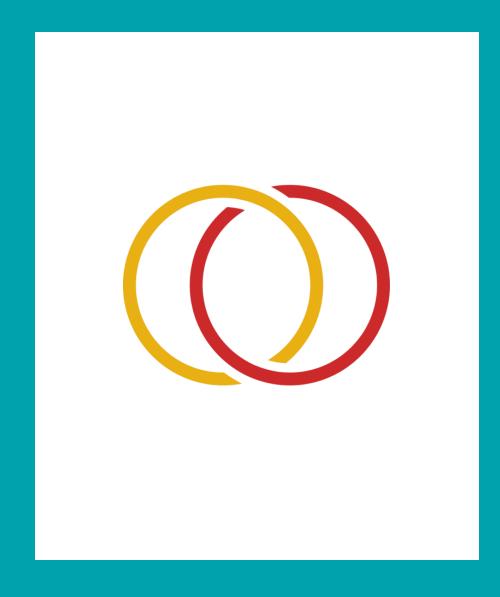
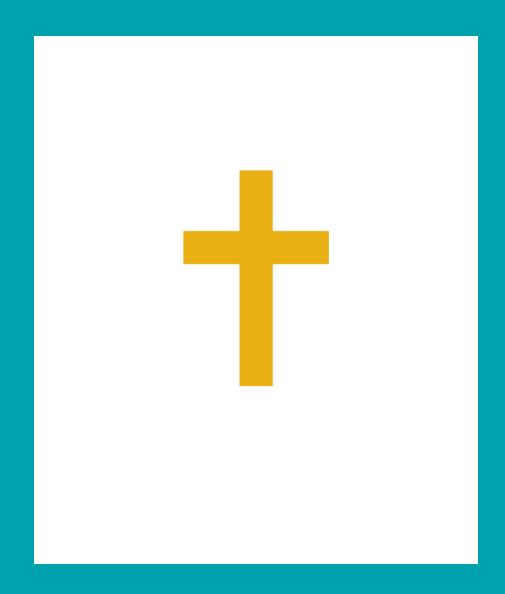


Logo: Same visual elements with a new look.



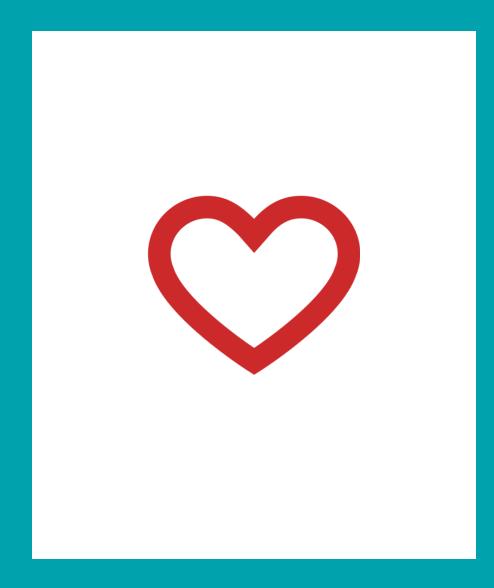
The rings:

Marriage is a covenant between a man and a woman.



The cross:

God is at the center of marriage.



The heart:

Love is a decision.



Logo color:

Warmer, more welcoming red and yellow.

worldwide

marriage encounter

Typography:

Approachable, clean nand strong lowercase letters.



One movement in any language.

Primary:



Vertical:



Long horizontal:



Three logo versions for any occasion.







Logo color options:

Full color.

Black.

White or

reverse.

marriage encounter



Logo icon and type may be separated.



Supergraphics:

Make it visible!



Primary colors:

Joyful yellow

Passionate red

Secondary colors:

Strong gray

Calm teal

Energized orange

Color palette:

More colors to show who we

are.



Aa Montserrat Medium Aa Montserrat Light Aa Montserrat Regular Aa Montserrat SemiBold Aa Arial

Font type: New branding tools include Montserrat and Arial fonts.

a brand is a collection of experiences

The Worldwide Marriage Encounter brand is everything that makes us, us.

Each time a person has an experience with Worldwide Marriage Encounter (WWME), they form an opinion about us whether they realize it or not. Their experience could be visiting our website, reading a printed brochure, or talking with couples at an encounter weekend.

Our job is to make sure their experiences—and the opinions they form—accurately represent who

we are, what we do, and what we stand for as a brand.

Brands are a lot like people in that they have personality—a spirit that comes from their mission and core values, that guides all their behaviors, and that connects with their audience on an emotional level. This brand policy exists to show how we bring our personality to life and connect with our different audiences. It allows us to bring consistency to the brand globally.

Typography usage: Lowercase is not a mistake. It's a more friendly

style.















Photography: Candid moments of everyday life showing the joy in marriage and priesthood.

