



**missionary ventures**  
FROM ANYWHERE TO EVERYWHERE  
FOR THE GLORY OF GOD

# BRAND GUIDELINES

*logo & style guide*

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## Primary Logo

While the overall feel of the primary logo has not changed, the font, spacing and alignment has been updated so be sure you are using the updated version.



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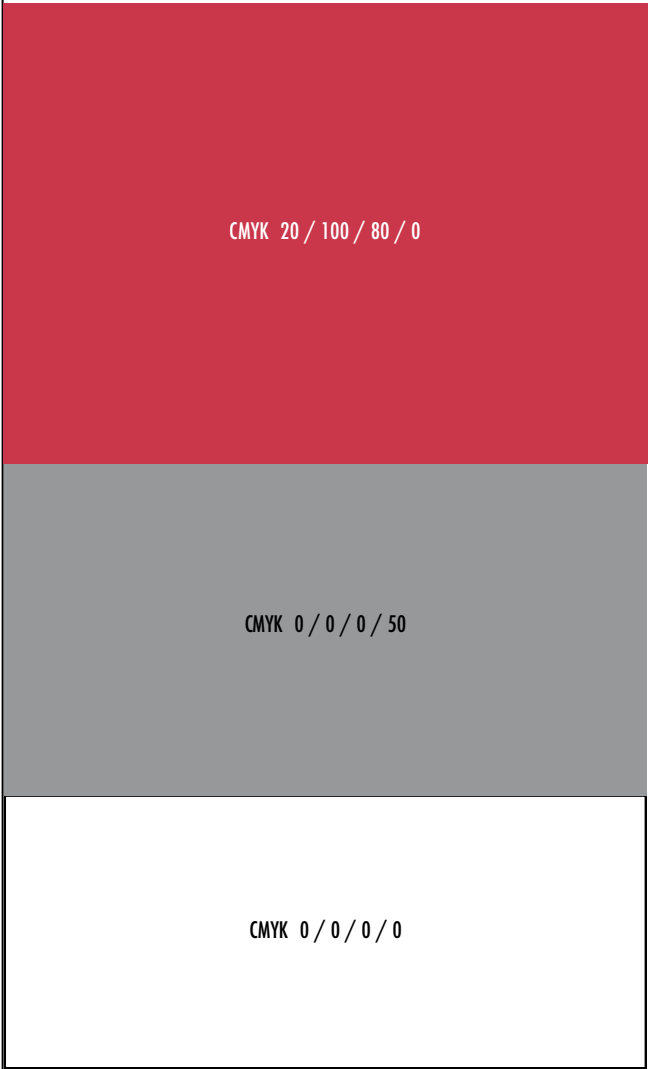
# Color Palette

## Primary Brand Colors

Note:

Use RGB values for digital outputs.  
Use HEX values for web outputs. Use  
CMYK values for printed outputs. Use

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Red  
HEX: #ca374b  
RGB: 202, 55, 75  
CMYK: 20%, 100%, 80%, 0%  
Pantone: 1797 XGC

Gray  
HEX: ##96989A  
RGB: 150, 152, 154  
CMYK: 0%, 0%, 0%, 50%  
Pantone: P 179-7 C

White  
HEX: #ffffff  
RGB: 255, 255, 255  
CMYK: 0%, 0%, 0%, 0%

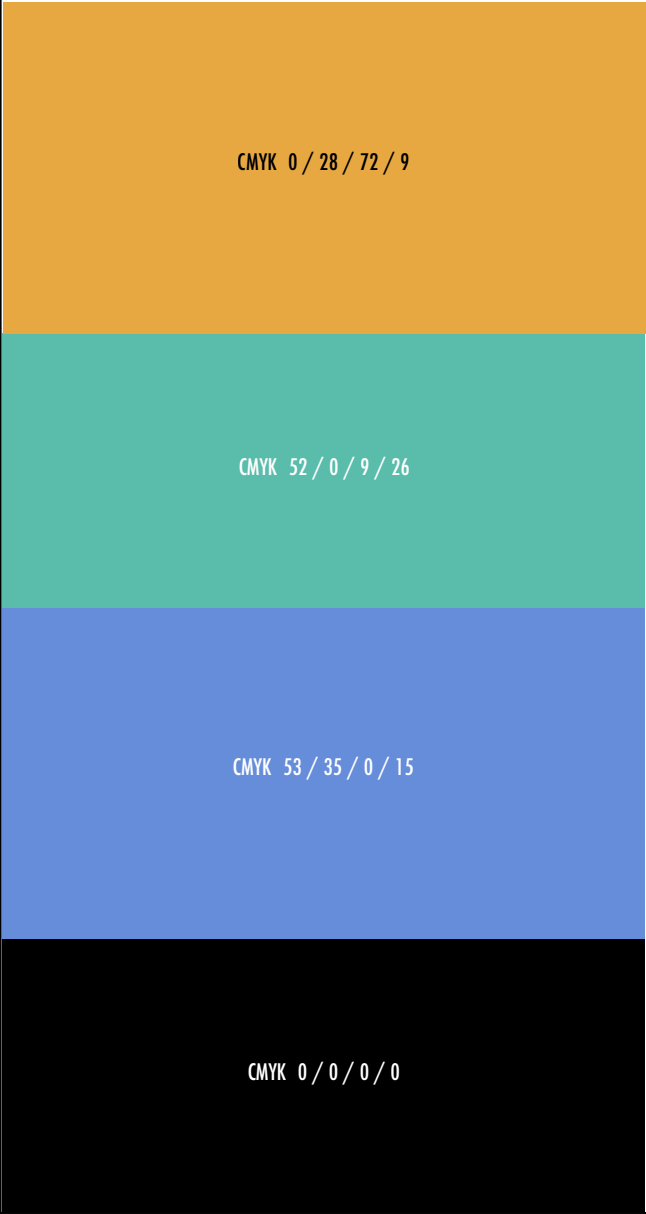
# Color Palette

## Accent Brand Colors

Note:

Use RGB values for digital outputs.  
Use HEX values for web outputs. Use  
CMYK values for printed outputs. Use

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Gold  
HEX: #e7a841  
RGB: 231, 167, 65  
CMYK: 0%, 28%, 72%, 9%

Teal  
HEX: #5abcab  
RGB: 90, 188, 171  
CMYK: 52%, 0%, 9%, 26%

Blue  
HEX: #668dd9  
RGB: 102, 141, 217  
CMYK: 53%, 35%, 0%, 15%

Black  
HEX: #000000  
RGB: 0, 0, 0  
CMYK: 0%, 0%, 0%, 0%

# The Logo

## Primary Logo

The logo is available in all basic formats for print and digital use. The primary full color logo should be used whenever possible. Note, it should only be used in projects that are not more square, round and not overly horizontal.

## Icon

This should be used for reinforcement of branding throughout items like presentation or in simple designs.

## Wordmarks

This should be used for reinforcement of branding throughout items like letterhead or are more horizontally arranged.

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Primary (Full)



Primary (Icon Only)



Wordmark (Full)



Wordmark (Text Only)

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## Tagline Logos

The following logos were designed to incorporate the full tagline of Missionary Ventures into primary logo elements.

Logo Tagline



FROM ANYWHERE TO EVERYWHERE  
**FOR THE GLORY OF GOD**

Wordmark Tagline



Logomark Tagline



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## Grayscale & 1-Color Logos

If alternate color logos are needed for grayscale or one-color purposes, please use the logos as they appear here with the correct color codes for grays.

Dark Gray

HEX: #575757

RGB: 87, 87, 87

CMYK: 0%, 0%, 0%, 66%

Gray

HEX: #939598

RGB: 147, 149, 152

CMYK: 3%, 2%, 0%, 40%



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## Alternate Logos

The following logos were designed to incorporate the logo and branding elements into more creative uses.

Lettermarks



Tagline Creative



Additional Creative



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# Typography

Fonts communicate and help the reader not only read text but comprehend it. We have several assigned fonts that are used for branding purposes, as well as recommended fonts based on application or software.

The weight, size and \*capitalization also affects correct type usage. Please use the following fonts when communicating anything with company branding.

**missionary ventures**

**Primary 1**  
**Aa 24pt**

Primary 2  
**Aa 24pt**

**Primary 3**  
**Aa 24pt**

**Futura Condensed Extra Bold 16pt**  
**ABCD FEGHIJKLM 14pt**  
**abcdefghijklmopqrz 12pt**  
**0123456789 10pt**  
**\*Sentence or Title Case**

FUTURA CONDENSED PT 16pt  
ABCD FEGHIJKLM 14pt  
abcdefghijklmopqrz 12pt  
0123456789 10pt  
**\*UPPER CASE**

**futura black 16pt**  
**ABCD FEGHIJKLM 14pt**  
**abcdefghijklmopqrz 12pt**  
**0123456789 10pt**  
light to **extrabold**  
*italic*  
**\*lower case**

# Typography

Fonts communicate and help the reader not only read text but comprehend it. We have several assigned fonts that are used for branding purposes, as well as recommended fonts based on application or software.

The weight, size and capitalization also affects correct type usage. Please use the following fonts when communicating anything with company branding.

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Secondary 1  
Aa 24pt

Primary 2  
Aa 24pt

Primary 3  
Aa 24pt

Open Sans Medium 16pt  
ABCD FEGHIJKLM 14pt  
abcdefghijklmnopqrz 12pt  
0123456789 10pt  
Light to **ExtraBold**  
*Italic*

Neue Einstellung Normal 16pt  
ABCD FEGHIJKLM 14pt  
abcdefghijklmnopqrz 12pt  
0123456789 10pt  
Thin to **Black**

Georgia Pro Regular 16pt  
ABCD FEGHIJKLM 14pt  
abcdefghijklmnopqrz 12pt  
0123456789 10pt  
Light to **Black**  
*Italic*

## Additional Fonts

We have several alternate fonts we use for additional design purposes. Please use appropriately.

Note, spacing of lines or letters can be adjusted for readability and overall design.

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*Decorative 1*  
*Aa*

*Decorative 2*  
*Aa*

**DECORATIVE 3**  
**AA**

DECORATIVE 4  
AA

*Feeling Passionate*  
*ABCDEFGH IJKLM*  
*abcdefghijklmopqrz*  
*0123456789*  
*\*Title or lower case*

*Brightwall*  
*ABCDEFGH IJKLM*  
*abcdefghijklmopqrz*  
*0123456789*  
*\*Title or lower case*

**SUNBORN**  
**ABCDEFGH IJKLM**  
**ALL CAPS ONLY**  
**0123456789**

WALTER TURNCOAT  
ABCDEFGH IJKLM  
ABCDEFGHIJKLMOPQRZ  
0123456789  
\*UPPER OR TITLE OR LOWER



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