SVP

Society of St. Vincent de Paul

VISUAL IDENTITY GUIDELINES

THE GUIDELINES

These Visual Identity Guidelines are designed to maintain a cohesive look for Society of St Vincent de Paul and contains all approved items and elements necessary for the brand.

By following these brand guidelines, the designer can ensure the identity stays the way it was intended, no matter the context.

THE ORGANISATION

The Society of St Vincent de Paul (SVP) is an international Christian voluntary membership organisation. Membership is open to anyone who can adopt our ethos. We believe that everyone should have the means to live life with dignity.

SVP Ireland is part of the international Society which is represented in over 140 countries; having 700,000 members, 1.5m volunteers, 51,000 Conferences helping 30 million poor throughout the world!

We are one of Ireland's best known and most widely supported organisations of social concern and action with over 11,500 volunteers active in every county in Ireland.

REQUIREMENT

If you require any version of the SVP or Vincent's logo for printing or online material, please, contact SVP Communications Team on the email **web.editor@svp.ie**

TABLE OF
CONTENTS

BRAND LOGO

The SVP Ireland logo is the main brand identity and should be widely used in marketing and communication campaigns but only on its primary and compact versions as you can see on the page aside. It is the first way to signify our presence in the world and clarify SVP organisation to everyone.

BRAND LOGO
APPLICATION

First, in its primary form (positive version), the SVP logo must **always remain in its blue** and be placed **over a white background**. In this way, it lives in its purest form and most effectively maintains its visual integrity and brand recognition.

Second, In situations where the SVP logo must be reproduced on a **dark-coloured background**, it should be **reproduced in white colour version (Negative version)**.

Finally, in exceptional cases, as **one coloured materials**, the SVP logo may be **coloured in black** as you may see on the examples aside.

## PRIMARY VERSIONS

COMPACT VERSIONS

LOGO
SAFE AREA

The **logo safe area** refers to the area around the logo which **must remain free** from copy or other elements to ensure that the logo is not obscured and has the right amount of breathing space.

1 cm

1 cm

Society of St.Vincent de Paul

225 px

225 px

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and also a minimum padding of 225 pixels (width) x 120 pixels (height) for the logo.
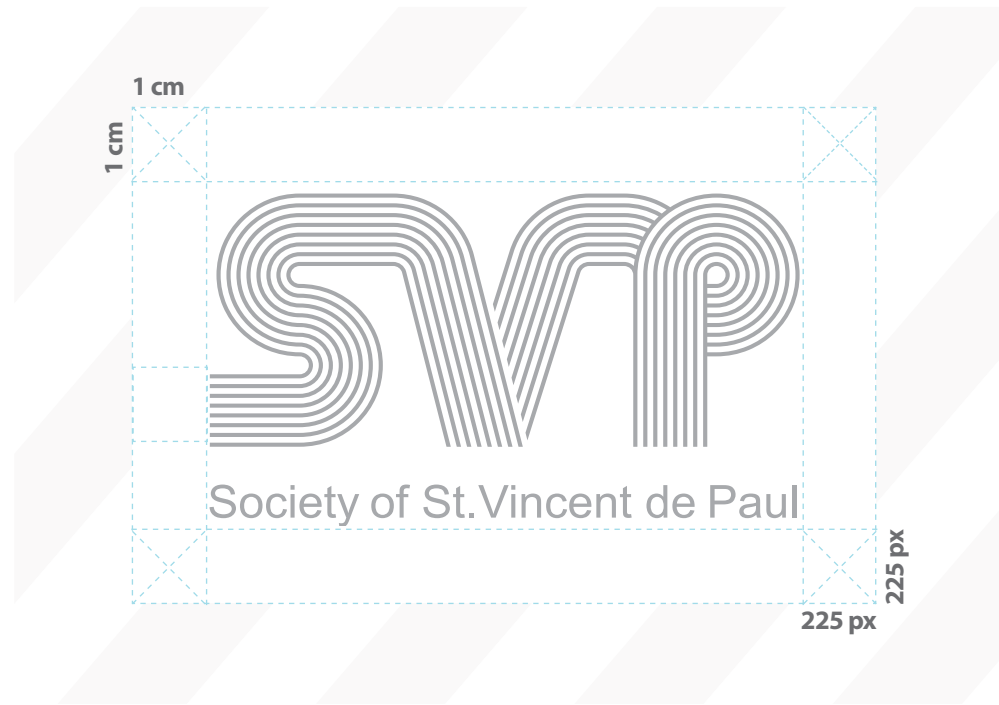
If you use the logo icon as a single object, we also recommend clear space all around and a minimum logo size 60 pixels (width) vs 32 pixels (height).
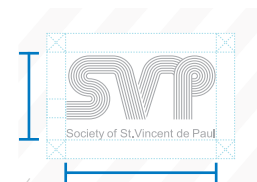
Society of St.Vincent de Paul

INCORRECT
LOGO USAGE

The nature of the elements of the brand **should not be modified**, recreated or transformed in any way.

