



# - BRAND MANUAL -

01.IX.2021 - V.1

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# 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

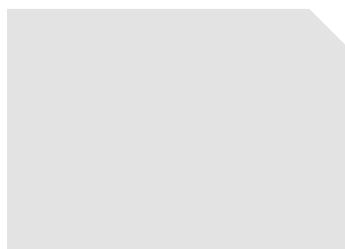
### 2.5. Color palette

#### Other colors allowed



**Grey**

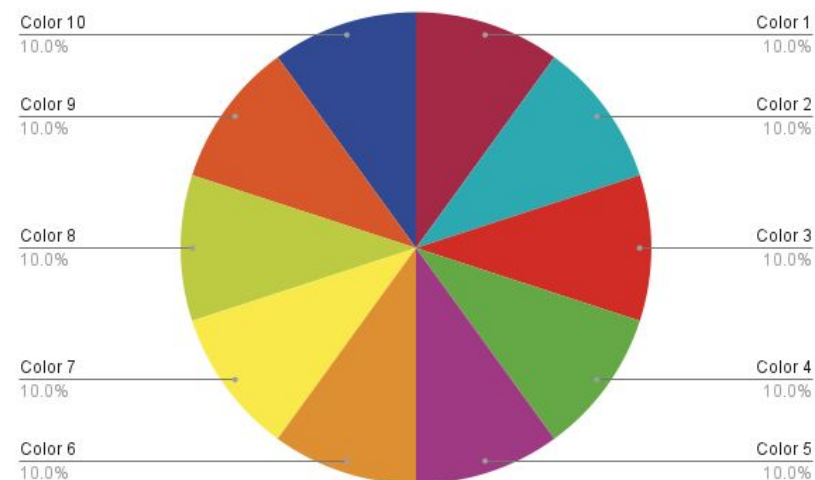
**HEX** #c6c6c6  
**RGB** 198, 198, 198  
**CMYK** 0, 0, 0, 30  
**PANTONE** Cool Grey 3 C



