

our new brand



Logo:

Same visual
elements
with a new
look.

our new brand



The rings:

Marriage is a
covenant
between a man
and a woman.

our new brand



The cross:

God is at the
center of
marriage.

our new brand



The heart:

Love is a
decision.

our new brand



Logo color:

Warmer, more
welcoming red
and yellow.

our new brand

worldwide
**marriage
encounter**

Typography:

Approachable, clean and strong lowercase letters.

our new brand



One movement
in any
language.

our new brand

Primary:



Vertical:



Long horizontal:



Three logo
versions
for any
occasion.

our new brand



Logo color options:

Full color.

Black.

White or
reverse.

our new brand

worldwide
marriage
encounter



Logo icon and
type
may be
separated.

our new brand



Supergraphics:

Make it
visible!



our new brand

Primary colors:

Joyful
yellow

Passionate red

Secondary colors:

Strong
gray

Calm
teal

Energized
orange

Color palette:

More colors to
show
who we
are.



our new brand

Aa Montserrat Medium

Aa Montserrat Light

Aa Montserrat Regular

Aa Montserrat SemiBold

Aa Arial

Font type:

New branding
tools include

Montserrat and
Arial
fonts.



our new brand

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.



our new brand



Photography:

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