The logo shall **never be stretched** and **should be resized proportionately** so that it is legible at all times.

LOGO
ON IMAGES

Care must be taken to create **well balanced** and considered compositions: **photography** is a key part of the identity and the use of colour should always feel **complimentary 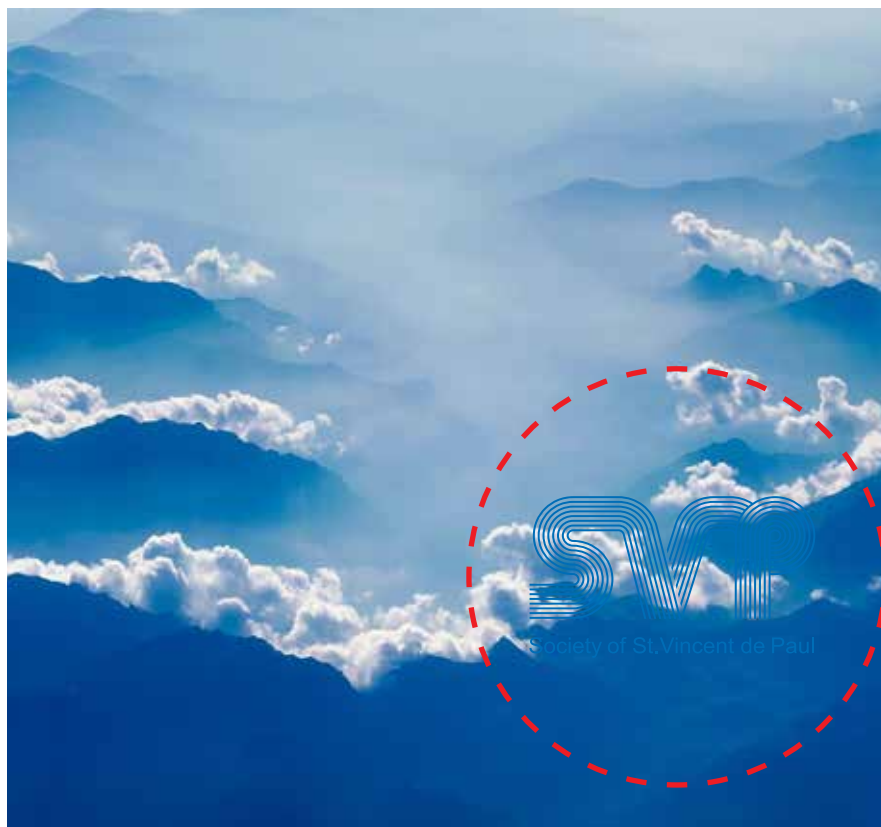to the image**. When placing the logo over photography please choose a pale area of the **image** to maintain **sufficient stand out**.

LOGO ON IMAGES
INCORRECT APPLICATIONS

Once an image is chosen as a back-ground, the **logo must be placed in an area over the image** that it may be **well visualised and read** by readers. Follow below examples of how **NOT applying the logo over an image**.

COLOURS USAGE

Our organisation colours are professional and modern, expressing who we are. So, please select the most appropriate colour for your communication.
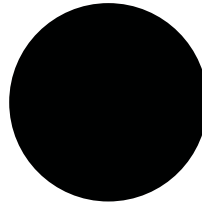
COLOUR
APPLICATION

In order to establish a strong and recognisable brand identity, the consistency with the colours used in conveying the company's messages is adamant.

Colour Palette in branding is a vital factor, they make the messaging material more attractive, help consistently communicate the mood and create a vibrant visual experience.
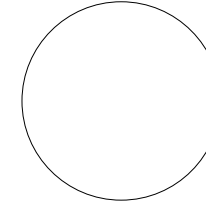
PRIMARY COLOURS
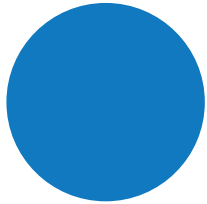
SVP BLUE
#0079C1
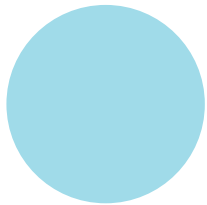RGB 0 / 121 / 193
CMYK 99 / 44 / 0 / 0
PANTONE 3005 C

SVP BLACK
#000000
RGB 0 / 0 / 0
CMYK 75 / 68 / 67 / 90
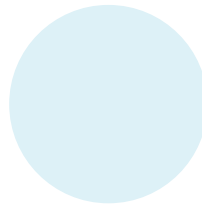PANTONE BLACK 6 C

SVP WHITE
#FFFFFF
RGB 255 / 255 / 255
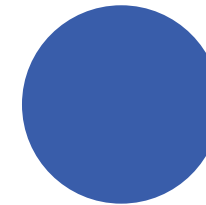CMYK 0 / 0 / 0 / 0
PANTONE 000 C

SECONDARY COLOURS

LIGHT TURQUOISE
#A0DBE9
RGB 160 / 219 / 233
CMYK 35 / 0 / 7 / 0
PANTONE 635 C

SKY BLUE
#DDF1F7
RGB 221 / 241 / 247
CMYK 12 / 0 / 2 / 0
PANTONE 656 C

ROYAL BLUE
#375CAA
RGB 55 / 92 / 170
CMYK 87 / 70 / 0 / 0
PANTONE 7455 C

#14BFD6
#40BF02
#BFBE1F
#A0DBE9
#F26427
#ED1C24

#BF201F
#732F12
#BF1FBB
#7473A9
#E4E4E4
#747474

TYPOGRAPHY

It is important that our branding remains consistent. Please adhere to the brand style guide for consistent brand communication.