**Light grey**

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

#### Use of color proportions



## 2. ISOLOGOTYPE

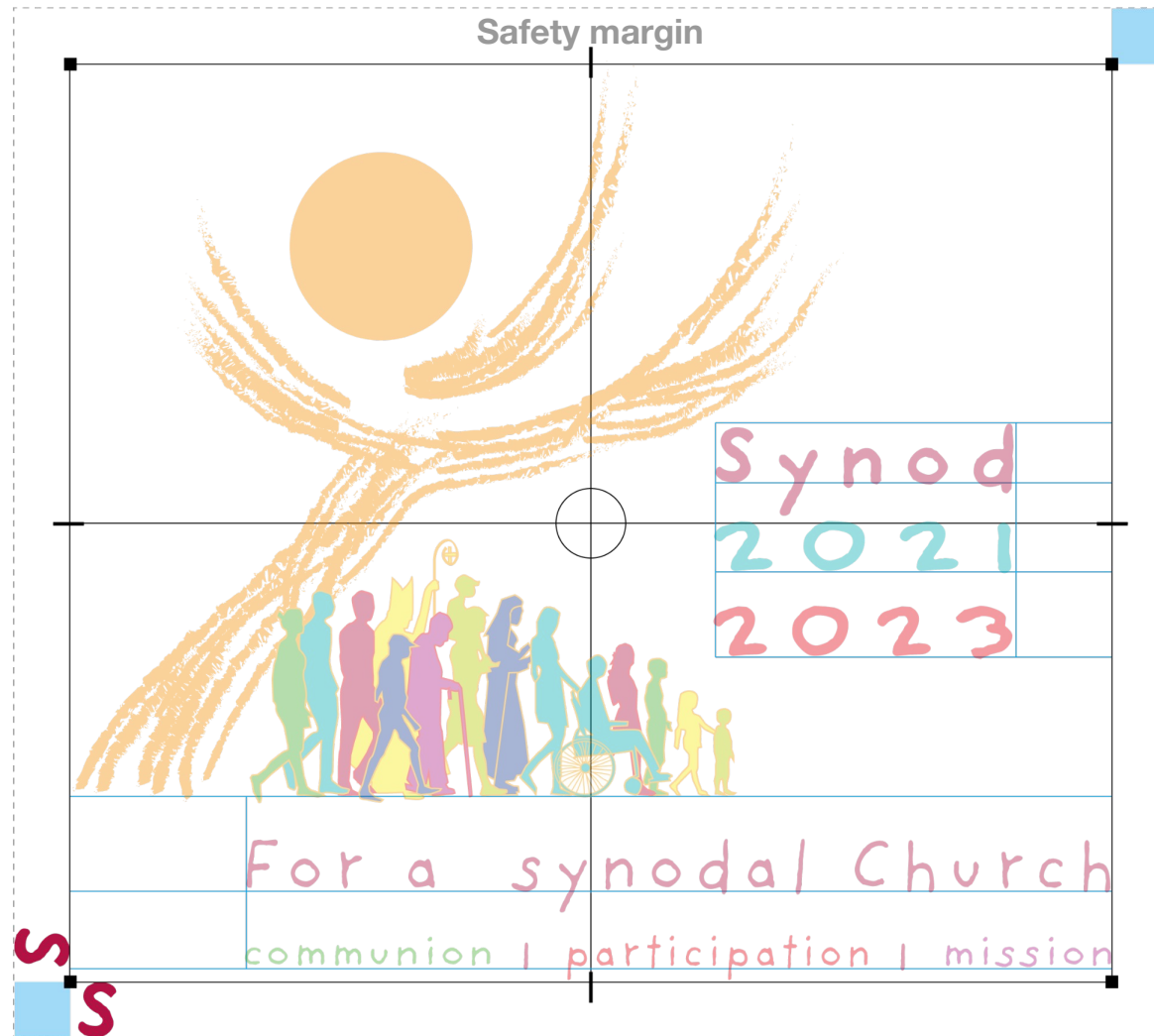
### 2.6. Psychology of the color - Values



