



**LOGO**

Brand Guidelines



English Version

## INTRODUCTION

This Brand Book collects the elements that constitute the identity of the World Youth Day Panama 2019. The strength of the image and the recommendations set out in this document guarantee unity of criteria for the use of the official logo. The Brand Book of the WYD PANAMA 2019 should be a tool in all applications of this logo. This is not intended to restrict creativity, but give you a better guide to achieve excellent results.

Please check the real values in the color palette to apply the visual identity correctly and according to your need.

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# LOGO

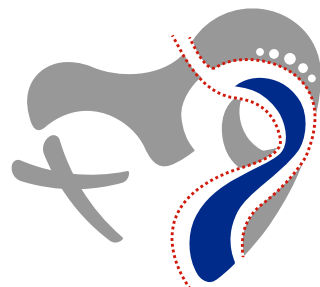
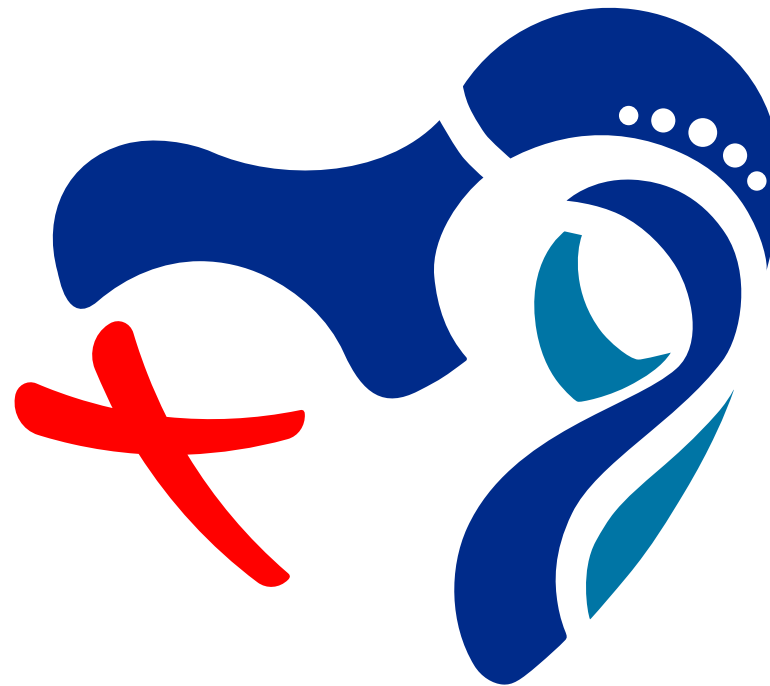
STANDAR



# LOGO

(MEANING)

The design is full of meaning. The Panama Canal appears as a symbol of the way that pilgrims travel to Jesus guided by Mary. The cross of the pilgrim is also showed. The dots contain two different meanings: they are the crown of the Virgin, but also represent the pilgrims who are on their way to God.



**PANAMA CANAL**



**SILHOUETTE OF  
PANAMA**



**THE PILGRIM CROSS**



**SILHOUETTE OF  
THE VIRGIN MARY**



**CROWN OF  
THE VIRGIN  
(5 CONTINENTS)**

# COLORS

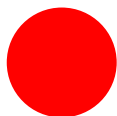
(MEANING)



Pantone  
287 C

## BLUE

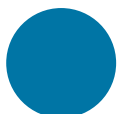
Alution to the Virgin Mary.  
Pacific Ocean.  
Of the flag of Panama..



Pantone  
2347 C

## RED

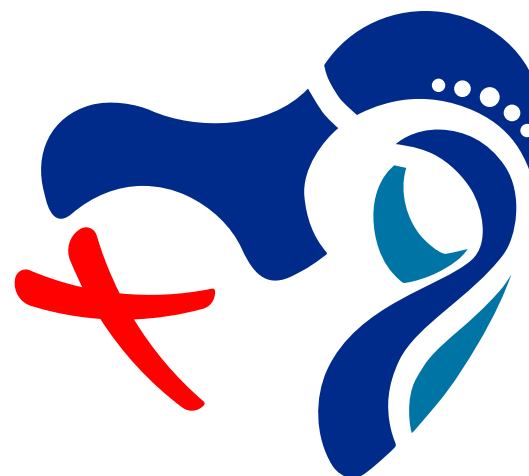
Love and Passion of Christ.  
Of the flag of Panama.



