



**FOCOLARE MOVEMENT
CORPORATE DESIGN MANUAL**

The meaning of the Focolare Movement Logo

The logo is based on an idea Chiara Lubich had in 2000. She understood that it should represent **“Mary of the people, gathering all the vocations beneath her mantle”**

The logo attempts express this idea. With the colour blue it recalls Mary who with arms wide open sustains humanity, dries its tears and points it heavenwards.

The smaller shape of similar form beside it expresses the Movement which seeks to “repeat” her. This however is flame-coloured, indicating the presence of Jesus among the members.

The final idea is the work of Andrea Re. The coordinators for the competition were: Andrea Fleming (journalist), Ludger Elfggen (graphic designer), Margari-da Nobre and Walter Kostner (General Councillors of the Central Council)







focolare
movement





focolare
movement

Standard format

PRINT

Business card/ Minimum size:	16 mm height	
DIN A6:	16 mm height	
DIN A5:	20 mm height	
DIN A4:	28 mm height	
DIN A3:	32 mm height	

WEB

Minimum size:	13 mm (37 Px) height	
Standard size:	20 mm (57 Px) height	

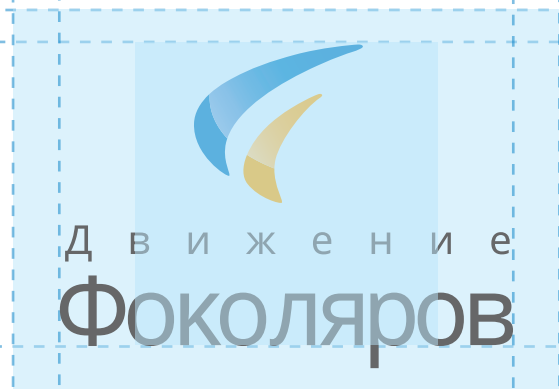
Protection Zone

0,15 x

0,15 x

0,15 x

0,15 x



0,1 x

x

0,15 x

Headed Paper - Office styles

- A:** Office of the President, Central Council, Sections, Branches, Zone Zonettas, Focolares: The logo is placed at the top right hand side of the page (A.1 and A.2).
- B:** Movements, Inundations, Projects and other realities with their own logo: The Focolare logo at the top, the specific logo at the bottom of the page.
- C:** Inondazioni, progetti (CSC, Centro Chiara Lubich ecc): solo loro logo senza logo del Movimento dei Focolari. La fascia sopra ha il colore grigio (10 % nero).

Visiting card
(85 x 55 mm)



A.1



A.2



B



C



A4
(210 x 297 mm)

Headed Paper - Office styles

Office

Character size: 8 pt/ line spacing 9.6 pt /character spacing 100


Date

Text

Character size: 11 pt /line spacing 13,2 pt /character spacing: 0

Main office contact details

Character size: 8 pt / character spacing: 0



LA PRESIDENZA

Rocca di Papa, 6 giugno 2014

Carissimi,

am alibeaquei odis exceptatis a con con nosam, alicia aut lam nobitia sperrum lam volorrundio ea doluptatquos eum recat voluptati omnienis expliquam rehenempor accum rerion nis enimillam, sumquam et voluptaquis de plauta velis autem. Natur sequam que consequo cum in et in corit maximinus ditatur si doluptatus que es dolupta consequo culparume ratur aligendi cusapit, erciendae laut hillaudant Me velia volorem res enducilibus, qui iuntur, sunt que providus.

It labor sum eicaborae nectatur acient aut eatur? Uciandi berentem sinullore, excesto quos dolupit aepelen dipsum re conse necusti nvendipistor simi, utecusciis res pelitio core, con res ut eum et imagnih illiquat doloreic te velit apelia venesto rendel magnati del iminci occum et aut ei int a siminve rspelle ctotatem que volorum sit ut quiatis ere, volupta nobit, si in eum voluptatur am quam, corero beris dolent archil ilit aut vum fuga.

Omnihil evenimpIps ad utem faccae delesec essequis enihicto tota conserrovid qui cum ex et odia poria derchillabo. Ut quiassim qui cus nist estorep erchitium ipsan-deles expliqui od esciis adit, quos sed eum fugit, solenda erferfe rchicto ressus ella-cest, te volorem commnist earupta epedit fugit odit ut od milit fuga. Itata alibus nostrun disciet quid magnihitat excerernam sent fuga. Et eos aut quideni simperit vendis nam qui rent ped minia volorer umendi ipsunt.

Bus se volupta tiorehe nitiur, corpost ipit es alitiate voluptatus everes et volorum ium est, cones autemque ex eaque volupta ssumenitatio es eum rehene nam volupiet eum vitem. Ut est fugiantio. Nequatu riorrum fugit mosande ssunt.

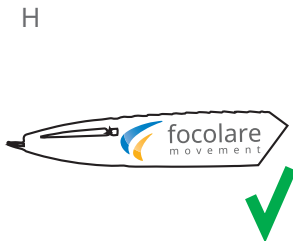
Egnihic te pe nes verspid ellique officitata antet et offic temod quas eum erio in et videbit harupta testotaqui officia qui dunt volumquod quantior sum quos eum quaepta tendicim volupta commolo rporum, quam volor am ut periam enitio. Simus, experepediam laccum eos duciditatis dundantur?

Cordiali saluti

Via Frascati, 306 - 00040 Rocca di Papa (Roma) Italia - T. +39 06 947.989 - operadim@focolare.org

Placement

DOs



- It's allowed to put the logo in front of a coloured background, if the opacity is 20% or lower (cf. fig. A, B).
- The logo can be put in front of a coloured picture, if the opacity is 20% or lower (cf. fig. D).
- You can show the black-and-white variant on a 100% till 21% coloured background (cf. fig. E).
- For printing on black coloured advertising medium it's allowed to use a white logo (cf. fig. G).
- Only for printing on thin advertising elements (for example a pen), the logo can be divided (cf. fig. H).
- In exceptional cases the brand image can be used without the brand name. Both element be used separately (cf. fig. I).

Placement

DON'Ts



- Don't put the logo in front of a 100% till 21% coloured background (cf. fig. A).
- Don't remove the effect from the logo (cf. fig. B).
- Don't apply any effect (cf. fig. C).
- Don't show the logo in front of a picture with 100% till 21% opacity (cf. fig. D).
- Don't change the colours (cf. fig. E, F).
- Don't distort the logo (cf. fig. G).
- Don't move the typo next to the logo (cf. fig. H).
- Don't rotate the logo (cf. fig. I).

Colours

CMYK



RGB



PANTONE



Fonts

Noto Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 | ., ; ? ! \$ % & () * € @

Noto Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890 | ., ; ? ! \$ % & () * € @*

Noto Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 | ., ; ? ! \$ % & () * € @

Noto Sans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 | ., ; ? ! \$ % & () * € @

Noto Serif Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 | ., ; ? ! \$ % & () * € @

Noto Serif Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890 | ., ; ? ! \$ % & () * € @*

Noto Serif Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 | ., ; ? ! \$ % & () * € @

Noto Serif Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 | ., ; ? ! \$ % & () * € @