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. Typography



Providence-Sans

A B C D E F G H I J K L M N

Ñ O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

a b c d e f g h i j k l m n ñ o p

q r s t u v w x y z



## 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



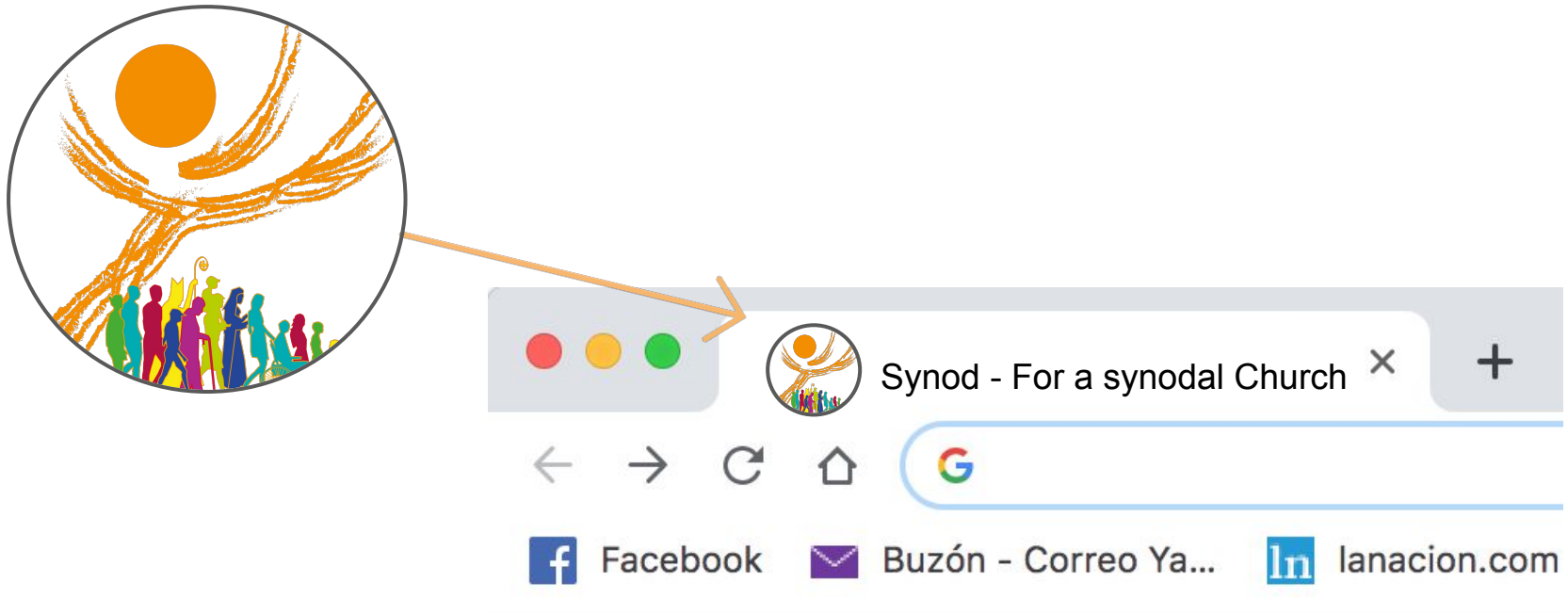
Portuguese



# 3. APPLICATIONS

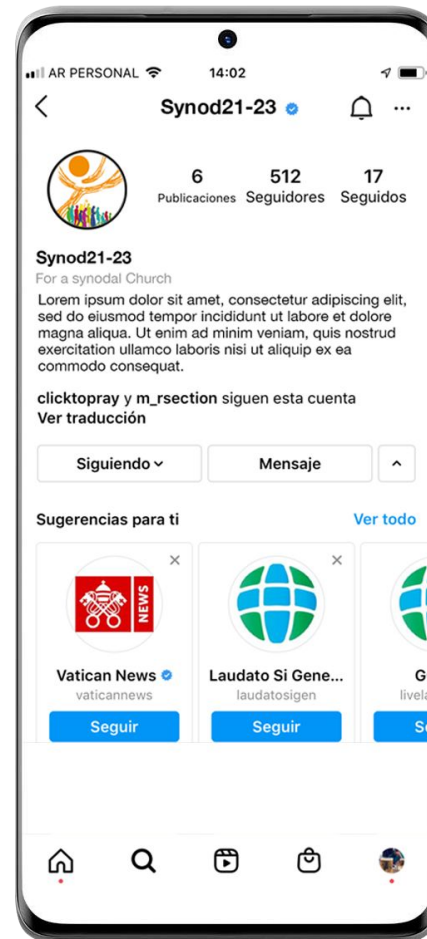
## 3. APPLICATIONS

### 3.1. Favicon



### 3. APPLICATIONS

#### 3.2. Social networks



### 3. APPLICATIONS

#### 3.2. Graphic morphology

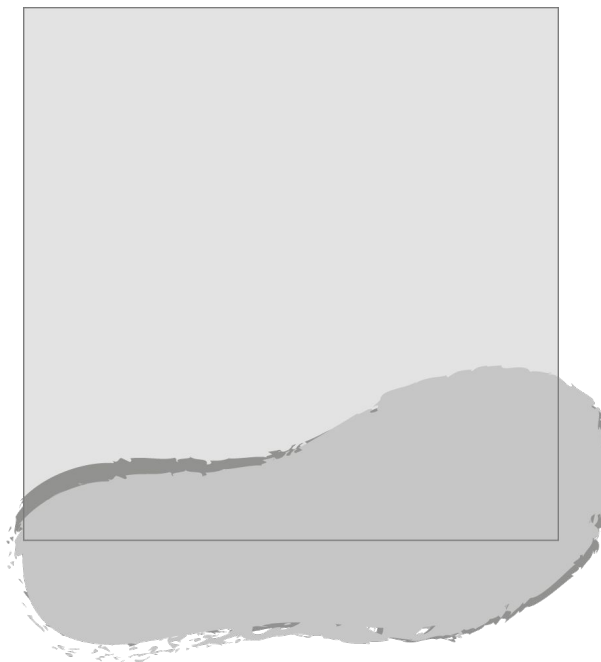
The footprint represents the spirit of the synod as a “walk together”, the Church “on the way” that leaves a print on the way as a testimony.

