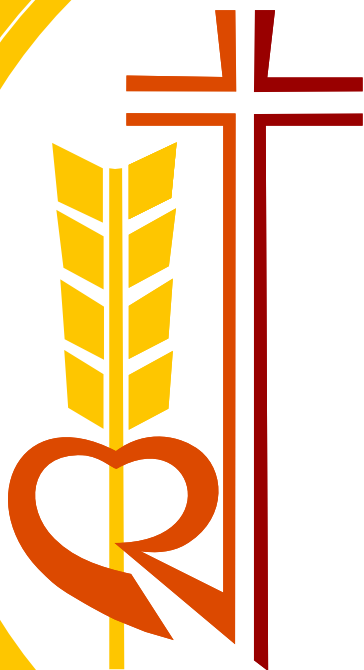


REGULATIONS FOR GRAPHIC DESIGN

PROGATIONISTS



Regulations for the graphic design of the brand mark
of the Congregation of the Rogationists (RCJ)

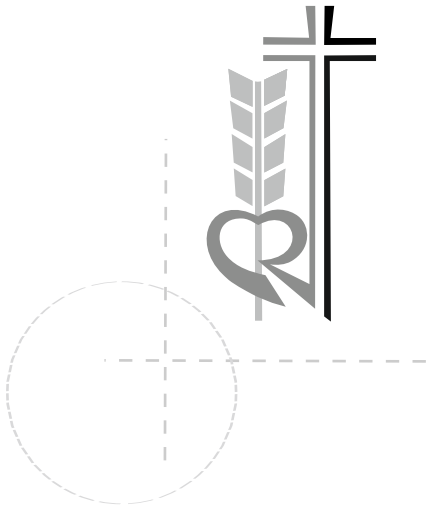
Project for the graphic design and updating of the brand mark
Fr. Reinaldo de Sousa Leitão, RCJ
Sector of the Rogate (2022-2028)

Translation
Fr. Jose Maria Ezpeleta, RCJ

Approval
General Government of the Rogationists

Congregation of the Rogationists of the Heart of Jesus
Via Tuscolana 167, Rome 0018 - Italy
Tel. +39 067020751

REGULATIONS FOR GRAPHIC DESIGN



PRESENTATION

by Fr. Bruno Rampazzo - Superior General

When we speak of "logo", we are referring to a graphic element that is fundamental to the identity of a brand, capturing the essence of the brand and making it recognizable. In a small space, the logo communicates the distinctiveness of a company, a group, or a movement.

The logo serves the function of presenting someone or something. But not only that. It is also capable of arousing feelings and emotions. The color then plays a very important role because it elicits the expression of certain feelings.

The logo of our Congregation, designed by Eng. Boccuni 42 years ago, has become a distinctive mark of recognition, even though there was no official pronouncement by the Superior General at that time. It has been a tool through which people have come to know the Rogationist Congregation in the different cultural contexts where we are present and work.

The General Government, through the initiative of Fr. Reinaldo de Sousa Leitão, General Councilor in charge of the Sector of the Rogate, wishes to draw the attention of all the Rogationist confreres and the Family of the Rogate to our Logo so that, by respecting certain parameters, it may serve to remind and express the identity of our charism for the Church and society, strengthening our path of unity and promoting sharing and coordination.

It is hoped that our Logo, an expression of the values and strengths of the Congregation, will be recognized and will represent the mission of the Rogationists.

HISTORY

Creation of the graphic design of the Rogationist Logo

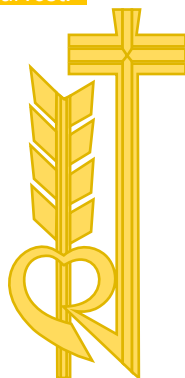


The Rogationist Logo was designed by Eng. Raffaele Boccuni on June 10, 1981, drawn in yellow on cream-colored cardboard, measuring 16.5 cm by 39.0 cm. It is kept in the General Curia of the Rogationists.

