



Synod
2021
2023

For a synodal Church
communion | participation | mission

- BRAND MANUAL -

01.IX.2021 - V.1

Index

1. Naming	3
2. Isologotype	10
3. Applications	23
4. Uses	42
5. Contact	47

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

2. ISOLOGOTYPE

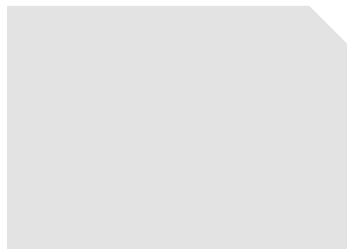
2.5. Color palette

Other colors allowed



Grey

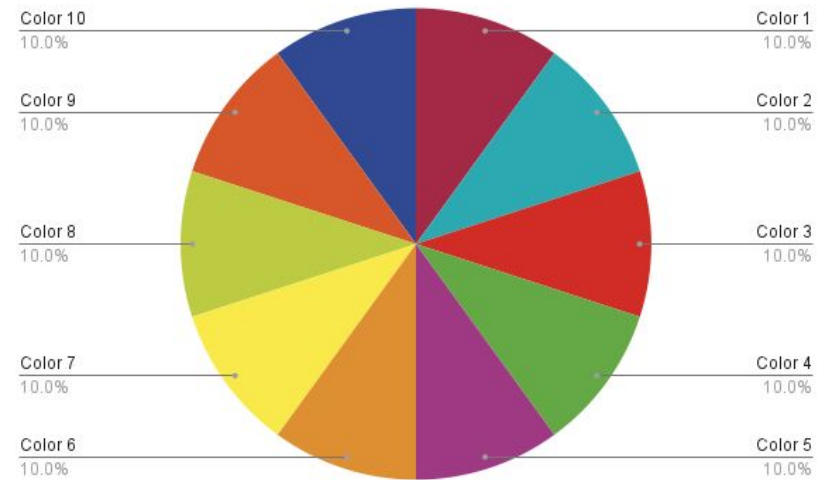
HEX #c6c6c6
RGB 198, 198, 198
CMYK 0, 0, 0, 30
PANTONE Cool Grey 3 C