*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

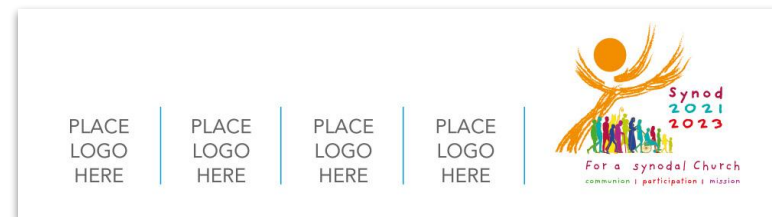
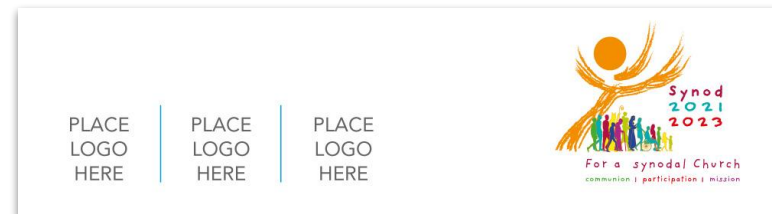
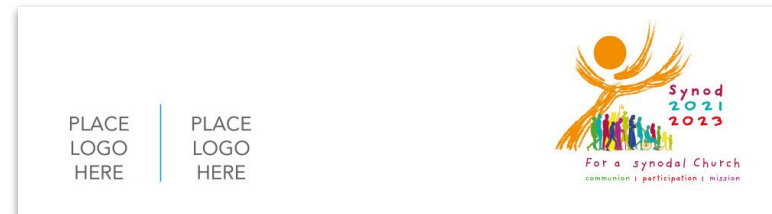
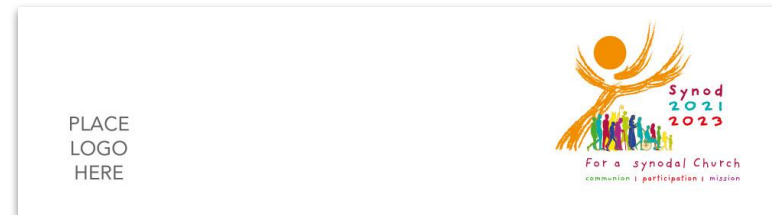
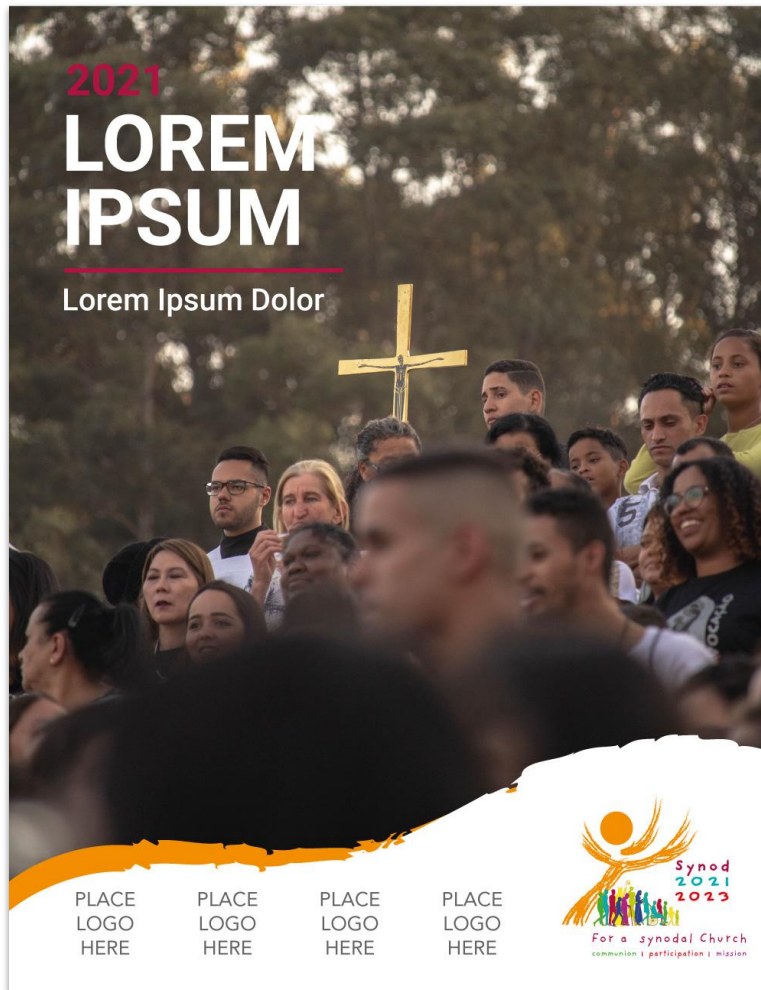
#### 3.2. Social networks post examples