TYPOGRAPHY
APPLICATON

First, **Futura Bold** acts as the brand's primary typeface appearing on advertisements, headers, and brand-recognizable elements such as business cards, gift bags, and apparel.

Besides, **Futura Medium** is used for sub-headers as well as **Myriad Pro Regular** is used for description text, and **Myriad Pro Bold** for highlighting any important topic in the description text. Within brand materials.

In Addition, **Myriad Pro** should appear smaller in scale in relation to **Futura**.

Futura Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # € £ $ % ^ & * ( ) +

Futura Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # € £ $ % ^ & * ( ) +

Myriad Pro Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # € £ $ % ^ & * ( ) +

Myriad Pro Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # € £ $ % ^ & * ( ) +

BRANDING

This section demonstrate the flexibility of the brand, exploring the use of all the elements.

BRANDING
MATERIALS

Branding section brings all of the **identity elements together** to show the SVP brand in application: the Communications Team requires as many **retail shops, suppliers, volunteers and organisations** as possible to use the identity elements of SVP brand.

BRANDING
ELEMENTS

For all SVP retail shops, suppliers, volunteers and organisations, you all can use your **custom elements and themes connected** to them in order to create the branding of your section, **with respect to this branding guidelines**.

BRANDING
MATERIALS

Please **use these following examples as visual guide** to help you create your communications.

SVP
Society of St.Vincent de Paul

✉ info@svp.ie

📍 National Office, SVP House,
91/92 Sean McDermott Street,
Dublin 1, D01 WV38

📞 01-0884 8200
01-838 7355

● Website: www.svp.ie

SVP
Society of St.Vincent de Paul

NATIONAL
National Office, SVP House,
91/92 Sean McDermott Street, Dublin 1, D01 WV38
Tel: 01-0884 8200 / Fax: 01-838 7355
Email: info@svp.ie / Website: www.svp.ie

Dear Colleagues,

I hope you had a safe and restful Christmas albeit a very different festive season. As you know, we have now entered Level 5 restrictions and now are no longer allowed to operate our shops or our Click and Collect operation in our shops. Our shops and the Click and collect operation will remain closed until these restrictions are lifted.

Click and collect will cease immediately, but any orders in the system can be collected by lunchtime tomorrow.

We fully appreciate that this latest lockdown and the figures regarding this awful pandemic are very difficult to cope with and our priority is the safety of our staff, volunteers, and our customers. Our services that remain operating face significant challenges and their dedication is humbling.

We do have an obligation to ensure that our shop's frontage remains clear of unsolicited donations and to empty our recycling bins around the country, we are held accountable for this by local authorities. Therefore, we will operate a skeleton staff in our Order Fulfilment Centers to collect and store unsolicited donations as well as continuing to operate our online sales, e.g., Thiftify and eBay to continue to bring in much-needed revenue. These will not be sorted in the normal way but will be part of our recycling process. Where no or limited OFC availability then shop managers will be asked to visit the shop on a regular basis to bring bags into the shop and just check the premises given time of year and potential bad weather impact, etc.

We have applied again for the Governments Emergency Wage Subsidy Scheme for staff were services are either closed or where our revenue is negatively impacted; this will contribute to salary costs, and we welcome the extension of this scheme and the associated rate increase. The Remuneration and Appointments Committee will meet next to consider all options available in relation to pay.

We also appreciate that the closure of schools and other services has an impact on staff and any staff member who is required to work but unable due to caring commitments should speak to their manager to explore options of statutory, annual leave, working from home (where feasible) or unpaid leave. Our COVID-19 policy and all related policies and fact sheets are available on the HR Share Point page or from your manager.

In closing I would like to thank you all for your ongoing commitment, wish you and yours all the very best and know that this year we will see an end to this pandemic.

Yours sincerely,

Rose McGowan
National President

COMMS TEAM
Office & Media Manager

SVP
Society of St.Vincent de Paul

SOCIAL MEDIA

This section demonstrates how to use and manage SVP social media channels, exploring the use of all the elements.

SOCIAL MEDIA
APPLICATIONS

Keep in mind that most profile images are square, which makes it easier to keep your look consistent across different platforms.

Design SVP cover image with care; the profile image may hide part of it.

Pay attention to file sizes as well as image sizes; different platforms have different limits.

Notice that only the National SVP Ireland accounts can use the SVP main logo.

