

Mercedarian Missionaries of Berriz 100 years

Corporate Identity Manual



100.mmberriz.org

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Corporate identity manual

This Manual sets out the guidelines for the use of the visual identity with which the Mercedarian Missionaries of Berriz are celebrating the centenary of their first missionary foundations.

Consistent application of these guidelines protects and reinforces the congregation's visual identity.



100 years Crossing Borders

In 2026, the Mercedarian Missionaries of Berriz will celebrate the centenary of their first missionary foundations in China (1926), the Mariana Islands, Japan and the Caroline Islands (1928). This movement, spearheaded by Margarita María López de Maturana, transformed the former Mercedarian Monastery of Bériz (Bizkaia, Spain) into a missionary institute. Since then, the sisters have carried out their mission in more than twenty countries across five continents.

The centenary logo stems from the desire to celebrate one hundred years with an image that captures the essence of the congregation: the boldness to cross borders, the richness of cultures and the commitment to giving life.

The motto 'Crossing borders to give life' encapsulates the spirit that has guided the sisters throughout these one hundred years of universal mission.

MMB
+
100
years



Crossing borders
to give life

Mercedarian Missionaries of Berriz

Four elements, a single identity

- The centenary shield
The text '100 years' takes the form of shield to create the institutional image for the centenary.
- The outrigger canoe
A 'vinta' (traditional Pacific vessel).
- The waves
Multicolored waves evoking the wind, movement and the diversity of peoples.
- The motto
'Crossing borders to give life', in Varela typeface, clearly expresses the congregation's missionary spirit.



01



The MMB centenary shield

This is the main symbol of the centenary. Can be used independently in smaller formats

02



The outrigger canoe and waves

The missionary vessel in motion. A celebratory and narrative element of the centenary.

03

**Crossing borders
to give life**
Mercedarian Missionaries of Berriz

Varela Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The motto and typeface

Varela Regular is a geometric Sans-Serif typeface used throughout the system.

1:1 proportions

The square logo is constructed on the basis of 1:1 proportions, within which the four elements are arranged.



2:1 proportions

The horizontal logo is constructed within a rectangle with 2:1 proportions. The imagotype is framed within one half, and the text within the other.





Square version

Main version of the centenary image.
For use on social media, stamps,
avatars and square-shaped media.



Horizontal version

For use in headers, banners, email
signatures, corporate letterheads, etc.

03



MMB shield

Minimal version.

For favicons, pins, stamps, embroidery and very small-format media.

04



Imagotype

The outrigger canoe with waves may be used in certain cases as a standalone decorative element.

Primary colors



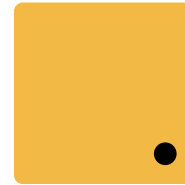
INDIGO BLUE
#0b5693
C95/M65/Y15/K3
R11/G86/B147



DEEP BLUE
#00456f
C100/M70/Y30/K20
R0/G69/B111



SAND
#f39655
C0/M50/Y70/K0
R243/G150/B85



GOLD
#f2b944
C5/M30/Y80/K0
R242/G185/B68



EARTH GREEN
#8b9e4d
C50/M20/Y80/K10
R139/G158/B77



SKY BLUE
#6ab1cd
C60/M15/Y0/K0
R106/G177/B205

Secondary colors



DEEP BLUE AT 50%



DEEP BLUE AT 20%



DARK SAND
#e77c05
C5/M60/Y100/K0
R231/G124/B5



DARK GOLD
#ce7840
C20/M60/Y80/K0
R206/G120/B64



GRASS GREEN
#bab241
C20/M10/Y80/K20
R186/G178/B65

Typography

Varela Regular is the official typeface for the MMB centenary. It is a geometric sans-serif font with good legibility that conveys modernity and cleanliness.

For supplementary corporate texts, it may be combined with typeface families such as Open Sans or any other Sans-Serif font.

Recommended hierarchy:

H1 Headings:	28-36 pt
H2 Subheadings:	18-22 pt
Body text:	10-12 pt
Notes/legal text:	7-8 pt

Varela Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Mission

Crossing borders to give life

With her gaze fixed on Christ and his redeeming love; discovering who were 'the slaves whom the Church wishes to redeem at this hour', Margarita María...

Llegal notice

Exclusion zone

To ensure legibility and visual impact, a clear space must be maintained around the logo.

The minimum clearance W is equal to the width of the MMB shield. This measurement applies around the entire perimeter of the logo, marking an exclusion zone which must never be encroached upon by any other element (other logos or brands, text or headlines, photographs or illustrations, and the edges or margins of the medium).

