



MARY
QUEEN OF THE UNIVERSE
— ORLANDO —

BRANDING STYLE GUIDE



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INTRODUCTION

The Basilica of the National Shrine of Mary Queen of the Universe Design and Brand Guidelines have been developed not only as a way to better understand the brand, but also to provide a source that can be referenced and used for a variety of creative works. By following the Design and Brand Guidelines, we will ensure that the Mary Queen of the Universe brand remains consistently strong and recognizable for our parishioners, partners, and organization as a whole.

LOGO AND WHAT IT REPRESENTS

The logo for Mary, Queen of the Universe, was redesigned in early 2020. It was inspired by the face of the Mother and Child statue created by artist Jill Burkee which graces an area to the right of the altar at the front of the sanctuary. This piece of sacred art is a focal point in the church, the faithful are drawn to her gentle serenity and its capture of this beautiful moment of motherhood.

Blue is the traditional color associated with Mary and is often referred to as “Marian Blue”. The color has a number of meanings: it is mentioned in the Old Testament as a color used for cords and cloth related to following the Commandments (and Mary lived out the Commandments by saying yes to God) and adorning the Ark of the Covenant (Mary is seen as the new Ark of the Covenant since she bore within her the Divine Presence.) Blue in iconography (ancient art) represents transcendence, the sky/heavens, mystery, the divine, an empress or queen. The shade and texture of the blue used in the logo is to represent heavenly sky. The stars around her head symbolize Mary as Queen of heaven. They also represent the 12 tribes of Israel and the 12 apostles.



OVERVIEW

The primary logo is composed of the Mary symbol and the phrase “Mary Queen of the Universe Orlando”

It always appears horizontally.
See page 7 for all logo variations.

PRIMARY LOGO STACKED



PRIMARY LOGO HORIZONTAL



LOGO SET

FULL COLOR



MARY
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MARY
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GRayscale



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MARY
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LOGO ICON USE

The default choice is to use the logo with the text included. Using the symbol-only is reserved for special cases when there may not be appropriate space to include the logo's wording.



CLEAR SPACE AND MINIMUM SIZE

Respecting the clear-space and minimum size requirements are extremely important. These guidelines have been developed in order to protect the integrity of the logo and should be followed at all times.

CLEAR SPACE

An appropriate amount of clear-space is necessary around the logo in order to separate the logo from other graphic elements, ensuring the maximum amount of visibility. In the case of the logo, the clear-space minimum is equal to the height of the space between Mary and the text, as indicated by the letter "X" in the example.



X = Space between Mary and the text.



X = Space between Mary and the text.

MINIMUM SIZE

A minimum width of 1.25" has been set in order to maintain legibility of all the elements that make up the logo. When being scaled down, the primary logo should never be minimized below 1.25" in width in the stacked logo and .65" in the horizontal logo.



COLOR PALETTE

TEXTURE OVERLAY IMAGE

50% SOFT LIGHT BLEND MODE



PRIMARY COLOR PALETTE



CMYK 8/18/100/0 RGB 237/199/26 HEX EDC71A



CMYK 9/17/18/0 RGB 230/208/199 HEX E6D0C7



CMYK 14/27/29/0 RGB 219/186/171 HEX DBBAAB



CMYK 21/50/46/0 RGB 202/141/128 HEX CA8D80



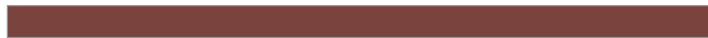
CMYK 45/38/0/0 RGB 142/150/203 HEX 8E96CB



CMYK 82/56/21/3 RGB 62/107/152 HEX 3E6B98



CMYK 98/76/31/15 RGB 23/71/115 HEX 174773



CMYK 37/74/68/33 RGB 123/68/62 HEX 7B443E



CMYK 69/68/67/86 RGB 18/11/10 HEX 120B0A

TYPOGRAPHY

Like our logo and colors, our typography emphasizes our brand values. It is versatile and adaptable to all our marketing efforts and products across the organization, adding character to all communication channels both internally and externally.

PRIMARY FONT

AMAGRO BOLD

A

SECONDARY TYPEFACE

CORE CIRCUS

A

Source Sans Pro Light

A

Source Sans Pro Regular

A

Source Sans Pro Semibold

A

Source Sans Pro Bold

A

Source Sans Pro Black

A

PRIMARY TYPEFACE

Amagro Bold

(Main Headlines)

HEADER TYPEFACES

UPPERCASE / TRACKING: 500

Core Circus

Source Sans Pro Regular

Source Sans Pro Semibold

Source Sans Pro Bold

Source Sans Pro Black

BODY COPY TYPEFACES

TRACKING: 25

Source Sans Pro Light

Source Sans Pro Regular

ALTERNATIVE OPTIONS

During instances in which Source Sans Pro cannot be used
(emails, font unavailable, etc.), Proxima Nova or
Helvetica/Helvetica Bold are appropriate substitutes.
A serif version call Source Serif Pro is also available.

INCORRECT USAGE

Manipulating logos is harmful to one's brand and hinders effective communication. Please be mindful of this when using the primary logo and avoid these common examples of incorrect logo usage:

DO NOT

1. Change the font.
2. Stretch or warp the logo in any way.
3. Do not overlap on top of other graphics.
4. Rotate the logo.
5. Add or rearrange the elements.
6. Alter the font proportion and spacing.
7. Alter the colors of the logo.
8. Add a drop shadow effect.



STATIONERY

BUSINESS CARD

Size 3.5" x 2"

Logo

Centered with .25" margin

Type

Name: *Source Sans Pro Light 13pt*

Job Title: *Core Circus Regular 7pt Tracking 50*

Contact info: *Source Sans Regular 7pt*

Website: *Core Circus Regular 7pt Tracking 50*

LETTERHEAD

Size 8.5" x 11"

Logo

Size: 3" wide

Position: *Center Align, .5" from the top*

Type

Body Copy: 8pt

Contact info: *Source Sans Pro Regular 7.75pt, Center Align*

Margins: *Top 2.2"; Left, Right, 1.25"; Bottom: .5"*



1.25" MARGIN

1.25" MARGIN

.5" MARGIN
2.2" FROM
TOP OF PAGE



MARY
QUEEN OF THE UNIVERSE
— ORLANDO —

3.5"

September 22, 2020

First Name Last Name
Company Name
Address Line 1
Address Line 2
City, State, Zip

Dear Recipient:

Et am iliqui repudam, ut ra sunt andempe liquias nis rieros quos re molo etur? Ximil ma voluptam quo dit esequibus, ute doloribus.
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Sincerely,

First Name Last Name
email@srlcc.org

THE BASILICA OF THE NATIONAL SHRINE OF MARY, QUEEN OF THE UNIVERSE
8300 Vineland Ave. • Orlando, FL 32821 • 407-239-6600 • inquire@mqus.org • www.mqus.com

.5" MARGIN

STATIONERY

#9 ENVELOPE

Size 3.875" x 8.875"

Logo

Size: 2.6" x 1.12"

Position: Center Align, 1.6" from the top

Type

Address: *Core Circus Regular 7pt*

#10 ENVELOPE

Size 4.125" x 9.5"

Logo

Size: 2.2" x .75"

Left Align with .35" margin

Type

Address: *Core Circus Regular 7pt*



THANK YOU

We realize these guidelines may seem complicated and challenging to follow. And we appreciate the energy you put into protecting the brand.

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