FACEBOOK
PAGES

PROFILE
180px x 180px

COVER
851px x 315px

CONTENT
504px x 504px
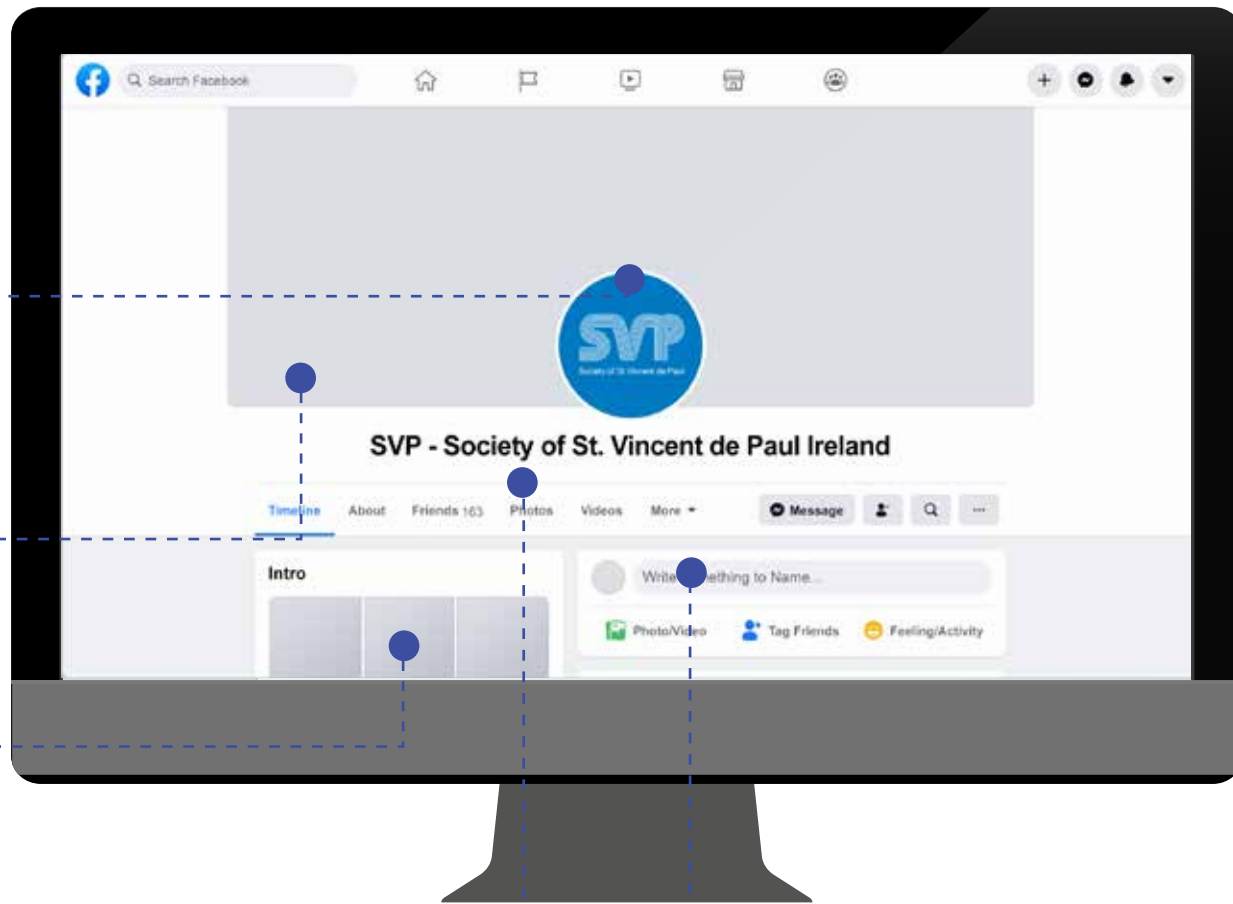
Any SVP page created on Facebook must be aligned with the rules on the Social Media Manual. In case any doubt in how to proceed, please, contact SVP Communications Team.

Facebook won't allow you to promote content if the text takes up more than 20 percent of the graphic.

INSTAGRAM
PAGES

PROFILE
110px x 110px

CONTENT
640px x 640px
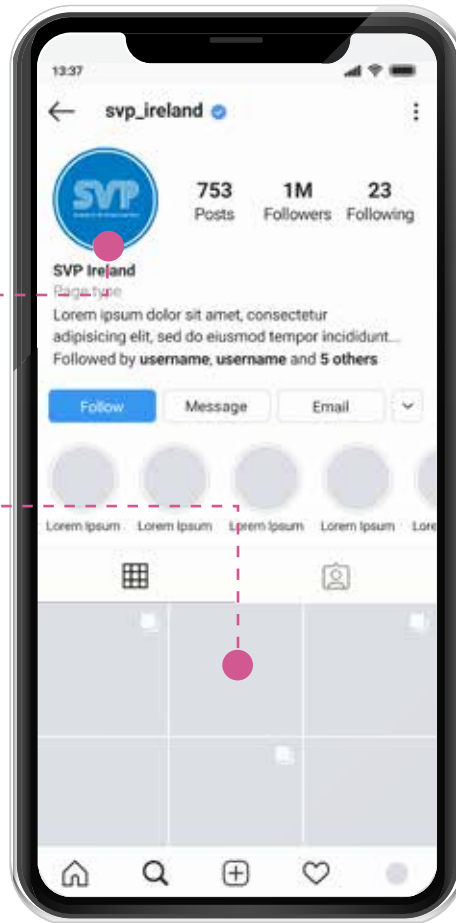
Any SVP page created on Instagram, Twitter, YouTube or Linkedin must be discussed with SVP Communications Team and once agreed, It must be created in line with SVP Social Media Manual and its norms.

