

LOGO GUIDELINES FOR  
**WALKING TOGETHER**

**VINCENT DESIGN INC.**

303 - 765 MAIN ST.  
WINNIPEG, MB, R2W 3N5  
INFO@VINCENTDESIGN.CA



**WALKING  
TOGETHER**

POPE FRANCIS CANADA 2022

**MARCHER  
ENSEMBLE**

PAPE FRANÇOIS CANADA 2022

JUNE 2022

# LOGO GUIDELINES FOR WALKING TOGETHER

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### LOGO & VARIATIONS

1. HORIZONTAL
2. VERTICAL
3. STACKED
4. ICON ONLY
5. BLACK
6. REVERSE

1.



**WALKING  
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ENSEMBLE**

PAPE FRANÇOIS CANADA 2022

2.



**WALKING  
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**MARCHER  
ENSEMBLE**

PAPE FRANÇOIS CANADA 2022

3.



**WALKING  
TOGETHER**

POPE FRANCIS CANADA  
24 - 30 JULY 2022

**MARCHER  
ENSEMBLE**

PAPE FRANÇOIS CANADA  
24 - 30 JUILLET 2022



**WALKING  
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4.



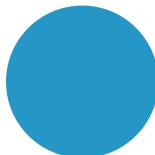
5.



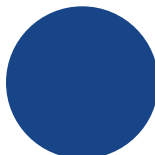
6.



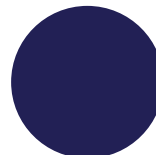
### COLOUR



CMYK: 77 / 26 / 9 / 0  
RGB: 30 / 151 / 198  
PMS: PANTONE 2995 C  
HEX: #1D97C5



CMYK: 100 / 84 / 18 / 4  
RGB: 28 / 69 / 134  
PMS: PANTONE 2945 C  
HEX: #1B4585



CMYK: 100 / 100 / 35 / 29  
RGB: 36 / 32 / 86  
PMS: PANTONE 288 C  
HEX: #242056

### GRADIENTS



## TYPOGRAPHY

### 1. RYKER

#### 1. Ryker Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.  
1234567890!@#%&\*()

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.  
1234567890!@#%&\*()

#### 2. RYKER BOLD

**LOREM IPSUM DOLOR SIT AMET,  
CONSECTETUR ADIP ISICING ELIT, SED DO  
EIUSMOD TEMPOR INCIDIDUNT UT LABORE  
ET DOLORE MAGNA ALIQUA.  
1234567890!@#%&\*()**

## LOGO SPECIFICATIONS

In some applications the size of the identity must be small. In order to preserve legibility and brand recognition in these cases, it should never appear smaller than 1/2 inch, in the case of web applications this minimum size is equivalent to 36 pixels at 72 ppi. The wordmark and logo proportions are to remain relative and are not to be independently rescaled. To ensure that it never obtains a distasteful appearance, the logo should always be scaled with careful observation and in constrained proportions.

In order to ensure optimal visual impact in all applications, the identity should be surrounded by a zone of clearance – a space that must be kept free of other graphic elements.



Minimum safe  
area around logo



Minimum logo height  
of 1/2 inch when printed



Minimum logo height  
of 36 pixels on screen

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**LOGO USAGE**

Walking together logos should always remain intact and never be altered. **DON'T:**



✗ Skew/Stretch



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✗ Warp



✗ Tilt/ Rotate



✗ Screen



✗ Recolour



Use the most appropriate version of the logo which will allow for more contrast and the best legibility based on the image the logo is placed on.