SIGNIS

BRAND IDENTITY | MANUAL DE IDENTIDAD

REDESIGN

SIGNIS

font: **Arial Rounded MT Bold**
Previous Logo

WHY WAS THE SIGNIS BRAND RE-DESIGNED?

SIGNIS is a growing organization and its evolution must be reflected on its brand.

In order to stay current, it is necessary for SIGNIS to evolve with the existing design trends.

Brand Simplification has become a necessity, more than a trend. It seems to be a better way to engage and an effective approach when refreshing a brand.

Following this trend, simpler designs are incorporated to the brand to achieve a full visual impact, leaving behind complicated graphics that complicate visual appreciation.

The SIGNIS logo is part of this process.

 Clean traces and typography

 Elimination of unnecessary traces

SIGNIS

Clean traces and typography

Elimination of unnecessary traces

SIGNIS
MÉXICO

SIGNIS
BRASIL

SIGNIS
ECUADOR

SIGNISALC

1.THE BRANDING
PLATFORM

By 2021, **SIGNIS will be a sustainable network** renowned for its member services and as the global experts in high quality and creative media content and services, with particular focus on justice and dignity. To do this, we will promote a culture of dialogue with communication professionals engaged in faith and multicultural spheres throughout the world.

SIGNIS

Media for a culture of peace

- 1 square = 1 unit

font: Avenir | medium oblique
Size: 1/3 unit
Distance from the logo: ½ unit

SIGNIS

Media for a culture of peace

SIGNIS

Medios para una cultura de paz

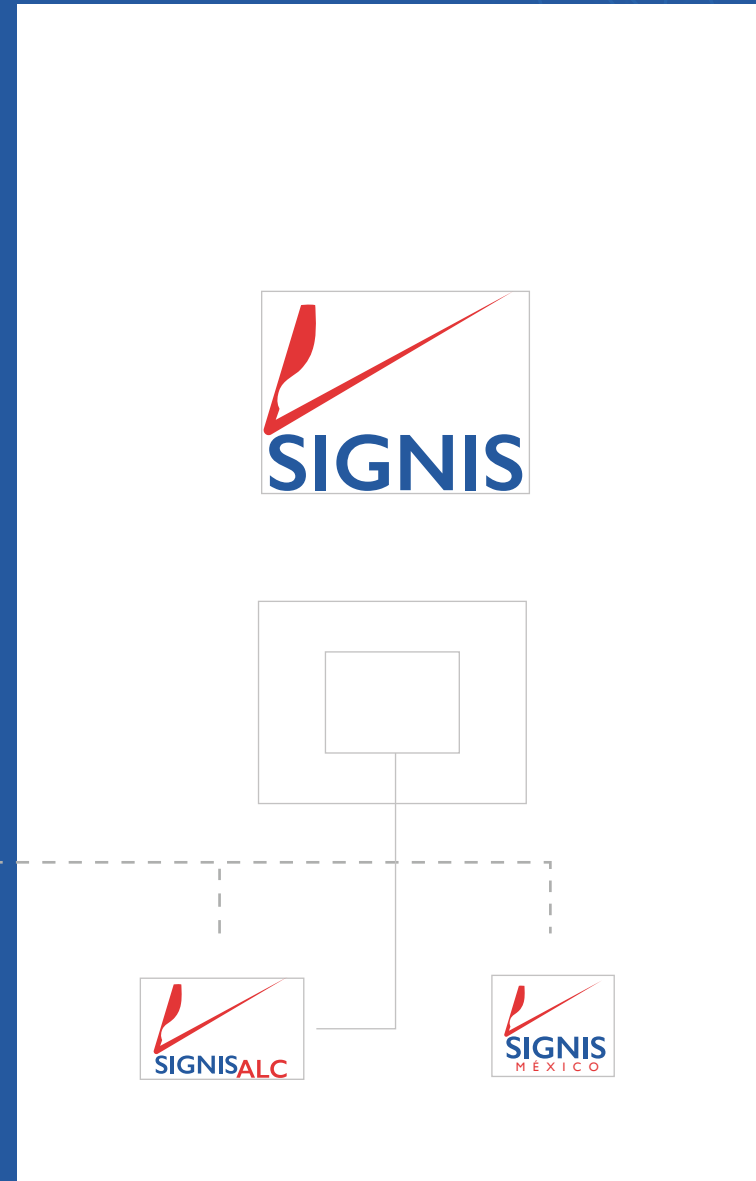# 3.HIERARCHICAL LEVELS

The **SIGNIS** Logo must be placed as the main visualization point within the previously determined design space in all the associates' logos.

The name of the Associate Offices must be 50% smaller than the SIGNIS name.

3.HIERARCHICAL LEVELS

WITH PARTNERS AND SPONSORS

SIGNIS

ISSSTE
INSTITUTO DE SEGURIDAD
Y SERVICIOS SOCIALES DE LOS
TRABAJADORES DEL ESTADO

LOYOLA
DEL PACÍFICO

Cultura del
Visual Sur

The name of the Associate Offices must be 40% smaller than the SIGNIS name.

The partners' logos must be one color only. On a white background, use grey: #878787 C47 M37 Y37 K17 and pure white in dark backgrounds.

4.BRAND
GUARDIAN

In order to maintain the SIGNIS Identity, we have created a Branding Guardian team, made up of professionals who understand the SIGNIS brand.

BRAND GUARDIAN MODEL

Who is consulted? Who approves?