TWITTER
PAGES

PROFILE
400px x 400px

COVER
1500px x 500px

CONTENT
400px x 504px to
1024px x 512px
Max file size of 5MB for photos and 3MB for GIFs

LINKEDIN
PAGES

YOUTUBE
PAGES

COVER
646px x 220px
Max file size of 2MB
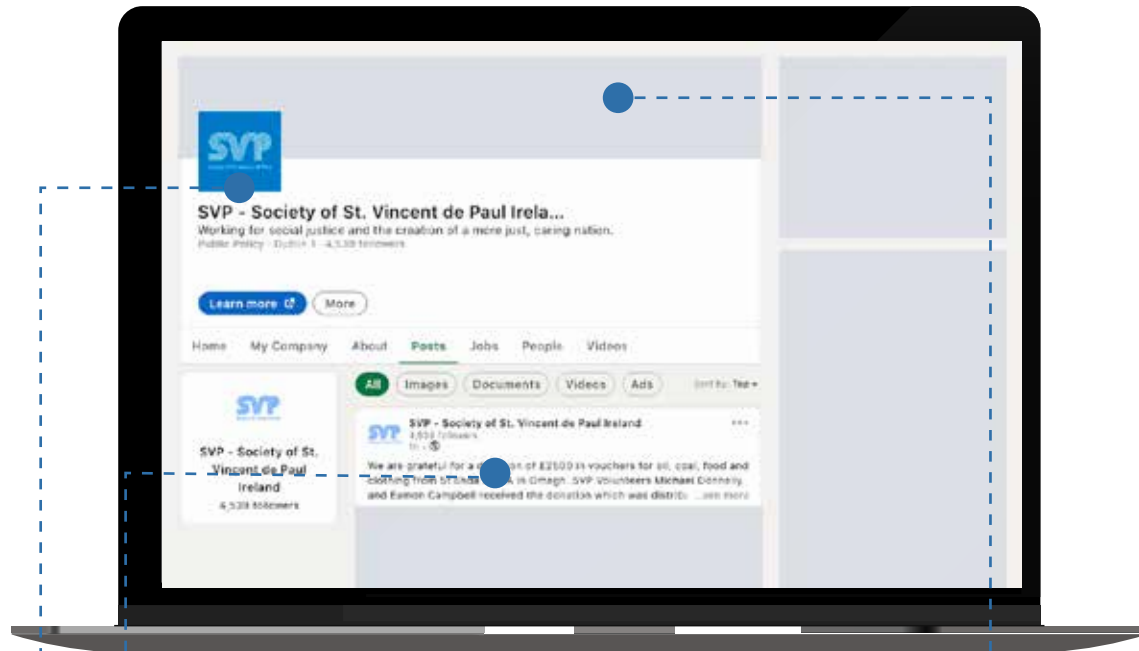
CONTENT
180px x 110px

PROFILE
100px x 60px
Max file size of 2MB

Any SVP page created on Instagram, Twitter, YouTube or Linkedin must be discussed with SVP Communications Team and once agreed, It must be created in line with SVP Social Media Manual and its norms.

SVP YOUTUBE CHANNEL
925.497 views · a year ago

14.002   120   Share   Donwload   Add to

SVP IRELAND
1M Subscribers   SUBSCRIBE

Comments 827
Lorem ipsum dolor sit amet, consectetuer

Up next   Autoplay
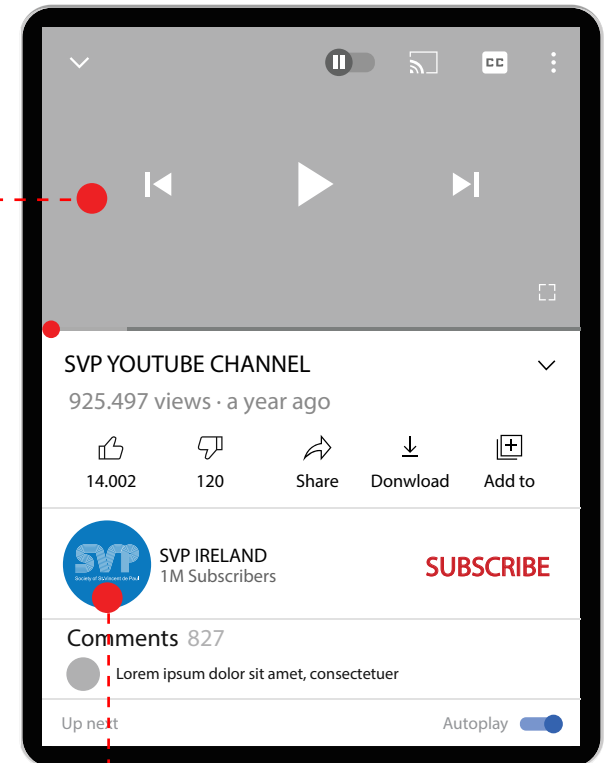
PROFILE
250px x 250px
Max file size of 2MB

