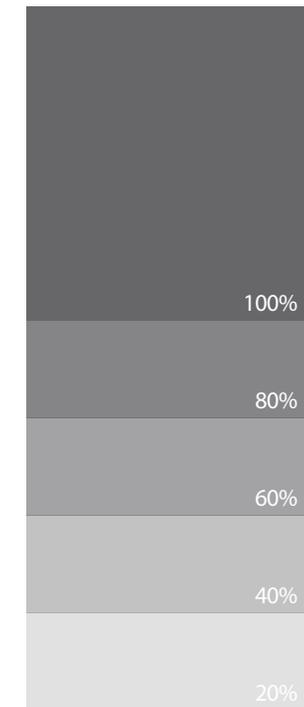
Colors

Secondary Colors

PANTONE® CMYK Coated
CMYK Process Ink on Coated Paper

P 138-7 C

100%

80%

60%

40%

20%

P 45-8 C

100%

80%

60%

40%

20%

P 17-8 C

100%

80%

60%

40%

20%

P 7-8 C

100%

80%

60%

40%

20%
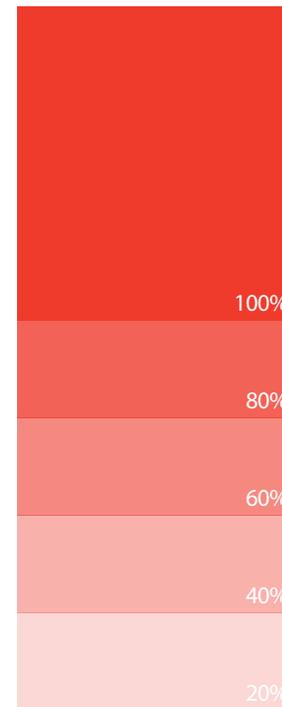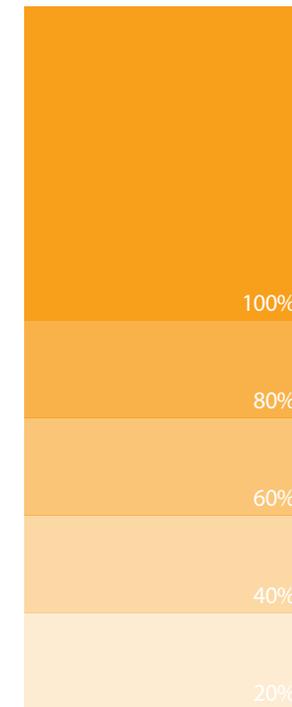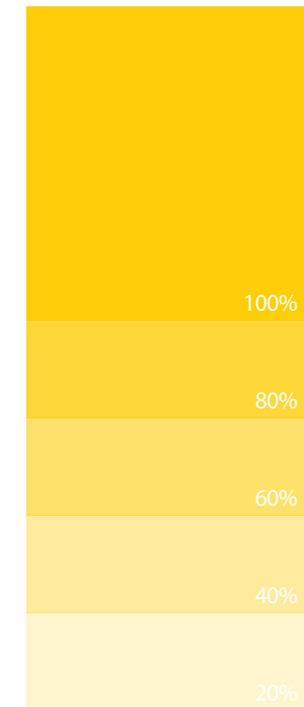
Typography

Basic typography

Oswald

Regular

The typography of the Warren Family Mission Logo is Oswald Regular

Aa1
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789oa!.$%&/()=?¿*

Typography

Secondary typography

Open Sans

Regular

The Open Sans Regular is used for texts in all printed communication of Warren Family Mission

Aa1
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789ºª!.$%&/()=?¿*

Versions of the logo

Negative

Versions of the logo

Greyscale

Versions of the logo

1 solid color

02. Basic elements of visual identity

Logo do's and dont's

Logo alterations

NEVER remove any element from the original Logo

NEVER distort the Logo

NEVER modify any of the letter forms
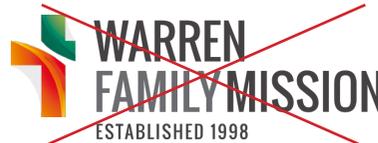
NEVER flip the Logo

NEVER reproduce the Logo in an unauthorized color

NEVER use outlines, drop shadows, etc.

Logo do's and dont's

Usage on backgrounds

Preferably, use the Logo with a white background

For the original version of the Logo use only very light background colors

For black backgrounds, use the negative version

NEVER use strong background colors

Use only light photographic backgrounds

NEVER use messy photographic backgrounds

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02. Basic elements of visual identity