FINAL APPROVAL

GRAPHIC DESIGN | FEEDBACK AND CONTROL
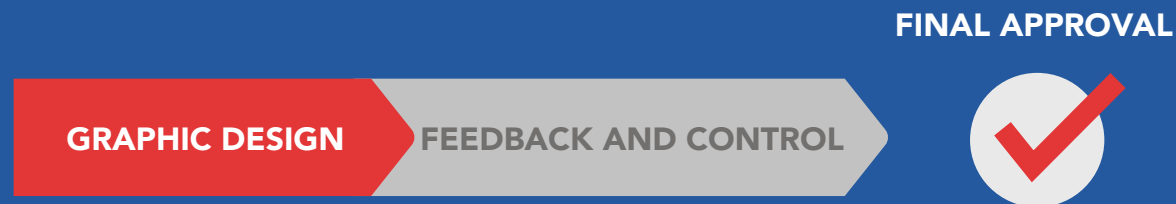
5.THE BRAND
AND ITS VARIATIONS

SIGNIS

IMAGE

Can be used in sizes up to 1.5 cm in order to preserve the quality of the brand

LOGO

Can be used in small or large sizes but in strict logo applications

ICON

Can only be used in applications up to 3 cm

6.SIZE

MINIMUM MEASUREMENTS AND SECURITY AREA

A security area is designated to provide the logo with enough space from other elements. This area indicates the limits for other graphic components in every application.

The security area specifically refers to the margins or space around the logo to preserve its legibility.

We have determined the smallest possible size to use the logo in print and in web applications without losing its integrity.

MINIMUM MEASUREMENTS

1 cm

SIGNIS 0.4 cm

Can only be used in applications up to 3 cm

7.PROPER USE

The importance of the logo is how and where we use it. Successful brands use their logos every time they communicate with their target audiences. As a result, audiences can immediately relate to the organization and its culture.

To avoid chaos and an unbalanced composition that looks out of place, use the specifications provided.

Image proportions and sizes must be respected

Colours cannot be changed

The logo cannot be used on a coloured background that does not belong to our colour scheme

No modifications of any kind are acceptable

8.CORPORATE
COLOURS

FOR PRINT

Pantone is the most widely used catalog around the world and comprises thousands of colour references. Thanks to this system any colour impression will always maintain the exact colour from the sample we chose. CMYK are four letters that indicate the exact combination of three colours (cyan, magenta and yellow) plus black. Their combination generates any colour we choose.

FOR DIGITAL SCREENS

For digital screens we use two references:
RGB – The combination of the three primary colours (red, green and blue) that generate all other colours when mixed. When mixing all three, black is obtained.

HTML – Is an hexadecimal code conformed by 6 digits (digits and letters) located behind a pad that identifies all the colours in the world wide web.
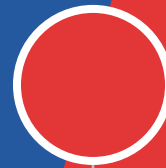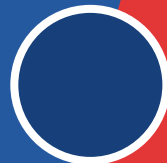
#EA1821
C6 M91 Y77 K0
R234 G24 B33

#E63636
C8 M6 Y7 K0
R237 G237 B237

#E63636
C91 M65 Y5 K0
R33 G59 B144

SIGNIS

9. FONT

Main Font

font: Avenir | medium *Italic* **Bold**
Use: Selected to be used in texts on official letterhead. For example in the creation of letters from the SIGNIS Secretariat. It is the number one choice.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Ññ Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ¡!"·$%&/()=¿?^*¨Ç:;.,-@#¢∞ ¬÷""≠´,

font: **Gill Sans SemiBold**
Single use: Logo Structure

10.PHOTOGRAPHY

SIGNIS | *Lorem Impsu lorem Impsu*

SIGNIS | *Lorem Impsu lorem Impsu*

Black and white filter: will be used to highlight actions or events of the past and to bring a touch of solemnity.

Watermark: White logo located on the bottom, left corner followed by descriptive text (optional.)

Descriptive text: Avenir medium oblique/ white

Colour: will be used in photographs for corporate use.

Watermark: White logo located on the bottom, left corner followed by descriptive text (optional.)

Descriptive text: Avenir medium oblique/ white

11.APPLICATIONS

This section highlights the right use of the logo, the fonts and the colour on various formats and applications.

Uniformity and consistency of design emphasize brand identity and help users identify the meaning of the brand on the design. Elements such as letterhead, envelopes, business cards, flyers, or PowerPoint presentations amongst many others, play major parts in the uniformity of a design.
Promotional materials such as pens, t-shirts, notebooks and many more options that will help reinforce the identity of the brand.

Network texture where the points meet (communication flow)
*How to use it? | **On blue or red background***

SIGNIS

SIGNIS
World Catholic Association
for Comunication
310, Rue Royale -1210
Brussels-BELGIUM
Tel: +32 (0)2 734 9708
Email:sg@signis.net

SIGNIS

Name
Title
Adress... Rue Royale -1210
Brussels-BELGIUM
Phone: +32 (0)0 000 0000
Email://...@signis.net
www.signis.net
Twitter//...
Facebook//...

SIGNIS
STAFF

SIGNIS

Name
Title
Adress... Rue Royale -1210
Brussels-BELGIUM
Phone: +32 (0)0 000 0000
Email://...@signis.net
www.signis.net
Twitter//...
Facebook//...
World Catholic Association for Comunication

SIGNIS

Palazzo San Callisto
00120 Vatican City
Tel: +32 (0)2 7349708
FAX: + 32 (0)2 7347018
E-mail: news@signis.net
www.signis.net
@signis

SIGNIS
World Catholic Association
for Comunication
310, Rue Royale -1210 Brussels-BELGIUM
Tel: +32 (0)2 734 9708
Email:sg@signis.net
www.signis.net
Facebook.com/signisworld
Twitter@SIGNIS

SIGNIS

SIGNIS

SIGNIS

SIGNIS

SIGNIS | Basic Stationary

BRAND IDENTITY | MANUAL DE IDENTIDAD

SIGNIS | *Pins Brand*