VIDEO IMAGE
1280px x 760px

SVP ICONS

SVP Icons are visual elements created to help users identify which area into the organisation the campaign is from.

ICONS
APPLICATIONS

These icons must be used for printing and online materials, social media and and website.

Follow aside how those elements should be displayed in positive background (white), negative background (black) and also coloured backgrounds.

## POSITIVE VERSIONS

VOLUNTEERS SVP

FUNDRAISE SVP

SHOPS VINCENT'S

GET HELP SVP

DONATIONS SVP

SOCIAL JUSTICE SVP

SAFEGUARDING SVP

GET INVOLVED SVP

NEGATIVE VERSIONS

VOLUNTEERS SVP

FUNDRAISE SVP

SHOPS VINCENT'S

GET HELP SVP

DONATIONS SVP

SOCIAL JUSTICE SVP

SAFEGUARDING SVP

GET INVOLVED SVP

COLOURED VERSIONS

VOLUNTEERS SVP

FUNDRAISE SVP

SHOPS VINCENT'S

GET HELP SVP

DONATIONS SVP

SOCIAL JUSTICE SVP

SAFEGUARDING SVP

GET INVOLVED SVP

VINCENT'S

In this sections, explanations on the Vincent's logo placements, alignments, and demonstration of its variety of colour and use and instructions to follow alongside it.

VINCENT'S LOGO
APPLICATION

First, in its primary form, the Vincent's logo must **always remain in positive versions** and be placed **over a white background**. In this way, it lives in its purest form and most effectively maintains its visual integrity and brand recognition.

Second, In situations where the Vincent's logo must be reproduced on a **dark-coloured background**, it should be **reproduced in its negative version**.

Finally, in exceptional cases, as **one coloured materials**, the logo may be **coloured in black**.
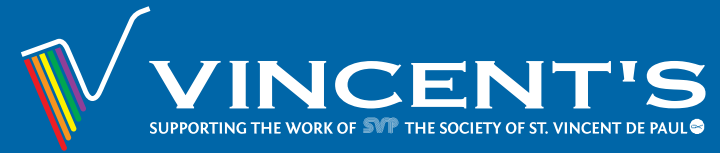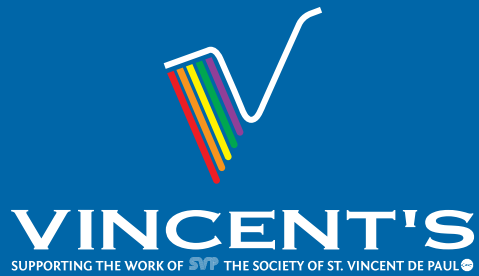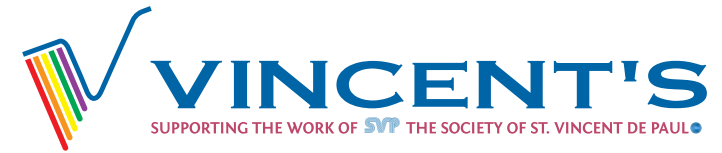
SOCIAL MEDIA LOGO
APPLICATIONS