Light grey

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

Use of color proportions



2. ISOLOGOTYPE

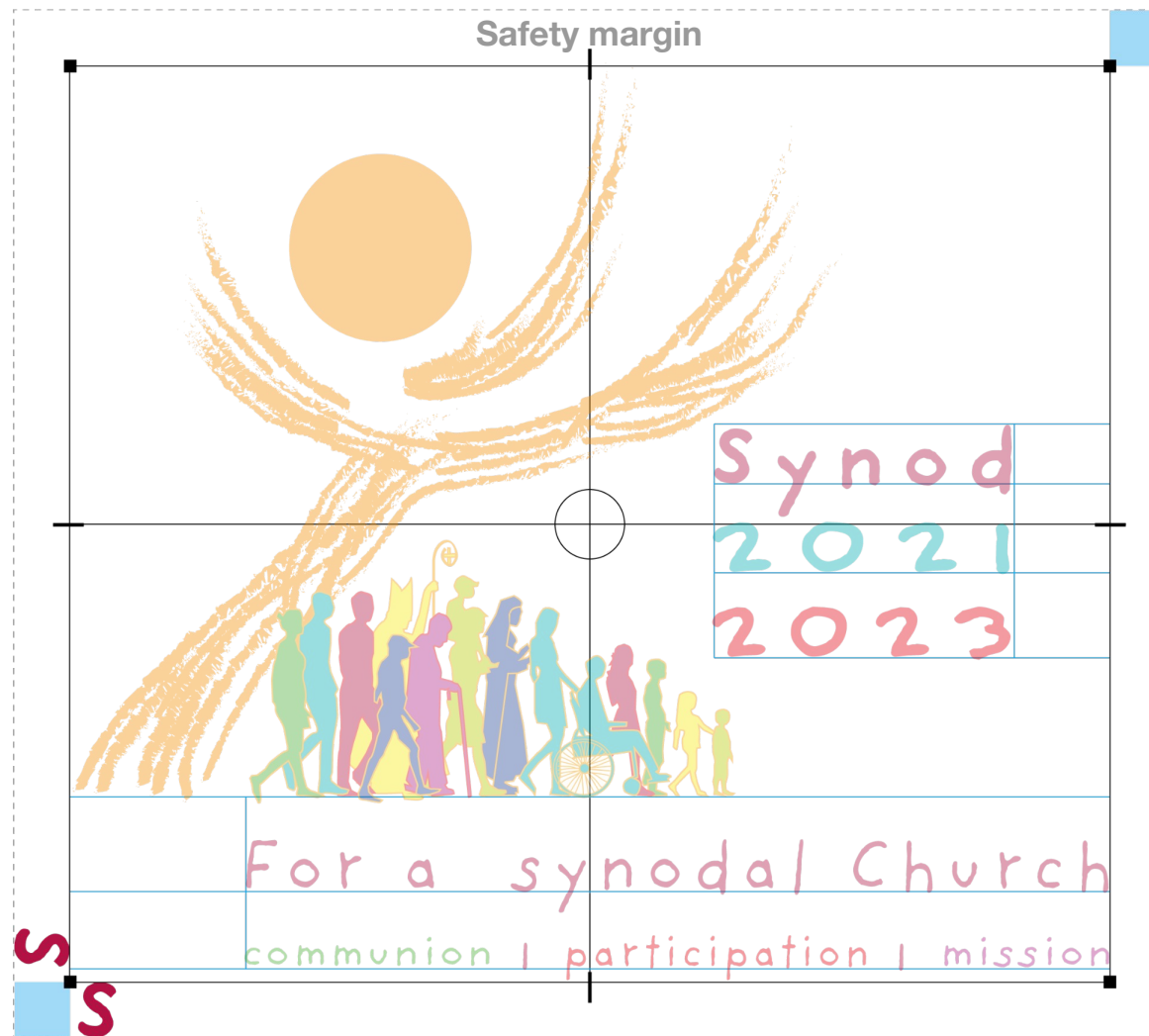
2.6. Psychology of the color - Values



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

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ÑOPQRSTUVWXYZ

0123456789

abcdefghijklmnop

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



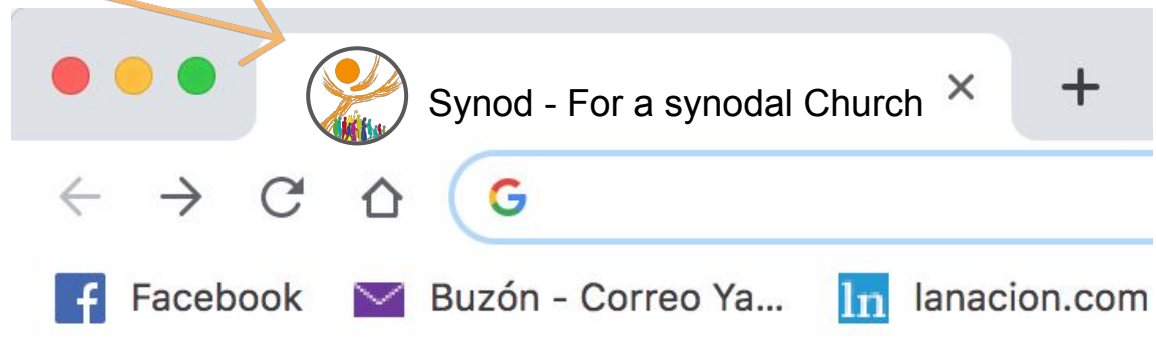
Portuguese



3. APPLICATIONS