Logo do's and dont's

Different logos together

Always keep the safe boundary area around the Logo

03.
Logo application on items

Commercial stationery

Visiting card
Business letter
Fax cover
Folder

Signage

Interior signages
Roll-up

Merchandising

Cap
T-shirt

Commercial statio

Visiting card

Commercial stationery
Business letter
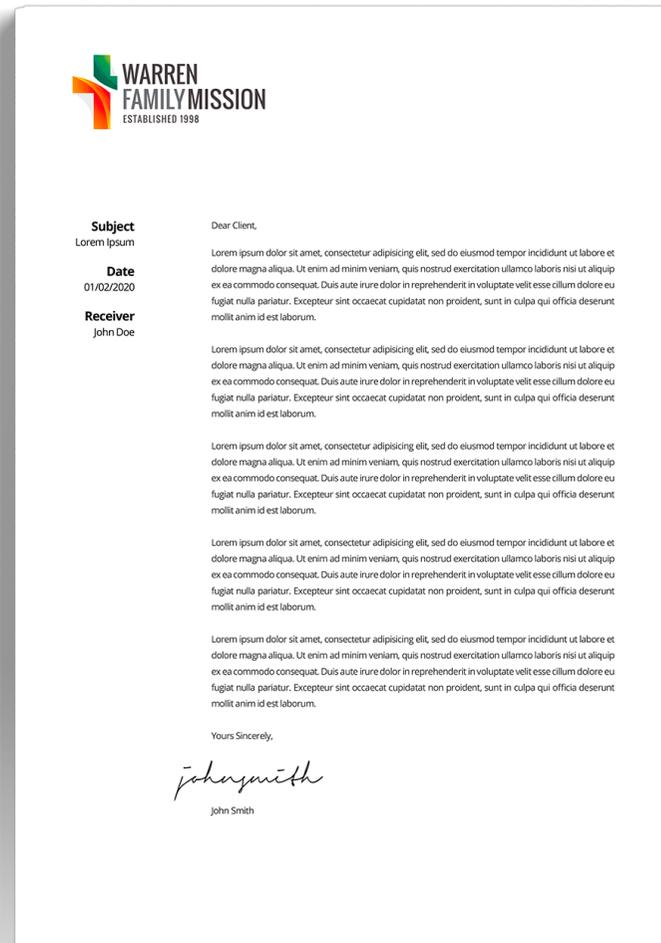
Commercial stationery

Fax cover
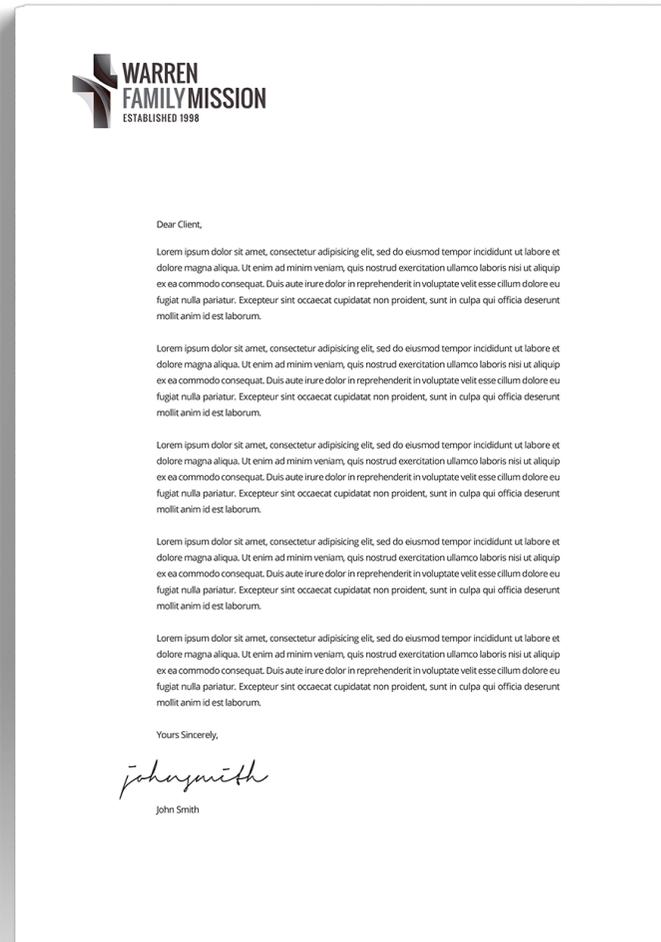
Commercial stationery

Folder
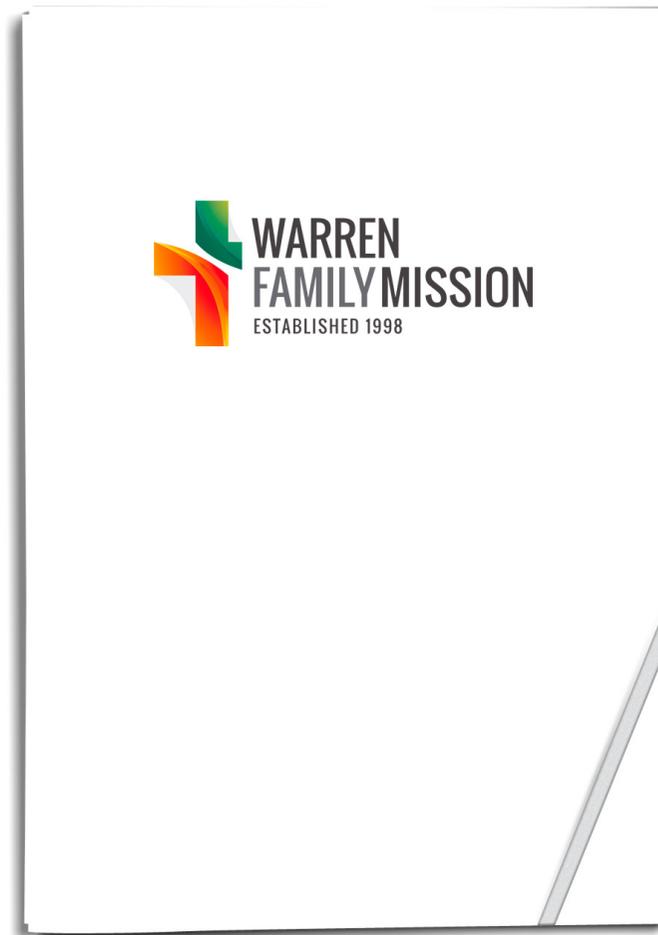
Signage

Interior signages

Signage

Roll-up

Merchandising

Cap

Merchandising

T-shirt