

150 th anniversary of the first Salesian missionary expedition

LOGO MANUAL – SHORT VERSION





150

**GIVE THANKS
RETHINK
RELAUNCH**



150

**GIVE THANKS
RETHINK
RELAUNCH**

1 ABOUT THE LOGO

The shape of the pictorial part of the logo represents the **globe-world**, emphasized at the top by a part of the continent.

The "world" is washed by **waves** that symbolize both **courage** and **new challenges**, but also **dynamism** and unrestrainedness.

In the middle is a **ship**, a **symbol of the first missionary expedition**.

The **sail** of the ship is evoked by **three red figures** referring to the **salesian logo**.

At the same time, they can represent the **flame** or fire of a renewed **missionary enthusiasm**.

The logo is complemented by **three key words** and the **highlighted anniversary number 150**.

In the logo there is a mutual **harmony** of shapes and colors, the shape of the wheel means **unity** and **mutual connection**.

The elegant, clean, classic design of the image part of the logo refers to the ancient **legacy** of our ancestors.

The logo is designed to be easily reduced in size and to look good in both black and white and negative versions.



2 LOGO VERSION samples full version

logo on a dark
background



monochrome
version



negative
version



3 LOGO SPECIFICATIONS

colors

SHADES OF BLUE
(Virgin Mary and hope color)

SHADES OF RED
(Salesian color)

BLUE 1  CMYK: 100 / 60 / 0 / 20
RGB: 0 / 80 / 145
HEX: #005091

RED  CMYK: 5 / 100 / 80 / 0
RGB: 220 / 9 / 47
HEX: #dc092f

BLUE 2  CMYK: 90 / 30 / 0 / 0
RGB: 0 / 135 / 204
HEX: #0087cc

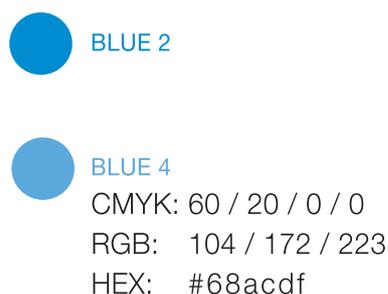
ORANGE  CMYK: 0 / 78 / 85 / 0
RGB: 234 / 84 / 45
HEX: #ea542d

BLUE 3  CMYK: 50 / 0 / 0 / 0
RGB: 130 / 208 / 245
HEX: #82d0f5

YELLOW  CMYK: 0 / 45 / 90 / 0
RGB: 245 / 157 / 36
HEX: #f59d24



150
GIVE THANKS
RETHINK
RELAUNCH



font

HELVETICA TYPEFACES
sans serif timeless font

Anniversary
Anniversary
Anniversary
Anniversary

Anniversary
Anniversary
Anniversary
Anniversary