Pantones  
2383 C

## LIGHT BLUE

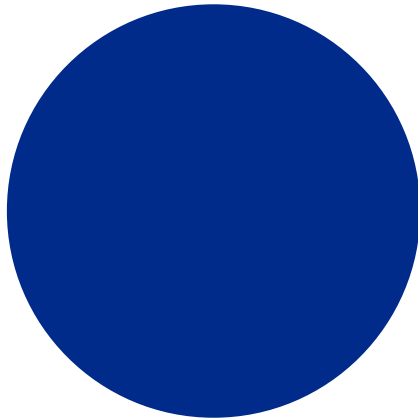
Alution to the Virgin Mary.  
Caribbean Sea.



**WYD**  
**PANAMA2019**

# VALUE OF COLORS

(PERCENTAGES)



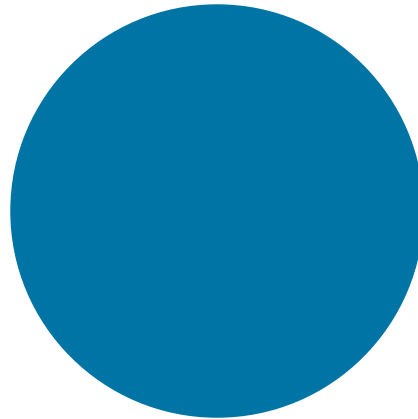
C: 99 M: 95 Y: 11 K: 0

RGB

R: 0 G: 48 B: 135

HEX

#003087



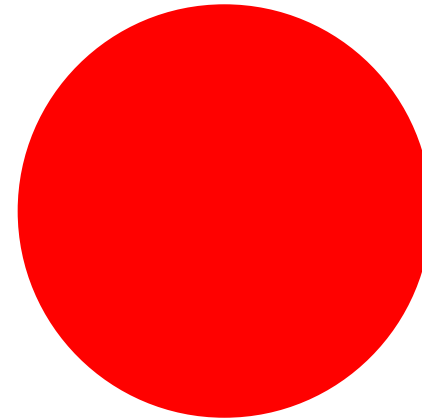
C: 94 M: 47 Y: 24 K: 0

RGB

R: 39 G: 116 B: 174

HEX

#2774a3



C: 0 M: 97 Y: 89 K: 0

RGB

R: 225 G: 6 B: 0

HEX

#e10600



# AREA OF PROTECTION

## OF THE LOGO

The area of protection is the security space around the logo that maintains its visual and graphic integrity. We determine the protection around the Logo by the letter P (Panama).



# MINIMUM LOGO SIZES

## (APPLICATION)

The minimum size for the logo with the lateral text variant will be 35mm wide, proportional to the height.



35mm

The minimum size for the logo with the text variant below will be 30mm high, proportional to the width.



30mm

The minimum size for the logo without text will be of 20mm.



20mm

# LOGO

(APPLICATION)

The logo was designed with variants to offer flexibility in certain diagrams that can be given at the time of its use.