Due to most social media profile images are square, **Vincent's logo should be applied without its slogan under the logo,** as you can see aside from the two versions that may be used in the channels. So, follow the samples that must be followed in case a new social media page needs to be created.
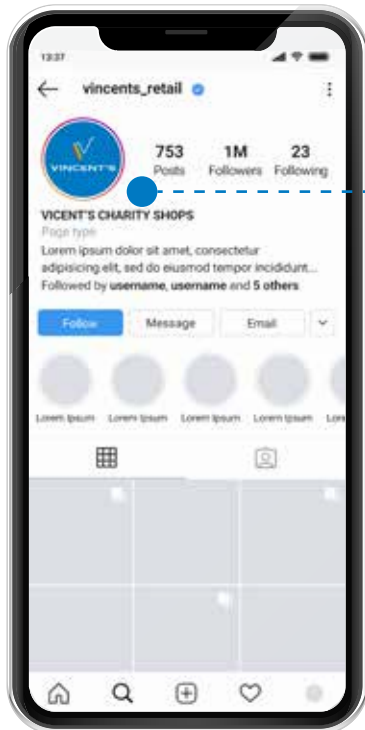
It is very important to cover the image with care and pay attention to the file sizes, as the profile image may hide part of it.
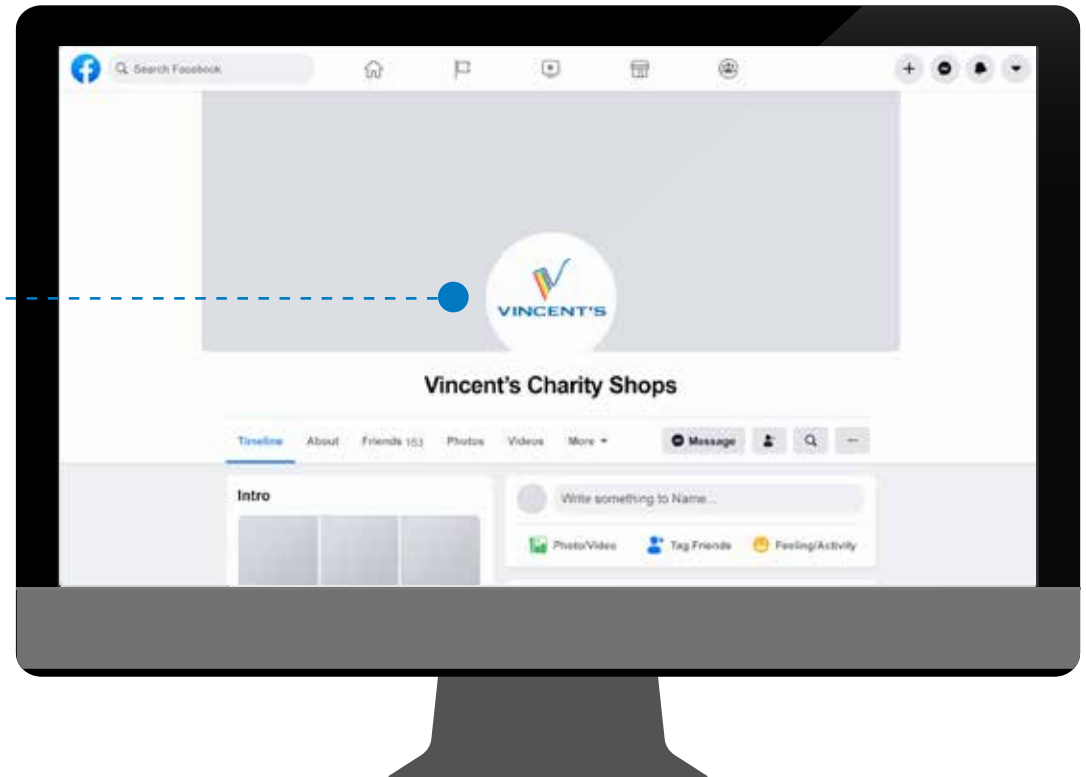
SYMBOL
APPLICATIONS

The international symbol of the Society of St Vincent de Paul is used in conjunction with the logo used by the Society of St Vincent de Paul in Ireland. **This symbol appears in 3 colours as you may see aside.** The colours should always be solid and not in tints.
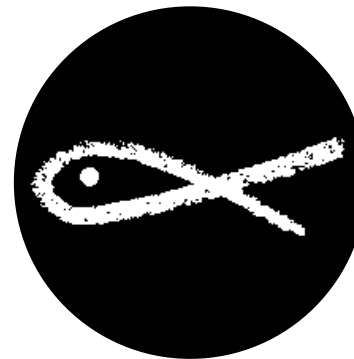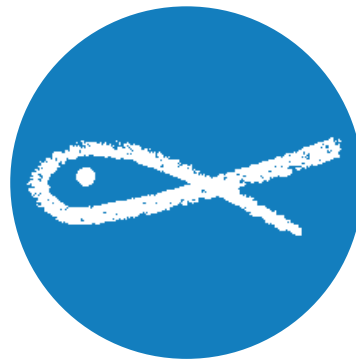
The fish is the symbol of Christianity and, in this case, represents the Society of St Vincent de Paul.
The eye of the fish is the vigilant eye of God seeking to help the poor in our midst.
The crossing at the tail represents unity and oneness among members and also the union with the poor.
The circle bounding the logo signifies the global or worldwide stature of the SSVP, an international Society.
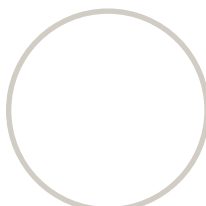
PRIMARY COLORS
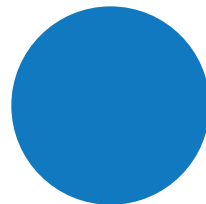
VINCENT'S BLUE
#0079C1
RGB 0 / 121 / 193
CMYK 99 / 44 / 0 / 0
PANTONE 3005 C
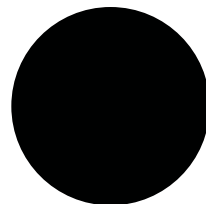
SVP BLACK
#000000
RGB 0 / 0 / 0
CMYK 75 / 68 / 67 / 90
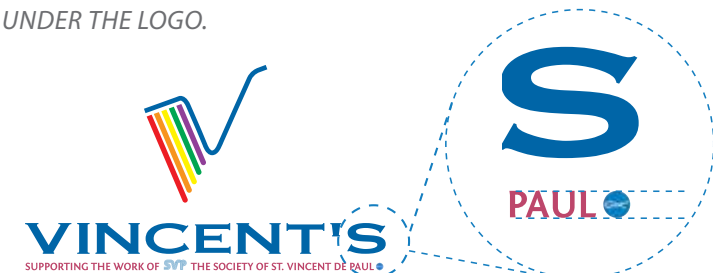PANTONE BLACK 6 C

