



**Focolare Movement**  
**Guidelines for using the logo**  
Revised March 2021

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## 1. Meaning of the Focolare Movement logo

The logo is based on an idea by **Chiara Lubich**.

In 2000, she expressed the thought that the **“Madonna of the People, who gathers all the vocations under her mantle** could be an image which represents the Focolare Movement.

The blue sign evokes Mary who opens her arms to humanity, to support it, to wipe away its tears and direct it to heaven.

The other sign, smaller but the same shape, indicates the Focolare Movement and its desire to ‘be another her’. Its color is that of a flame, to indicate the presence of Jesus among its members as a consequence of putting Jesus’ commandment, to love one other, into practice.

The logo, therefore, consists of 2 elements that cannot be separated: the symbol, with the 2 signs explained above and the logo, that is, the words “focolare movement”.



focolare  
movement



focolare  
movement

## 2. Ownership and registration

The logo is the exclusive property of the Focolare Movement (in its Italian body, P.A.F.O.M.).

The full color Italian version has been filed at the European Union as: “MOVIMENTO DEI FOCOLARI logo”, with the registration application n. 12.733.739, on March 27th 2014, under following classes:

- 16: publications, booklets and brochures, printed material, photos; stationery;
- 25: merchandising goods, for example t-shirts & caps;
- 36: fund raising, making requests for offers and donations, managing financial offers and donations, collecting offers for charity, collecting offers for third parties;
- 41: education, training, entertainment, sports and cultural activities, organization of exhibitions, organization of seminars, symposia, conferences, conventions, events for cultural or educational purposes, editorial services;
- 45: organizational social services in relation to welfare and support for the ecclesiastical vocation, social services offered by third parties in relation to individual needs, security services for the protection of goods and people, religious services.

## 3. Granting the right to use the logo

The logo must be used exclusively for institutional purposes and not for personal initiatives. It must be used in accordance with or on behalf of the International Center of the Focolare Movement or the Zone Centers, through the contact persons for communication, as according to these guidelines, they are responsible for any use of the logo. The Zone Centers can delegate this responsibility to the Zonetta Centers. The agreements must be documented in writing and kept in the archives of the International Center or the Zone Center that issued them.

## 4. Use of the logo

The logo should be used by the Focolare Movement, i.e. by its governing bodies, its branches and dialogues, its centers and secretariats, its services, works and activities, regional areas, little towns and “local communities”, in both internal and external communications, to indicate the author of documents or promoter of activities or events, etc.

Where it is appropriate to indicate the provenance, the name should be written like this:



Should a letter be written by several parties, the letterhead with the logo but without specific names should be used. In this case, the names of the individual parties can be indicated alongside the signatures or in the title of the communication. (See “Letterhead”, item 7).

The entities connected with the Focolare Movement which possess legal recognition (e.g. AMU onlus, New Humanity Association, ETS, CSC Audiovisivi Soc. Coop a.r.l.) are not required to use the logo of the Focolare Movement in their letterheads. However, they should use it when they write together with another part of the Focolare Movement in order to show their common belonging to the Movement.

Entities of the Focolare Movement which have their own logo, for example the Chiara Lubich Center, the Igino Giordani Center, Gen Verde, Mariapoli Newsletter, EOC, MPPU and the other inundations, should use both logos or at least the wording, “Focolare Movement”.

For the purposes of activities or events, the components of the Focolare Movement may give the logo to graphic studios, communication agencies, printers, etc., which are bound to use it exclusively according to the indications of these guidelines and only for the specified occasion.

## 4.1 Events or activities promoted by one or more expressions of the Focolare Movement

In the case that an event is promoted by one or more expressions of the Focolare Movement, it must be clear that the event is promoted, first of all, by the Focolare Movement.

The Focolare Movement logo must be in color, larger than any others and positioned as the first on the left, following the criteria of priority on all media.

The distance between the logo of the Focolare Movement and the logos of other entities involved should at least be the area of respect (See "Area of Respect", point 6).



## 5. Standard format and minimum size

In any situation where the Focolare Movement logo is used, its visibility and legibility must be guaranteed.

Standard format: 20 mm height



The minimum size of the logo is 15 mm high, maintaining the proportions, regardless of the medium being used (printing, business cards, material, etc.).

Minimum size: 15 mm height



## 6. Area of respect

A white space, known as the “area of respect”, must always be maintained, around the logo. Other elements (other logos or signs) must not be included within the area of respect. The area of respect always corresponds to a square. The sides of the square are calculated by multiplying the length of the longer side of the logo (normally the textual part) by 1.4.