# VARIANTS OF THE LOGO

WHITE VERSION



# VARIANTS OF THE LOGO

WHITE VERSION



# VARIANTS OF THE LOGO

WHITE VERSION



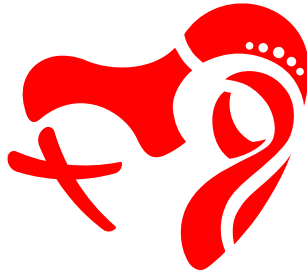
## VARIANTS OF THE LOGO

GRAY AND BLACK SCALE VERSION



## VARIANTS OF THE LOGO

MONOCHROME AND TRANSPARENT COLOR VERSIONS



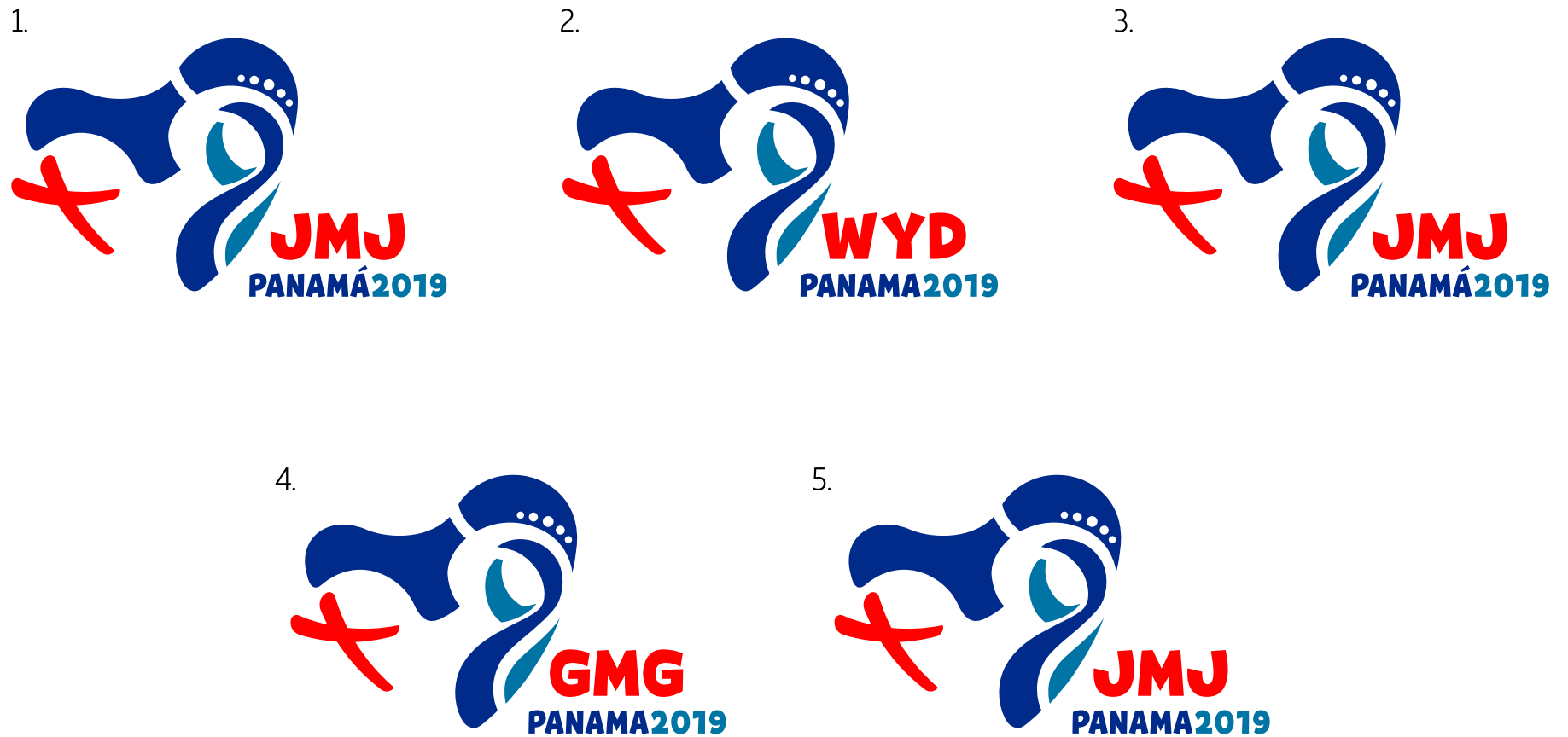
The minimum transparency is 15%



# LOGO IN OFFICIAL LANGUAGES

VARIATIONS BY LANGUAGE

1-Spanish, 2- English, 3- Portuguese, 4- Italian, 5- French





# IMPROPER USE

## OF LOGO

Placement on colored background



Create variations of its original colors



Distort its proportions



# IMPROPER USE

## OF LOGO

Change of typography



Invalidate the Area of Protection



# TYPOGRAPHY

## OFFICIALLY

Tobi Black is the main carrier of the name for the event, which highlights the spirit of youth, enthusiasm and joy for the celebration of WYD PANAMA 2019.

The Tobi typograhpy contains light, medium and black font styles.

**WYD**  
**PANAMA2019**

The MULLER NARROW font will be used as the secondary typography.

A B C D E F G  
**A B C D E F G**

# LEGAL TERMS

**The logo and all registered trademarks that belong to World Youth Day Panama are protected by law: the commercial and patrimonial rights belong exclusively to the Archdioceses of Panama.**

The Archdioceses of Panama authorizes entities of the Catholic Church worldwide to use the logo free of payment for the use, as long as the use conforms to the uses in the BrandBook and as long as the logo is used for the following: placing the logo in materials promoting the World Youth Day, including brochures, cards, web or social media graphics, posters and other communications; using the logo on promotional materials that are used in preparation for World Youth Day, including posters, T Shirts, caps, mugs, cups and other materials.

These entities of the Catholic Church are authorized to sell the branded products, as long as the use conforms to the specifications in the Brand Book and as long as the economic benefits are used to bring pilgrims to WYD Panama 2019.

Church entities do not have the right to sub-license to third parties the use of the logo.

If entities wish to use the logo in ways that are outside the scope of this document, they may request a license authorized by the Archdioceses of Panama.

The present conditions do not infringe the rights of the Dicastery for Laity, Family and Life.

For licencing requests please contact: [comunicaciones@panama2019.com](mailto:comunicaciones@panama2019.com)



**WORLD YOUTH DAY**

**WWW.PANAMA2019.PA**



**#PANAMA2019**