SVP WHITE
#FFFFFF
RGB 255 / 255 / 255
CMYK 0 / 0 / 0 / 0
PANTONE 000 C

APPLICATIONS WITH SVP LOGOS

*THE INTERNATIONAL SYMBOL MUST BE APPLIED WITH THE SAME SIZE OF SVP IRELAND LOGO.*

Society of St.Vincent de Paul

THE INTERNATIONAL SYMBOL MUST BE APPLIED WITH THE SAME SIZE OF VINCENT'S SLOGAN UNDER THE LOGO.

VINCENT'S
SUPPORTING THE WORK OF SVP THE SOCIETY OF ST. VINCENT DE PAUL

S
PAUL

INCORRECT
LOGO USAGE

The nature of the elements of the brand **should not be modified**, recreated or transformed in any way.

The logo shall **never be stretched** and **should be resized proportionately** so that it is legible at all times.
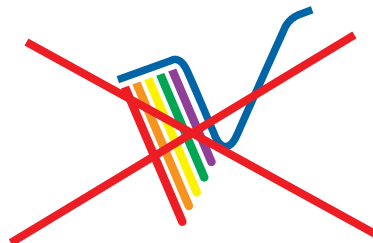
LOGO
ON IMAGES

Care must be taken to create **well balanced** and considered compositions: **photography** is a key part

of the identity and the use of colour should always feel **complimentary to the image**. When placing the

logo over photography please choose a pale area of the **image** to maintain **sufficient stand out**.

COLOUR
APPLICATON

In order to establish a strong and recognisable brand identity, **It is required to use the primary and secondary colours** on our campaigns, which keep the company's messages adamant.
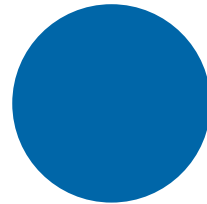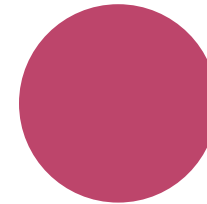
PRIMARY COLOURS

VINCENT'S BLUE
#0065A7
RGB 0 / 102 / 168
CMYK 93 / 61 / 7 / 0
PANTONE 4151 C

SLOGAN MAGENTA
#BD466B
RGB 189 / 69 / 107
CMYK 23 / 87 / 40 / 3
PANTONE 2451 C

SECONDARY COLOURS

#ED1C24

#F7941D

#FFF200

#00A651

#903F98

#242424

#F4F4F4

#E4E4E4

#747474

LOGO APPLICATIONS
ON SHOPS

It very important to **keep the elements of Vincent's logo** on the **shops' display** and it **should not be modified**.

The logo must be used in i**ts primary form (positive version)** which is over a white background.
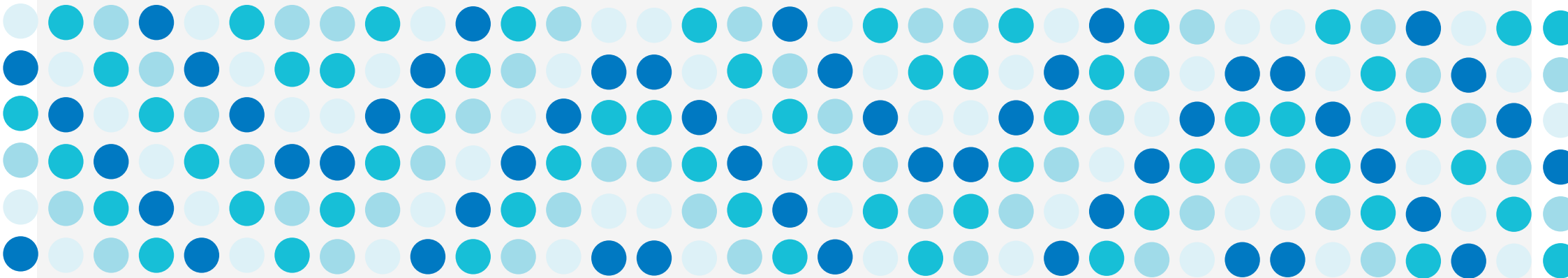
To maintain the logo's visual integrity, the **shape of the font** used on the logo **should never be modified**.

It is very important to **keep a free area around the logo** to ensure its visibility by everyone.

SVP

Society of St.Vincent de Paul