## 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

New Message

Recipients

Subject

Name, Surname

Job description

General Secretariat for Synod of Bishops  
Via della Conciliazione 34 - 00120 Città del Vaticano  
(+39) 06 698 84821 / 84324  
synodus@synod.va  
www.synod.va

Sans Serif |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |



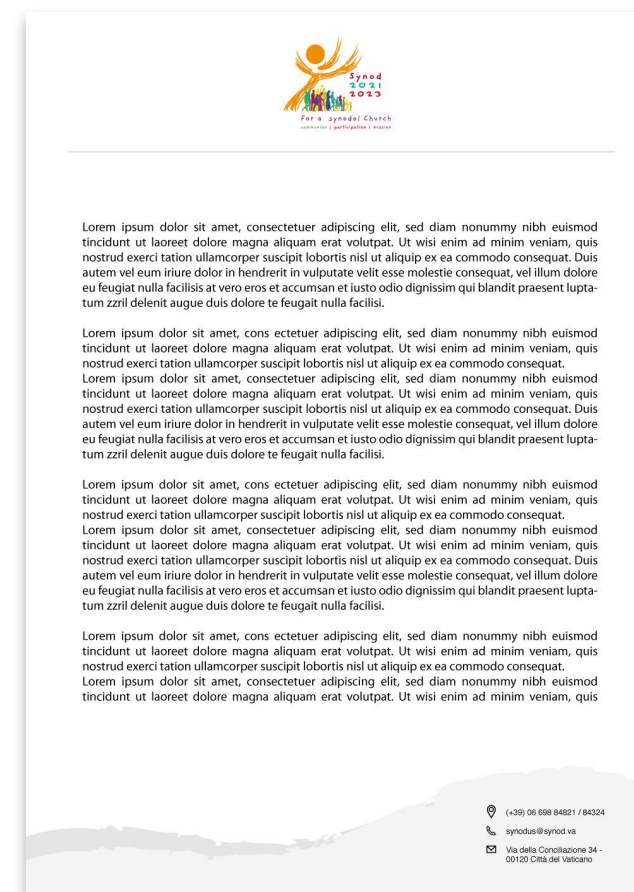