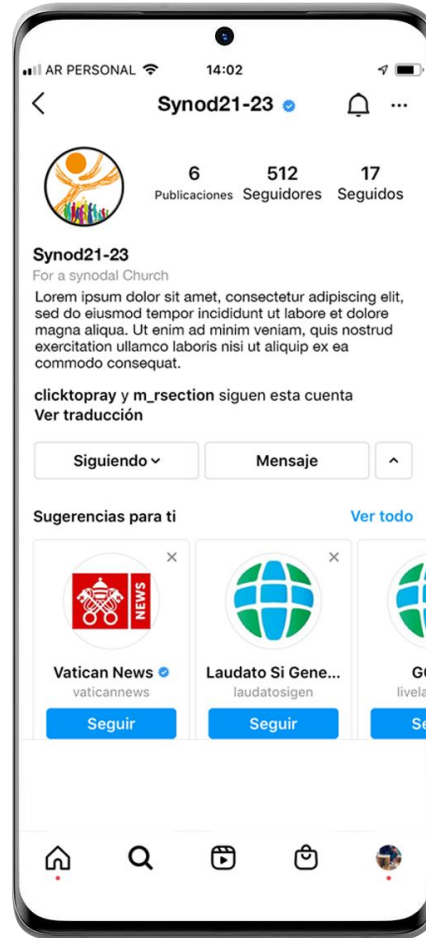
3. APPLICATIONS

3.1. Favicon



3. APPLICATIONS

3.2. Social networks



3. APPLICATIONS

3.2. Graphic morphology

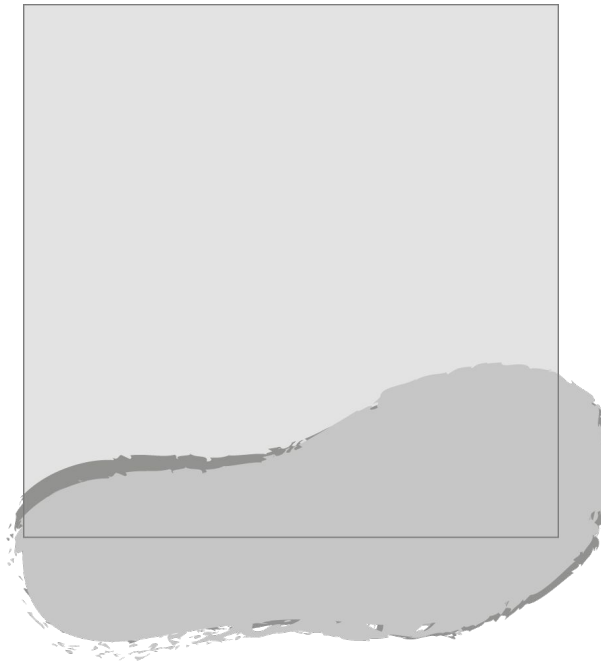
The footprint represents the spirit of the synod as a “walk together”, the Church “on the way” that leaves a print on the way as a testimony.

Mark 16:15-17

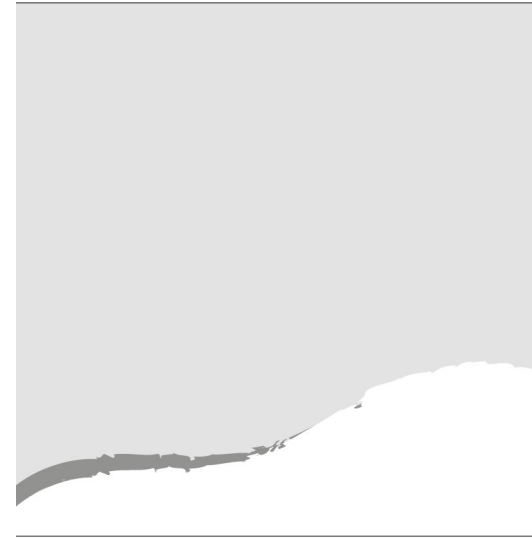
15 He said to them, “Go into all the world and preach the gospel to all creation”.