The logo must be centered within the square.






## 7. Letterhead

The logo should be used in the following ways:

- A: Aspects, Sections and Branches: the logo of the Focolare Movement is placed at the top (letterhead template available).
- B: Movements: the logo of the specific movement is placed below, the logo of the Focolare Movement above (letterhead template available).

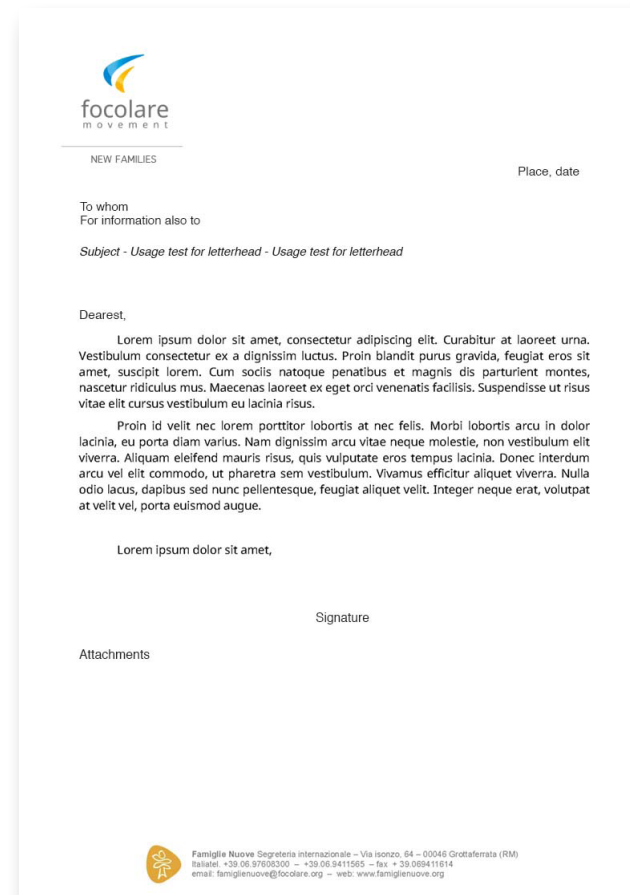
A



Letterhead template A shows the Focolare Movement logo at the top left. Below the logo, there are three lines of placeholder text for the center name: "CENTER NAME", "CENTER NAME - CENTER NAME", and "CENTER NAME". To the right of this text is the label "Place, date". Below this is the text "To whom" and "For information also to". The subject line is "Subject - Usage test for letterhead - Usage test for letterhead". The main body of the letter starts with "Dearest," followed by a paragraph of Lorem Ipsum text. Below this is another paragraph of Lorem Ipsum text. At the bottom, there is a line for "Signature 1" and "Signature 2", and a section for "Attachments". At the very bottom, there is a line for the address: "Address of the emitting centre - phone - xxxxxxx@focolare.org - www.focolare.org".

B

(A4 210 x 297 mm)



Letterhead template B shows the Focolare Movement logo at the top left. Below the logo, there is a horizontal line, and then the text "NEW FAMILIES". To the right of this text is the label "Place, date". Below this is the text "To whom" and "For information also to". The subject line is "Subject - Usage test for letterhead - Usage test for letterhead". The main body of the letter starts with "Dearest," followed by a paragraph of Lorem Ipsum text. Below this is another paragraph of Lorem Ipsum text. At the bottom, there is a line for "Signature", and a section for "Attachments". At the very bottom, there is a logo for "Famiglie Nuove Segreteria Internazionale" and contact information: "Via Isonzo, 64 - 00046 Grottaferrata (RM) Italia tel. +39.06.97603300 - +39.06.9411565 - fax +39.069411614 email: famiglienuove@focolare.org - web: www.famiglienuove.org".

## Office | Branch | Zone | Local Community <sup>1</sup>

Under the logo.

Character: Noto Sans (See “Type setting”, point 10), 9 Pt; 7 Pt in the case of long names

Spacing: 0 | Line spacing: single

**Place and date** (aligned right)

**Recipient and subject** (aligned left)

### Subject of the letter

Font: Noto Sans is recommended.