### 3. APPLICATIONS

#### 3.5. Personal cards example



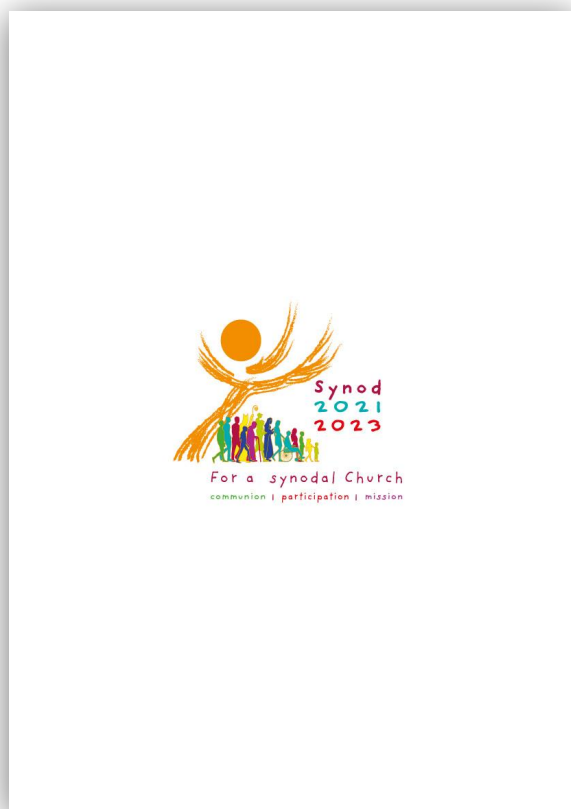
## 3. APPLICATIONS

### 3.6. Example of envelopes and A4 pages



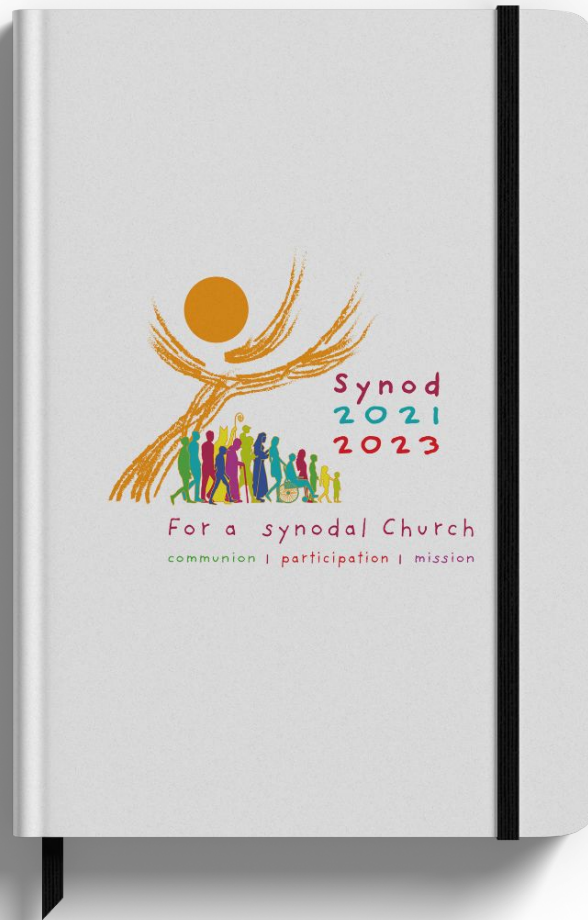
## 3. APPLICATIONS

### 3.7. Folder



## 3. APPLICATIONS

### 3.8. Notebooks





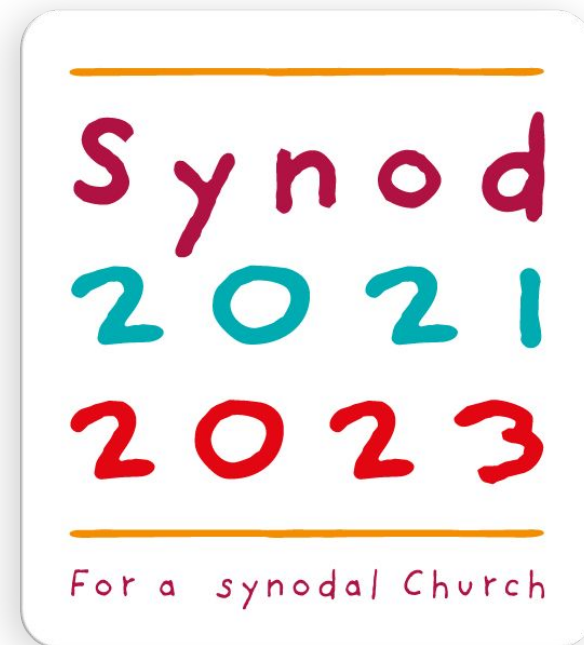
### 3. APPLICATIONS

#### 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](mailto: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)