Footprint



Footprint apply as a base



Final preview

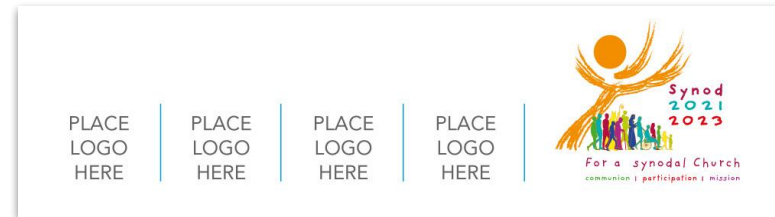
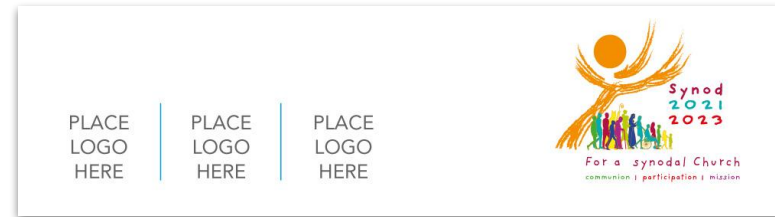
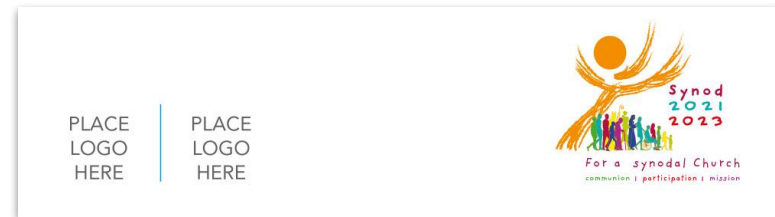
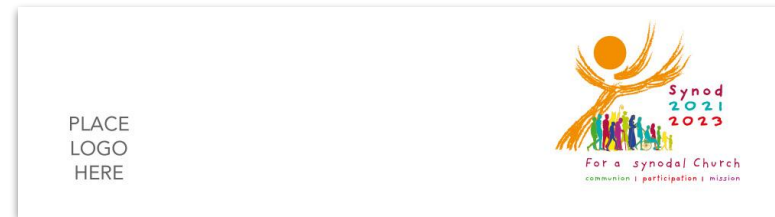
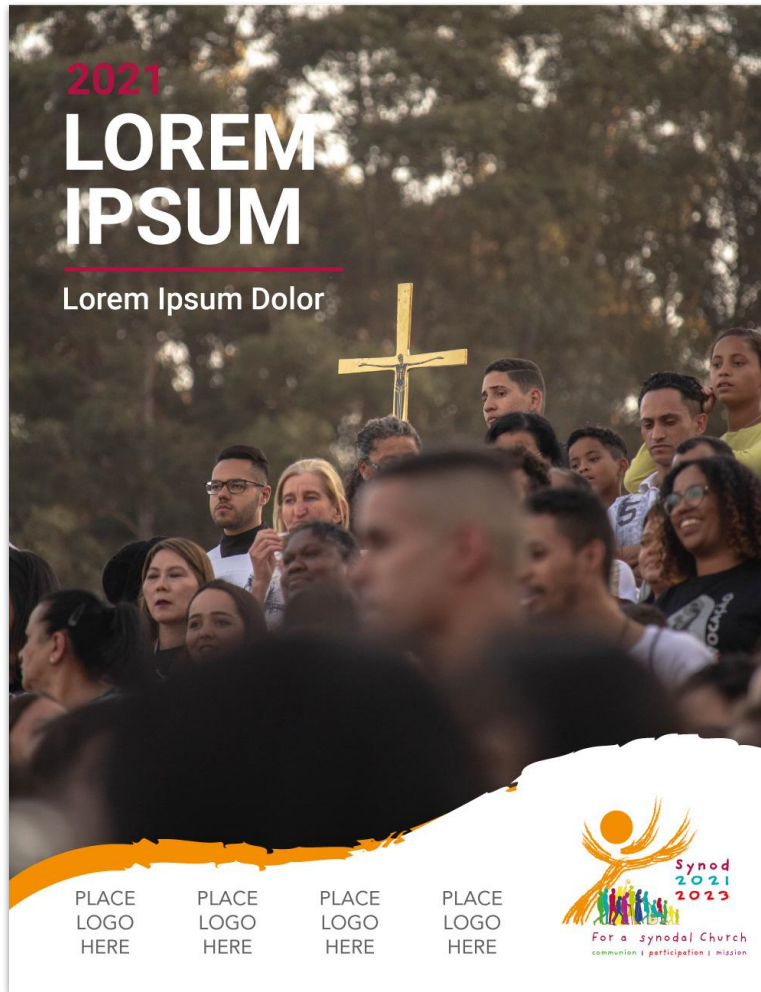
3. APPLICATIONS