The logo of the Rogationist Congregation is inspired by the Gospels of Matthew and Luke (Mt 9:37; Lk 10:2): "The harvest is great but the laborers are few. Pray (Rogate) therefore to the Lord of the harvest that he may send laborers into his harvest."

Next to the cross, there is an ear of wheat that is rooted in a heart, which at the same time appears as an R.

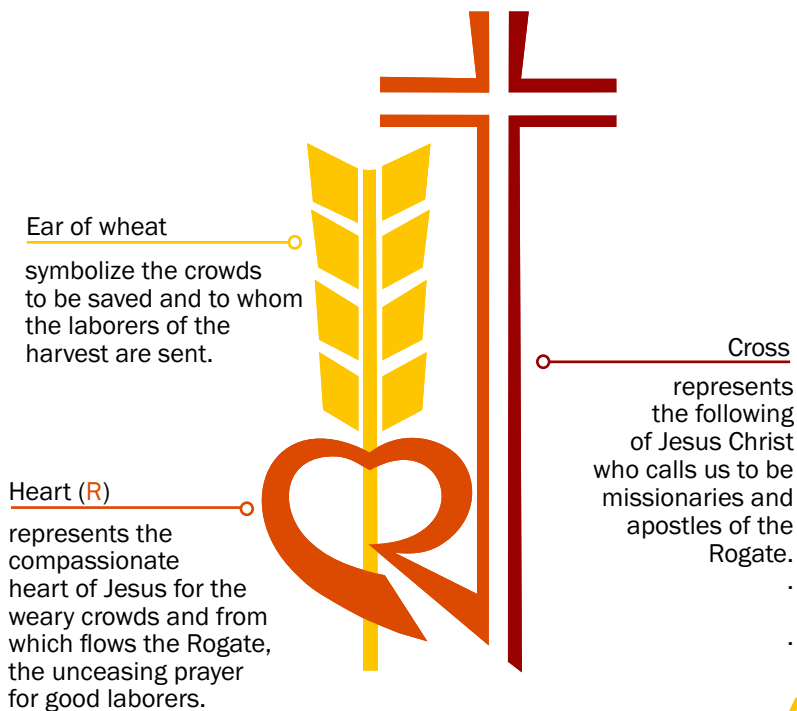
In this composition, we read the symbol of the Rogate, the prayer to obtain good laborers, which flows from the Heart of Jesus, the Lord of the harvest, represented by the ear of wheat symbolizes the crowds to be saved and to whom the laborers of the harvest are sent.



UPDATE

Composition

After 42 years since the first creation of the Rogationist logo, the time has come to update the graphic identity of the Rogationists, without losing the symbolic basis and the charismatic essence that the brand mark carries in its components.



COLORS

Official palettes

Color properties to ensure accurate values
and percentages applied to the logo.

Yellow

C 0 M 24 Y 98 K 0
R 254 G 198 B 0
H 47 S 100 B 100
L 83 A 10 B 82
HEX: #FEC600

Red

C 0 M 77 Y 100 K 3
R 220 G 73 B 0
H 20 S 100 B 86
L 53 A 55 B 63
HEX: #Dc4900

Dark Red

C 7 M 96 Y 100 K 32
R 153 G 0 B 0
H 0 S 100 B 60
L 32 A 54 B 46
HEX: #990000

Meaning of the Colors

-  Mission Service
-  People Humanity
-  Compassion Prayer

IDENTITY

Graphic representation

This is the main version of the identity of the
Congregation of the Rogationists of the Heart of Jesus
and should be used whenever possible.