Otherwise, Calibri or Times New Roman. 11 Pt | First line return 1.27 cm


Spacing before: 6 Pt | Line spacing: exactly 15 Pt |

### Signature

### Any attachments

### Details of the author of the letter

At the foot of the page | 8 Pt | Spacing: 0

  
CENTER NAME  
CENTER NAME - CENTER NAME  
CENTER NAME

Place, date

To whom  
For information also to

*Subject - Usage test for letterhead - Usage test for letterhead*

Dearest,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur at laoreet urna. Vestibulum consectetur ex a dignissim luctus. Proin blandit purus gravida, feugiat eros sit amet, suscipit lorem. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Maecenas laoreet ex eget orci venenatis facilisis. Suspendisse ut risus vitae elit cursus vestibulum eu lacinia risus. Proin id velit nec lorem porttitor lobortis at nec felis. Morbi lobortis arcu in dolor lacinia, eu porta diam varius. Nam dignissim arcu vitae neque molestie, non vestibulum elit viverra. Aliquam eleifend mauris risus, quis vulputate eros tempus lacinia. Donec interdum arcu vel elit commodo, ut pharetra sem vestibulum. Vivamus efficitur aliquet viverra. Nulla odio lacus, dapibus sed nunc pellentesque, feugiat aliquet velit. Integer neque erat, volutpat at velit vel, porta euismod augue.

Sed laoreet varius sem ac porttitor. Sed consectetur nunc ac velit auctor, euismod dignissim leo rhoncus. Quisque imperdiet mi nec leo interdum tincidunt. Fusce sit amet ultrices massa. Praesent tempus mauris sed ante faucibus, ut sagittis odio cursus. Aliquam nec dui id tellus tristique pharetra. Sed luctus rutrum diam a tristique.