3.2. Social networks post examples



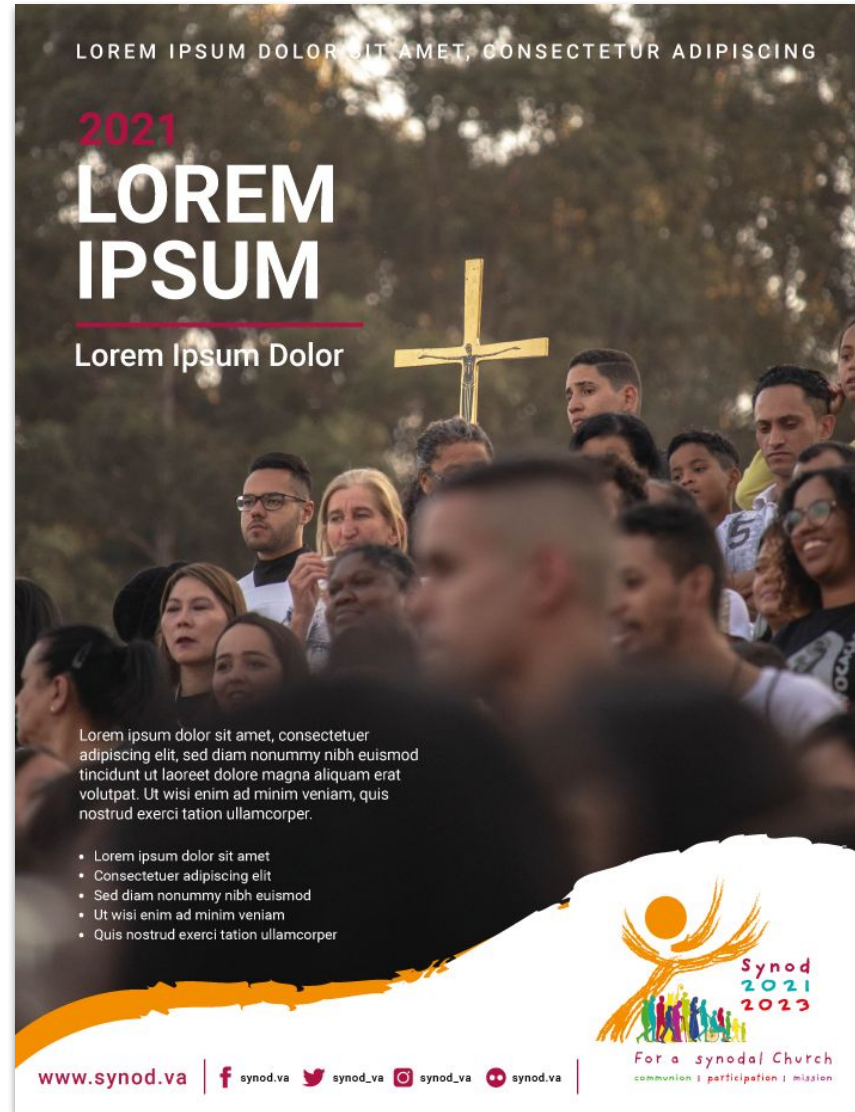
3. APPLICATIONS

3.2. Co-branding example



3. APPLICATIONS

3.2. Flyer example



3. APPLICATIONS

3.2. Other formats



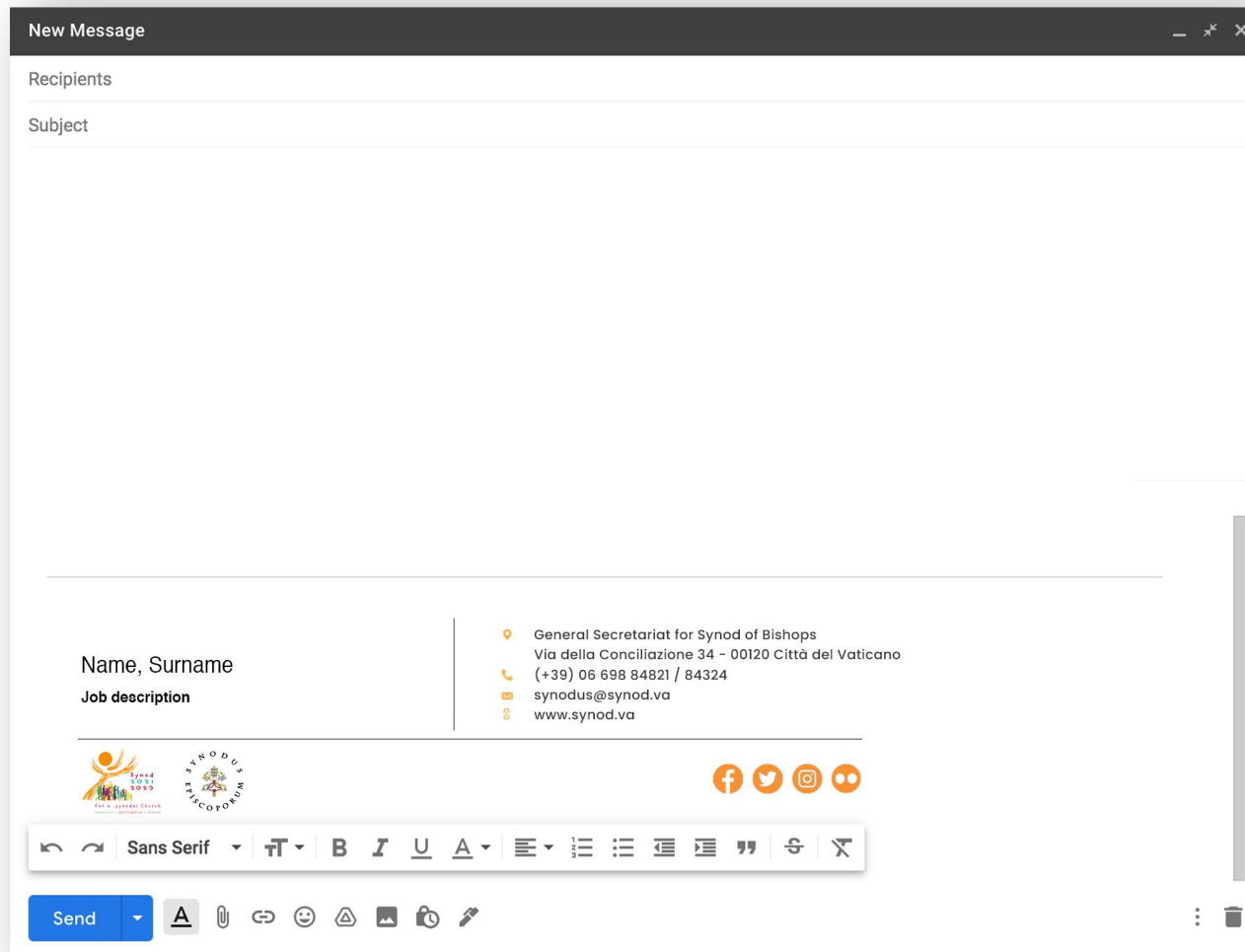
3. APPLICATIONS

3.3. Example of virtual meet background



3. APPLICATIONS

3.4. Email signature



