



FONDAZIONE  
GIOVANNI PAOLO II  
· PER LA GIOVENTÙ ·

LOGO MANUAL

THE LOGO

## ELEMENTS OF THE LOGO

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This section describes the components of the logo: a circle, a cross and a palm branch.



### A CIRCLE

This represents the world.  
The colour green suggests hope.



### A CHRISTIAN CROSS

Symbol of our faith, of the Church,  
and also of the cross that John Paul  
II gave to young people.



### A PALM BRANCH

The stylised palm symbolises Palm  
Sunday, the day on which World  
Youth Day was established and then  
celebrated for years. The variety of  
colours represents the youth of the  
world coming together from every  
continent.

## THE FULL LOGO

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Here is the complete version of the logo with all the components that were described on the previous page.



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## THE FULL LOGO

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Whenever possible, the logo is to be used in one of the versions shown on this page.

A positive version of the logo is to be used in preference to any other version.



## PANTONE COLOURS RGB AND CMYK

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Colours are an important part of the visual language of the logo.

The colour palette has been carefully selected to represent the concept of simplicity.

On this page the four colours yellow, red, green and blue are shown.

**Note:**

Please bear in mind that colour variations may occur depending on the material on which you are printing, so it is advisable to check the result once a sample has been printed.



PANTONE  
108C

RGB  
244/218/20

CMYK  
6/17/96/0



PANTONE  
485C

RGB  
194/42/34

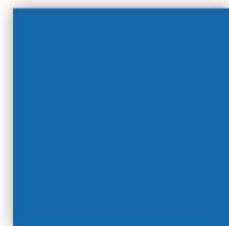
CMYK  
10/96/93/0



PANTONE  
7741C

RGB  
92/134/70

CMYK  
81/33/93/1



PANTONE  
7691C

RGB  
20/104/172

CMYK  
97/57/10/0

## TYPEFACE

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The typeface chosen is **TRAJAN BOLD**. It can be replaced by the **CINZEL** typeface only in virtual media such as websites, power point presentations, mobile devices, etc.

The secondary typeface chosen is **MONTSERRAT ULTRA LIGHT**. In virtual media it can be replaced by the **OPEN SANS** and **RALEWAY** typefaces.

### MAIN TYPEFACE

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**TRAJAN BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### SECONDARY TYPEFACE

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MONTSERRAT ULTRA LIGHT

abcdefghijklmnopqrstuvwxyz  
1234567890

### VIRTUAL MEDIA TYPEFACE

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CINZEL

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

APPLICATIONS



BUSINESS CARD

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CORPORATE STATIONERY



## EMAIL SIGNATURES

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Buenos días,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam pretium neque velit, et pharetra sapien egestas tincidunt. Morbi sodales tellus nisl, id fringilla ex dictum sit amet. Phasellus ullamcorper placerat congue. Aenean mattis sem nec tortor lobortis convallis. Morbi consectetur metus a metus dictum imperdiet. Ut eget nibh scelerisque tortor consectetur finibus iaculis ac magna. Sed mollis at purus lobortis euismod.

Morbi at ipsum fringilla, volutpat nisl non, feugiat lectus. Aenean et ultrices turpis. Vivamus luctus et lacus nec auctor. Morbi feugiat arcu eu justo lobortis, eu dignissim lacus congue. Vestibulum ante ipsum primis in faucibus orci luctus et



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Profesor

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