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Lorem ipsum dolor sit amet,

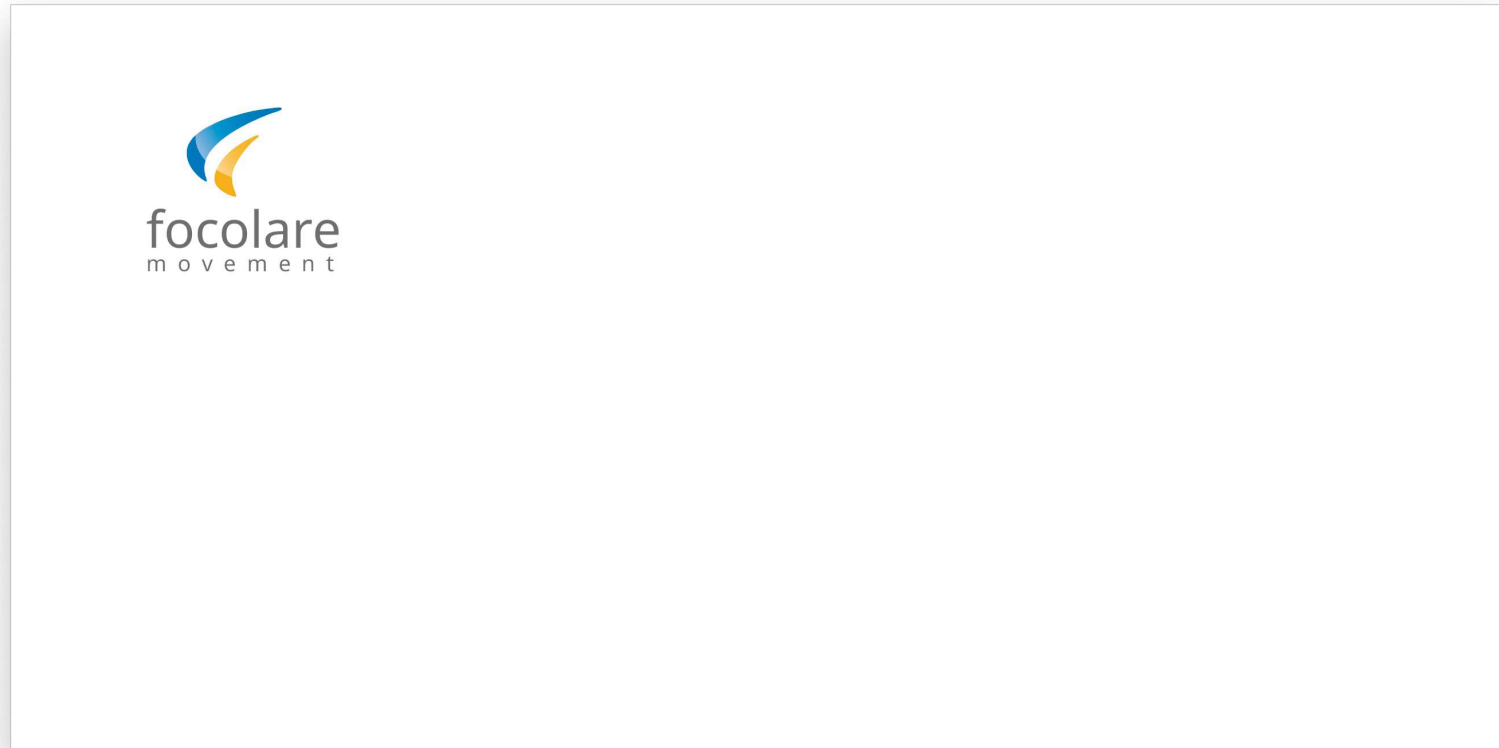
Signature 1      Signature 2

Attachments

Address of the emitting centre - phone - xxxxxxx@focolare.org - [www.focolare.org](http://www.focolare.org)

<sup>1</sup> See “Use of the logo” (Point 4)

## Envelope (logo 25 mm)



## Business card (85 x 55 mm; logo 15 mm)



## 8. Placement (on all media)

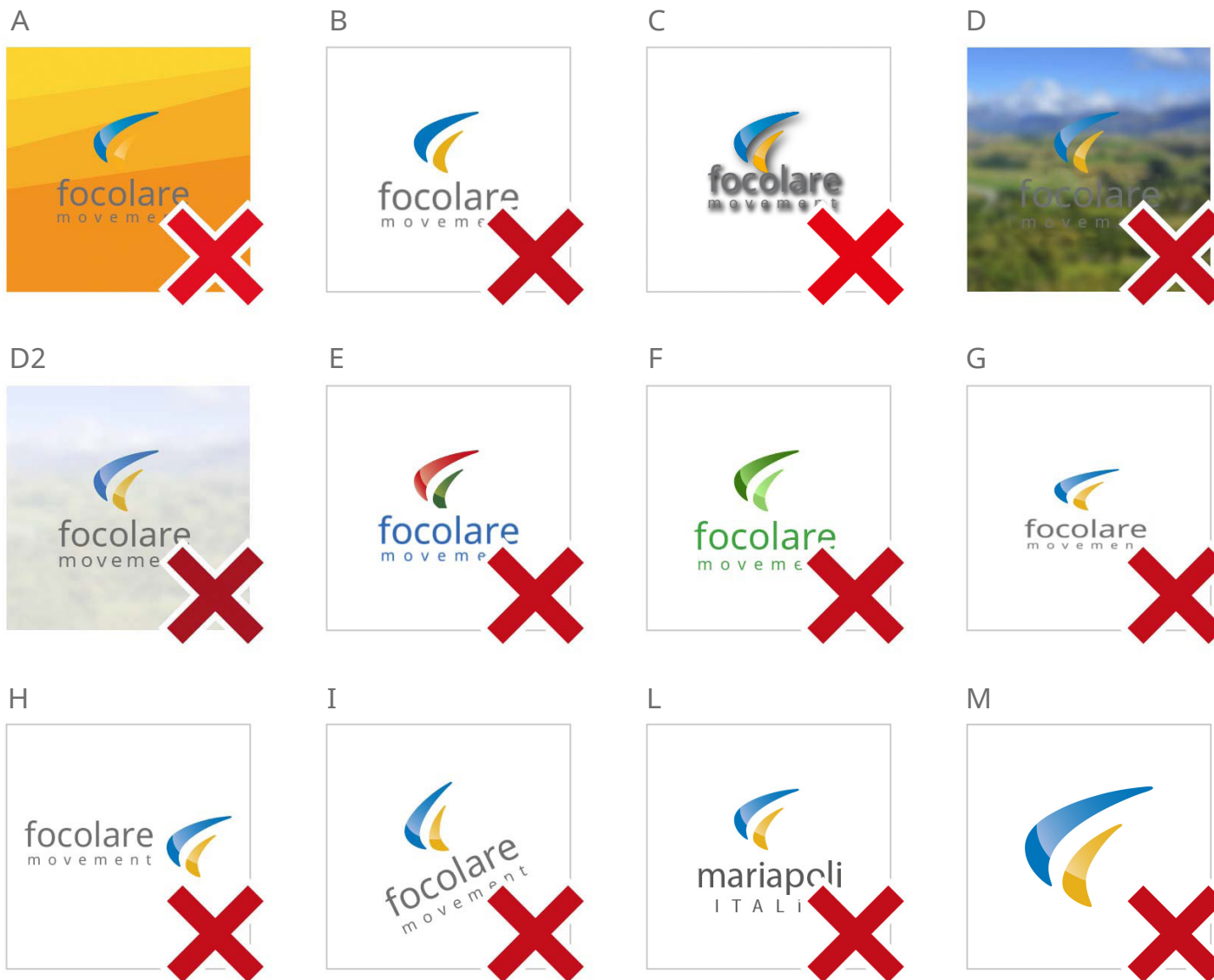
What is allowed:



- Correct use of the logo (See figs. A & A2).
- The logo should be used on a white background. To ensure its legibility on colored backgrounds, the logo must be displayed on a white label that corresponds to the area of respect (See figs. B, B2 and “Area of Respect”, point 6).
- The monochromatic version (white & black) with no shading can be used when it is not possible to use full color or the background is colored (see figs. C, D).
- **Special case of the Word of Life <sup>2</sup>:** if the leaflet is printed in one color, it is exceptionally allowed to use the logo in one color, without shading. If more than one color is used the logo can be used in black, without shading (See fig. E).

<sup>2</sup> Monthly publication of the Focolare Movement. It is a commentary on a phrase from the Gospel which is translated into over 90 languages.




## What is not allowed:



- Do not put the logo on a colored background (See fig. A).
- Do not remove the gradient effect from the logo (See fig. B).
- Do not add effects (See fig. C).
- Do not put the logo on an image (See figs. D, D2).
- Do not change the colors (See figs. E, F).
- Do not distort the logo (See fig. G).
- Do not use the logo horizontally (See fig. H).
- Do not rotate the logo (See fig. I).
- Do not combine the logo with any other element, such as logos, graphics, photos, slogans, symbols or words that may give the impression of a hybrid brand. (See fig. L).
- Do not separate the symbol from the writing (See fig. M).

## 9. Color



	CMYK (print)	Pantone (print)	RGB (web)
	<b>C</b> 100 <b>M</b> 40 <b>Y</b> 0 <b>K</b> 0	300 C	<b>R</b> 52 <b>G</b> 138 <b>B</b> 212
	<b>C</b> 0 <b>M</b> 35 <b>Y</b> 100 <b>K</b> 0	130 C	<b>R</b> 255 <b>G</b> 191 <b>B</b> 0
	<b>C</b> 0 <b>M</b> 0 <b>Y</b> 0 <b>K</b> 70	Cool Gray 9 C	<b>R</b> 120 <b>G</b> 120 <b>B</b> 120

## 10. Type Setting

### Noto Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789¿?;!&@'""«»%\*^#£€¢/()[ ]{|}.,®©

### Noto Sans Italic

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*abcdefghijklmnopqrstuvwxyz*

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## 11. Use of the logo together with other institutional brands

In the event that the Focolare Movement logo appears alongside other institutional brands, specific agreements must be made with the institutions in question.

In general, in situations of partnership or collaboration and sponsorship, the following guidelines must be followed, keeping in mind the criteria of priority and this order:

1. **Partnership:** in events promoted by the Focolare Movement “in collaboration with/through” other bodies, the minimum size of the Focolare Movement logo (15 mm) and the area of respect must be respected, on all media.
2. **Patronage:** with the wording “under the patronage of” the logos of the bodies that have granted their patronage for a given event will be shown. In letterheads, they will be placed at the bottom, in order of priority.
3. **Sponsorship:** under the heading “thanks for the contribution of/ supported by / thanks to” the various logos will follow. In letterheads, they will be placed at the bottom, after any instances of patronage.



## **12. Request for use of the logo by external parties**

Requests for authorization to use the logo of the Focolare Movement by external parties should be sent by email to [logo@focolare.org](mailto:logo@focolare.org). Requests must contain the documentation relative to the event or initiative and the references of the applicant. The Focolare Movement will evaluate compatibility with its institutional purposes.

## **13. Information and contacts**

The logo was published in August 2014.  
The author of the final version is Andrea Re (graphic designer).

For enquiries, information or clarifications, please contact: [logo@focolare.org](mailto:logo@focolare.org)

The “Media and Communications” section of the Focolare Movement’s International Center will verify the correct use of the logo by all interested parties, with particular reference to compliance with these guidelines and the consequent impact on the image of the Movement.