3. APPLICATIONS

3.5. Personal cards example



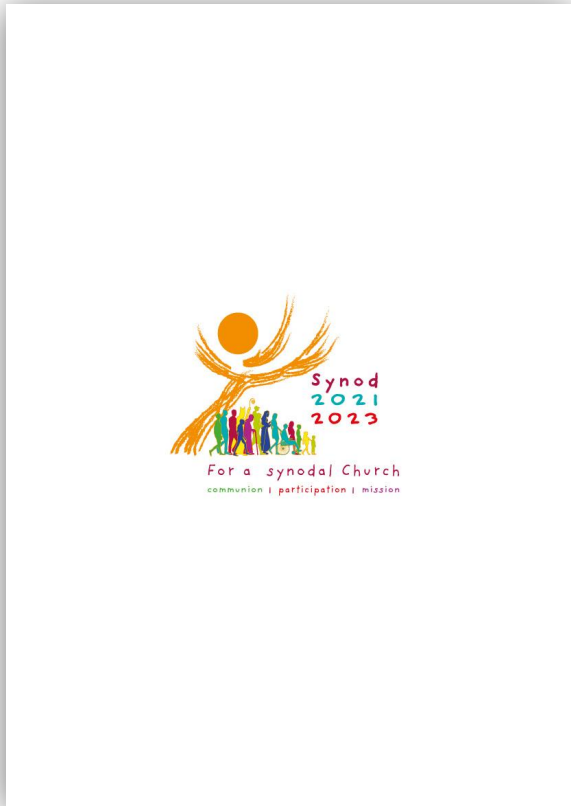
3. APPLICATIONS

3.6. Example of envelopes and A4 pages



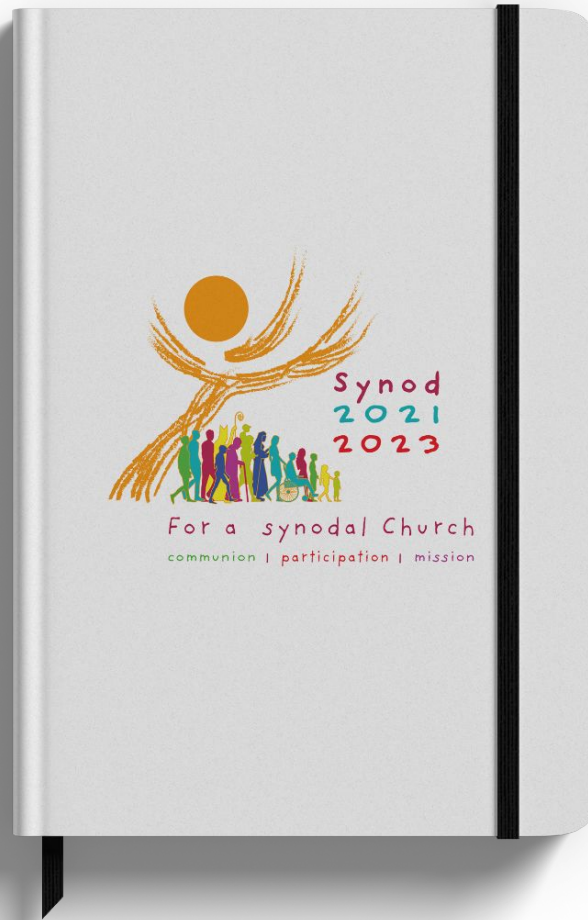
3. APPLICATIONS

3.7. Folder



3. APPLICATIONS

3.8. Notebooks



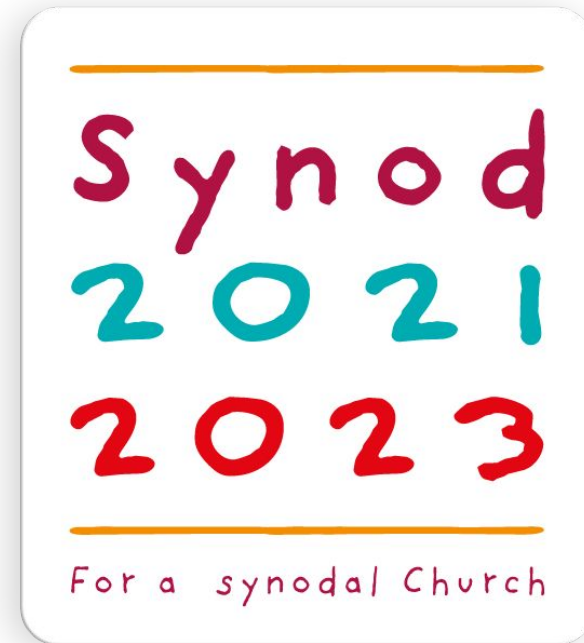
3. APPLICATIONS

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

