



missionary ventures
FROM ANYWHERE TO EVERYWHERE
FOR THE GLORY OF GOD

BRAND GUIDELINES

logo & style guide

Contents

Contents	02
Primary Logo	03
Colors	04
Logo Set	06
Type & Font	10

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.



missionary ventures

missionary ventures

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

missionary ventures



Red

HEX: #ca374b

RGB: 202, 55, 75

CMYK: 20%, 100%, 80%, 0%

Pantone: 1797 XGC



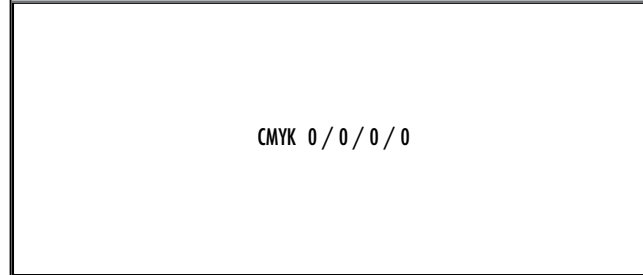
Gray 75%

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

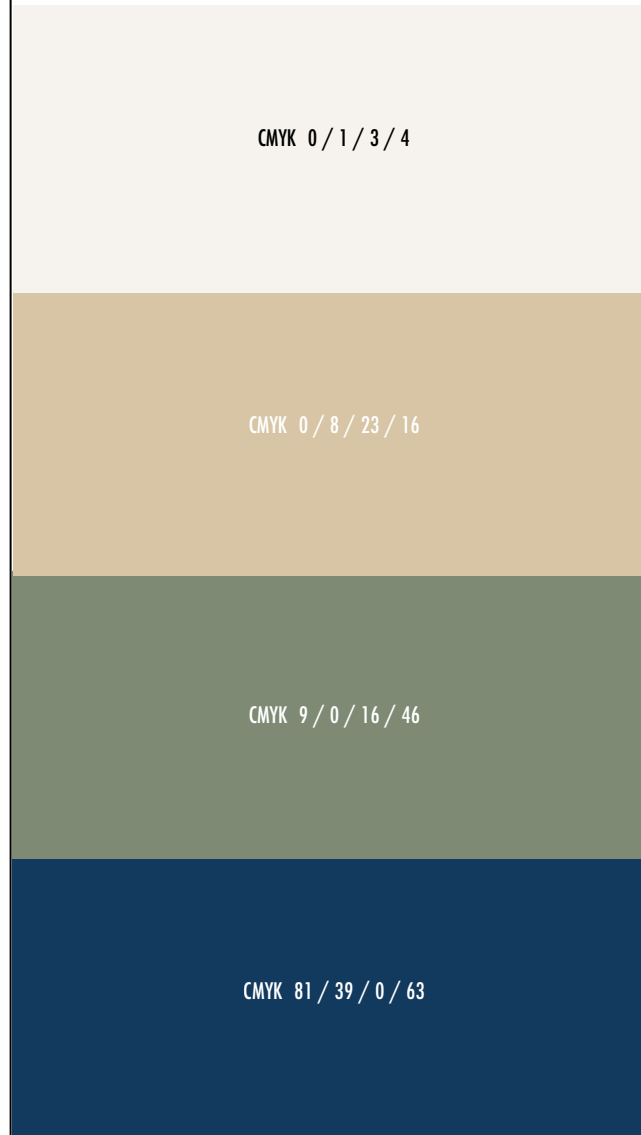
Note:

Use RGB values for digital outputs.

Use HEX values for web outputs. Use

CMYK values for printed outputs. Use

missionary ventures



Off-White (Cream)

HEX: #f6f3ee

RGB: 246, 243, 238

CMYK: 0%, 1%, 3%, 4%

Sand

HEX: #d7c5a5

RGB: 215, 197, 165

CMYK: 0%, 8%, 23%, 16%

Olive Green

HEX: #7e8a74

RGB: 126, 138, 116

CMYK: 9%, 0%, 16%, 46%

Navy Blue

HEX: #12395e

RGB: 18, 57, 94

CMYK: 81%, 39%, 0%, 63%

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.

missionary ventures

Primary (Full)



Primary (Icon Only)



Wordmark (Full)



Wordmark (Text Only)