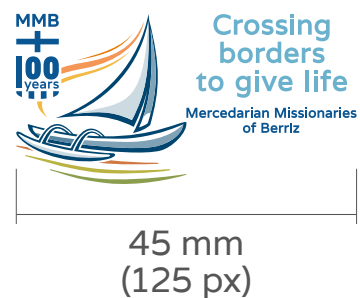


W = width of the shield



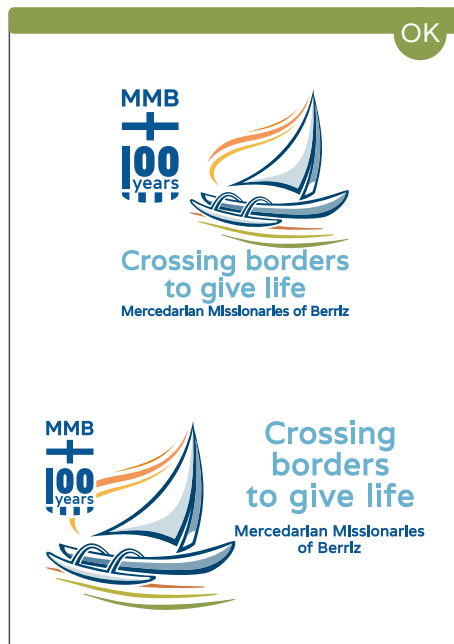
Scaling test

To ensure legibility, minimum print sizes (mm) and on-screen display sizes (px) are specified.



Use on backgrounds

Always choose the version that ensures maximum contrast with the background.
Full-color versions or monochrome variants are available for this purpose.



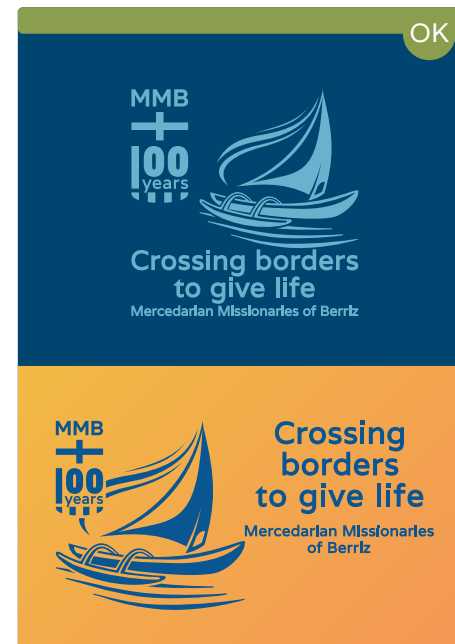
White background

Main version.
Commonly used on stationery and in digital media.



Neutral background

For use in formal documents.



Other backgrounds

Monochrome versions are suitable for various cases involving dark or non-plain backgrounds. They may also be used as watermarks.

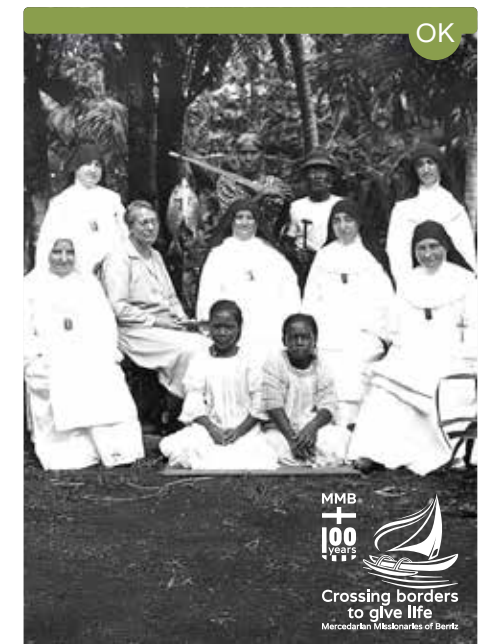


Image background

Assess each case individually, prioritising legibility.

Incorrect uses

Here are some examples where the rules of use have been breached, affecting the integrity of the image.



Distorting or stretching



Rotating or tilting



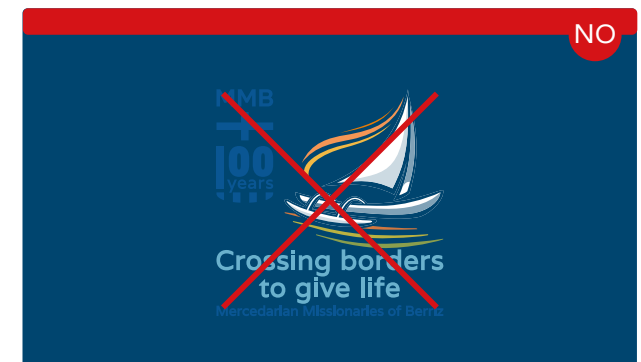
Changing colors



Adding effects



Fragmented use



Inappropriate background

Examples of applications



Printed material



Digital communication



Posters and signage



Dark backgrounds



Merchandising



Corporate stationery

Mercedarian Missionaries of Berriz 100 years

Crossing borders
to give life

developed by:  sjdigital

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