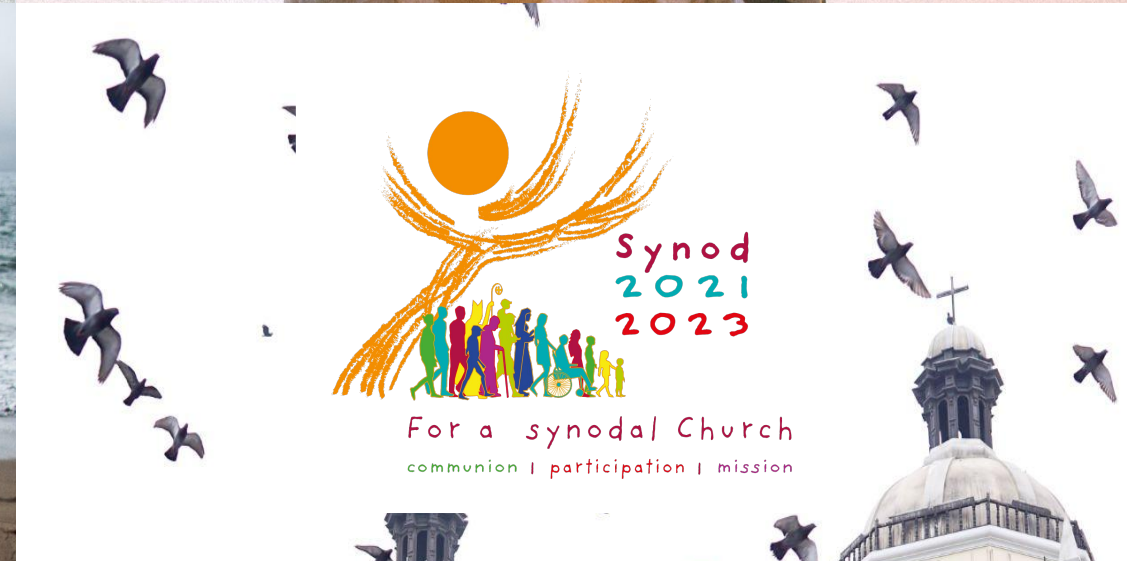
4.2. Isologotype over dark colors



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

4. USES

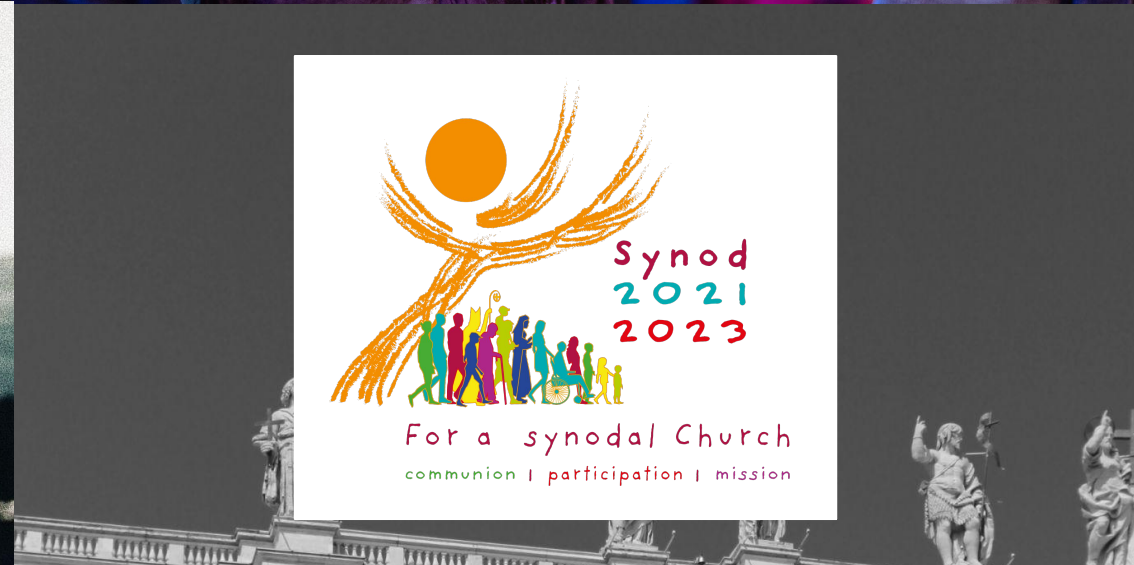
4.3. Isologotype over light pictures



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



La Machi
Communication
for Good Causes®

Juan Della Torre - CEO & Founder
La Machi Communication for Good Causes
juan.dellatorre@lamachi.com

Skype: [juan.dellatorre](https://www.skype.com/people/juan.dellatorre)

Phone: +34 931 936 912

Mobile: +34 633 323 329

Barcelona: Buenos Aires 60, 2º floor 2ªA (08036)

Buenos Aires: Grecia 3394 1º44 (C1429BDJ)

Rome: Via Boezio 45, 4º (00193)