

Brand Guidelines



Marian
Respite Mission



The mission of Marian Respite Mission, Inc. is dedicated to providing comprehensive support to both caregivers and their loved ones facing Alzheimer's disease. Our mission includes offering physical assistance and introducing a spiritual element centered around Our Blessed Mother, Mary, to bring meaning and hope to challenging situations.



Logo

The Marian Respite Mission logo embodies a sense of trustworthiness and tranquility through its thoughtful and elegant design.

The logo is comprised of the symbol and logotype. The formal logo features a two-color palette, while the reverse logos are rendered in a single color. The symbol is crafted to evoke a feeling of calm and reassurance, while the logotype complements this with a classic and refined typeface.

For guidelines on the proper usage of the logo, please refer to this page and the subsequent pages. The formal logo is designated for use on official documents and marketing materials, as well as the website to maintain brand consistency and professionalism.



**Marian
Respite Mission**



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Logo Variations

The Marian Respite Mission logos showcased on this page are designed for informal applications or instances where space is limited.

The stacked logo provides versatility across different applications, such as promotional items, ensuring consistent brand recognition and visual appeal.

The acronym logo offers a streamlined representation of the brand, proving effective for use across marketing collateral with limited space and digital platforms.

The symbol can be used alone or in proximity to the logotype.



Marian Respite Mission



MRM



Logo Dont's

Do not rotate, alter, or skew the logo, as this can distort its appearance, compromise its readability, and weaken brand recognition. **Please ensure that all portions of the logo maintain proper scale and proportions.**

Refrain from outlining or adding a drop shadow to the logo, as these alterations affect the logo's legibility and can disrupt the consistency of the brand's visual identity.

Avoid separating or rearranging the logo elements in any way that differs from the approved design to preserve brand cohesion.



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Logo File Formats

Due to the variety of mediums and platforms where a logo may be utilized, a single file format is insufficient. Therefore, print and digital files have been created for each logo variation shown on the previous two pages.

Please refer to this page to understand each file format and its appropriate use.

 [File Types for Print](#)

 [File Types for Digital](#)



AI: ADOBE ILLUSTRATOR

AI is a proprietary vector-based file format by Adobe Systems. It is the standard source file for your logos. Some print shops request this file when prepping a project for print.



PDF: PORTABLE DOCUMENT FORMAT

PDF is another editable vector-based format. Its universal file format makes it extremely versatile. It's typically used for printing and easily sharing documents online.



EPS: ENCAPSULATED POST SCRIPT

Like a PDF, an EPS can be edited with any vector graphics program. It can be scaled to any size, supports transparent backgrounds, and is great for large format printing.



SVG: SCALABLE VECTOR GRAPHIC

SVGs are great for websites or apps to keep logos and icons sharp and are infinitely scalable without pixelation.



JPG: JOINT PHOTOGRAPHIC EXPERTS GROUP

A widely-used image format that uses lossy compression to create smaller file sizes, ideal for high-quality photos and low-resolution web graphics, but does not support transparent backgrounds.



PNG: PORTABLE GRAPHICS NETWORK

A popular image file format that is known for its lossless compression, which maintains high image quality. It supports transparent backgrounds, making it ideal for web graphics, logos, and images with sharp edges and text.

Color Palette

Pantone 3025 C

Pantone 3025 C is a deep, rich blue with a hint of green undertone. This color exudes a strong and professional aesthetic, conveying trust, stability, and sophistication.

Pantone 7501 C

Pantone 7501 C is a warm, neutral beige with a subtle yellow undertone. This color communicates reliability, approachability, and a sense of natural elegance.

PANTONE 3025 C
CMYK 100, 30, 0, 56
RGB 0, 79, 113
HEX 004F71

PANTONE 7501 C
CMYK 0, 8, 27, 15
RGB 217, 200, 158
HEX D9C89E

Typography

Fonts are instrumental in conveying meaning through words. They help set the tone of a brand, establishing a consistent and unique visual identity for Marian Respite Mission. Combining Georgia for headlines and moments of emphasis with Calibri Light or Calibri Regular for body text will enhance visual richness alongside other brand elements.

**This is a headline
using Georgia Regular**

This is body copy using Calibri Light. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

*This is a pulled quote
using Georgia Italic
to add emphasis.*

Photography

Photography is the best way to highlight the spaces, individuals, and efforts of Marian Respite Mission.

Consider using warm, vibrant images to tell the story of the Marian Respite Mission brand and its impactful work, emphasizing the compassionate care and spiritual hope provided.



Photography Usage

It is important to maintain visual consistency across all images in color tones, styles, and composition to strengthen brand recognition and cohesion, fostering an authentic emotional connection with those seeking Marian Respite Mission services.



Brand Mockups

This page presents the Marian Respite Mission logo in print format on business cards and promotional items, and digitally on the website. Each example follows the brand guidelines, ensuring consistency in colors, typography, and layout for a cohesive brand identity across all platforms.





Marian Respite Mission