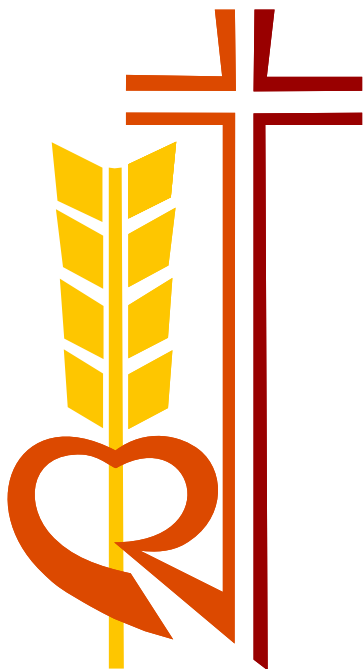


Congregation of the
Rogationists
of the Heart of Jesus

IDENTITY

Exceptional use for small sizes

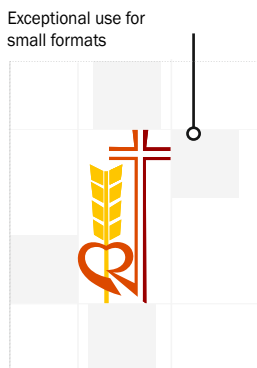
The symbol may be used exceptionally in special cases where formatting requires a reduction of the image beyond what is defined in these Graphic Standards. This is an exceptional version for social networking and other digital formats.



IDENTITY

Safety Margin

The safety margin ensures the visibility, balance, and integrity of the brand mark by setting it apart from surrounding elements. The minimum safety margin must be respected in all uses.



IDENTITY

Use on colors

The version of the brand mark as used on the background of the official colors.

White on yellow



White on dark red



White on red



IDENTITY

High contrast

Versions of the logo used on white and black backgrounds

Black on white



White on black

IDENTITY

Grayscale

To be used only when
the use of color is not possible.

C 27 M 20 Y 20 K 5
R 190 G 190 B 191
H 240 S 0 B 75
L 77 A -1 B -2
HEX: #BEBEBF

C 95 M 95 Y 45 K 95
R 31 G 27 B 32
H 240 S 0 B 0
L 10 A 2 B -4
HEX: #1F1B20



Congregation of the
Rogationists
of the Heart of Jesus

C 0 M 0 Y 0 K 55
R 147 G 147 B 147
H 0 S 0 B 58
L 61 A -1 B -1
HEX: #939393

IDENTITY

Colored background

When used on colored backgrounds, consider the readability of the brand mark.



IDENTITY

Photographic background

Overly complex photographic backgrounds that obscure the readability of the brand mark should be avoided.



Attention to non-readability



IDENTITY

Reduction limits

The use of the brand mark in different sizes is permitted. However, the reduction limit must be respected, in order to ensure the readability of the brand mark in any type of application.



Basic proportions of the brand mark in pixels



OFFICIAL TYPOGRAPHY

Franklin Gothic

The typography is an important element of the visual assets of the brand mark. For this reason, a typeface (font/character) has been defined, that, when used in its various dimensions, gives a dynamic visual appearance and enriches the communication tools.

Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Franklin Gothic Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Typography
used

Congregation of the
Rogationists
of the Heart of Jesus

Congregation of the
Rogationists
of the Heart of Jesus

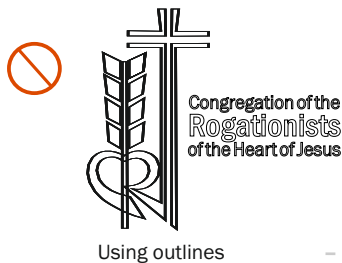
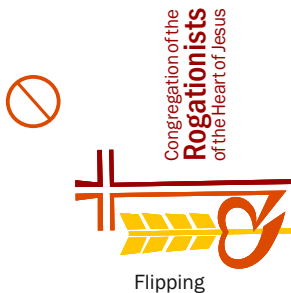
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Congregation of the
Rogationists
of the Heart of Jesus

RESTRICTIONS

Use of the logo

The logo of the Congregation of Rogationists must be used in accordance with the regulations defined in this manual. Failure to respect these rules and tampering with the brand mark damages the Rogationist identity and its communication.



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Send O Lord,
Holy apostles in your Church