

Our logo

Our logo consists of a wordmark, cross symbol and strapline. These three elements form our logo and should be used together wherever possible. The primary logo is within the red rectangle, the proportions of which are correct in the logos you will be provided with or can be created using the clear space guidelines on the next page.

This logo should be used in the majority of cases, but when this is not possible or suitable, please use the secondary logo. When used over images, any iteration of our logo may be used – please choose the version with the best legibility.



Primary logo – Full colour version



Secondary logo – Full colour version



Primary logo shown over image



Primary logo – Mono version



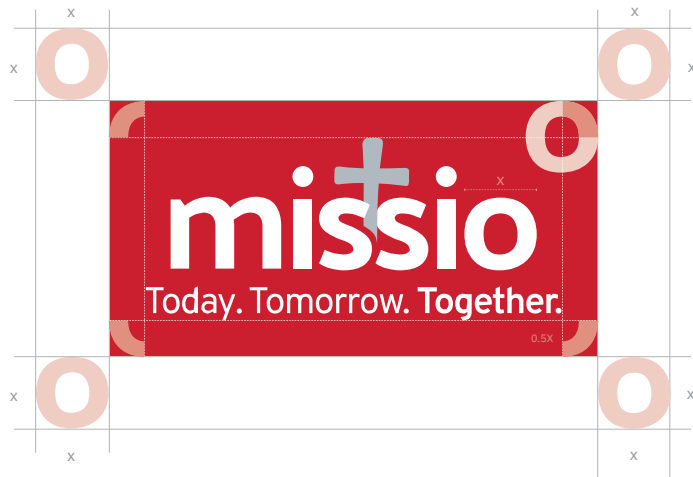
Secondary logo – Mono version



Secondary logo shown over image

Our logo – clear space

Please use the 'o' from our wordmark to define the clear space around the logo. Examples are shown here on the primary and secondary logos.



Minimum size

Please don't use our logo smaller than 40mm width (with strapline) and 35mm width (without strapline). There is no maximum size for the logo but it should always be proportionate to the other elements around it.



40mm width
(with strapline)



35mm width
(without strapline)

Social media

We have created this round version of the logo for use on social media only.



Our logo – iterations

The colour of the grey cross changes depending on the colour of the background – this is deliberate and not a mistake! To help you identify that you are using the correct version, we have given the colour breakdowns of each grey here.



When used on Missio Red background the **cross symbol** should the following breakdown: **C5 / M0 / Y0 / K30**



When used on a white background the **cross symbol** should the following breakdown: **C5 / M0 / Y0 / K45**

NB: In some cases, the cross symbol in the secondary logo may be altered to white. However, these instances should be kept to a minimum.

Our logo – don'ts

Here are some examples of how **not** to use our logo!



Please do not stretch or squash the logo



Please do not alter the size or spacing between the wordmark and the strapline



Please do not alter the space around the logo in the box - see page 6



Please do not create your own version of the grey cross



Please do not change the colour of any element of the logo