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



missionary ventures

Grayscale & 1-Color Logos

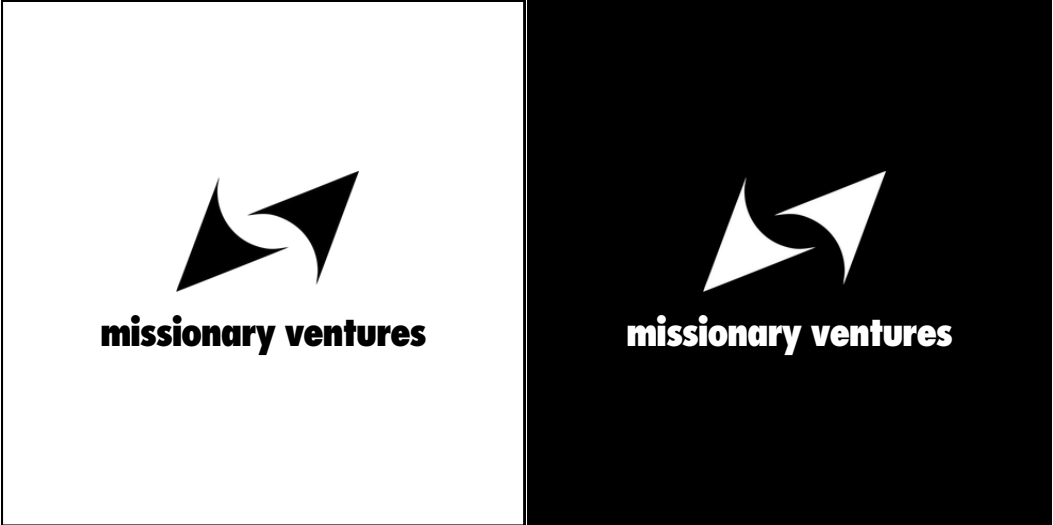
If alternate color logos are needed for grayscale or one-color purposes, please use the logos as they appear here with the correct color codes for grays.

Dark Gray
HEX: #575757
RGB: 87, 87, 87
CMYK: 0%, 0%, 0%, 66%



missionary ventures

Gray
HEX: #939598
RGB: 147, 149, 152
CMYK: 3%, 2%, 0%, 40%



missionary ventures

Alternate Logos

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

Lettermarks



Tagline Creative



From **anywhere** to **everywhere**,
for the **glory of God.**



Additional Creative



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

Futura Condensed Extra Bold 16pt
ABCDEFGHIJKLM 14pt
abcdefghijklmopqrs 12pt
0123456789 10pt
***Sentence or Title Case**

Primary 2
Aa 24pt

FUTURA CONDENSED PT 16pt
ABCDEFGHIJKLM 14pt
abcdefghijklmopqrs 12pt
0123456789 10pt
***UPPER CASE**

Primary 3
Aa 24pt

futura black 16pt
ABCDEFGHIJKLM 14pt
abcdefghijklmopqrs 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.

missionary ventures

Secondary 1
Aa 24pt

Open Sans Medium 16pt
ABCDFEGHIJKLM 14pt
abcdefghijklmopqrs 12pt
0123456789 10pt
Light to **ExtraBold**
Italic

Secondary 2
Aa 24pt

Neue Einstellung Normal 16pt
ABCDFEGHIJKLM 14pt
abcdefghijklmopqrs 12pt
0123456789 10pt
Thin to **Black**

Secondary 3
Aa 24pt

Playfair Display Medium 16pt
ABCDFEGHIJKLM 14pt
abcdefghijklmopqrs 12pt
0123456789 10pt
Regular 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.

missionary ventures

Decorative 1
Aa

Feeling Passionate
ABCDEFGHIJKLM
abcdefghijklmopqrz
0123456789
**Title or lower case only*

Decorative 2
Aa

Brightwall
ABCDEFGHIJKLM
abcdefghijklmopqrz
0123456789
**Title or lower case only*

Decorative 3
Aa

Juana
ABCDEFGHIJKLM
abcdefghijklmopqrz
0123456789
Light to **Black**

DECORATIVE 4
AA

WALTER TURNCOAT
ABCDEFGHIJKLM
ABCDEFGHIJKLMOPQRZ
0123456789
*UPPER OR TITLE OR LOWER

DECORATIVE 5
AA

SUNBORN
ABCDEFGHIJKLM
0123456789
***UPPERCASE ONLY**



missionary ventures

407-859-7322

info@mvi.org

1017 Maitland Center Commons Blvd
Maitland, FL 32751

www.mvi.org