



MARY
AIKENHEAD
MINISTRIES

Visual Identity Guidelines
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Mary Aikenhead Ministries

Visual Identity Guidelines

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Contact details

Should you require any additional information about the guidelines specified in this document, please contact:

The Executive Officer
Mary Aikenhead Ministries

Telephone: 02 9291 9400
Email: info@maministries.com.au

Introduction

The Mary Aikenhead Ministries' identity has been designed to convey our traditional strengths and values through a fresh and contemporary presentation. Whilst acknowledging our heritage and traditions, our identity affirms our continuing commitment to serving others in this fast-changing world.

The Trustees of Mary Aikenhead Ministries' (TMAM) Crest symbolically represents that we are continuing in the tradition of the Sisters of Charity. The Trustees encourage the use of the Crest in formally identifying ministries and facilities within Mary Aikenhead Ministries. To assist in the consistent use of the TMAM Crest, these Guidelines detail the correct application of the Ministries' Crest and Signature. Consistent application will ensure the integrity of our visual identity.

Mary Aikenhead Ministries' Crest and/or Signature must be used in accordance with these Visual Identity Guidelines and cannot be used without prior permission from the Trustees of Mary Aikenhead Ministries. The Application Form *Request to use Crest and/or Signature* (see Appendix A) must be completed and sent together with a diagram of the intended application to the Executive Officer.

These Visual Identity Guidelines and the Application Form can be downloaded from the *About Our Crest* section on our website www.maryaikenheadministries.com.au

Visual identity

The Crest



The Crest is the primary, symbolic component of Mary Aikenhead Ministries' visual identity. It is both classic and contemporary, and acknowledges our respected heritage, traditions and values; while being innovative and visionary to support our mission for the future.

The Crest comprises four elements:

- the M.A. initials
- the heart
- the flame
- the cross

The M.A. initials

The initials represent a direct personal link to the founder of the Sisters of Charity, Mary Aikenhead, and establish the Ministries' essential characteristic of remaining connected with the charism of Mary Aikenhead and the Sisters of Charity.

The copperplate styling of the initials indicates that the Ministries are personal and relational. The same use of M.A. connects to the Congregational Crest.

The heart, flame and cross

The Gospel values embraced by Mary Aikenhead Ministries love, justice, compassion and hope – reflected in the use of the heart, flame and cross, are symbols which are integral to our Catholic tradition.

Visual identity
The Signature

The Mary Aikenhead Ministries' Signature comprises the Ministry Crest and Logotype.

The Logotype is based on the typeface Trajan Bold, and has been modified to create a unique arrangement which must not be altered.

The relationship between the Logotype and Crest has been carefully predetermined and should not be altered.

Signature components



Visual identity
Signature formats

Two configurations of the Signature are provided, for use where available space dictates the use of either a horizontal or vertical configuration.

Note: Where possible, the horizontal configuration is the preferred format for use in our communications material.

Horizontal (preferred) format



Vertical format

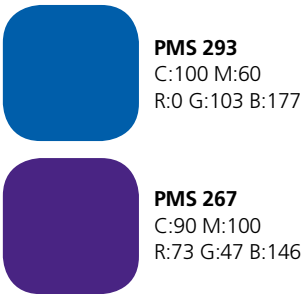


Colour palette
Primary and
secondary colours

Blue (PMS 293) and Purple (PMS 267) are the principal colours of the Mary Aikenhead Ministries' identity.

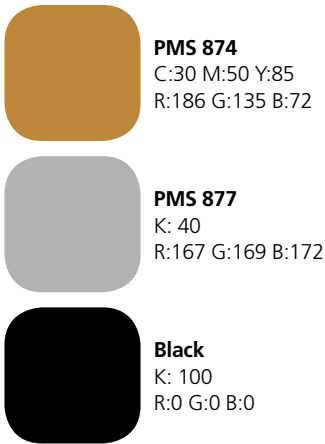
Blue is a colour traditionally associated with the Sisters of Charity and the Virgin Mary. Purple is a colour associated with spirituality, divinity and knowledge.

Primary colour palette



The secondary colour palette comprises colours that are complementary to the primary palette, to extend the versatility of the brand in different environments.

Secondary colour palette



The equivalent (cmyk) process colours are shown for offset printing, and RGB values are provided for onscreen applications.

Colour palette
Applications

Where possible the Signature and its component parts should be reproduced in full colour.

- 1. Full colour applications**
When the logotype appears on a white background use the full colour version of the logotype.
- 2. Limited colour applications**
In instances where only one colour is available, the Signature is to be reproduced in solid black.

- 3. Reversed applications**
The Signature may be reproduced in white reverse on a solid colour background selected from the primary or secondary colour palettes.
- Note:** The Signature should not be used on a photographic background.



Clear space and
minimum size
The Signature

Clear space
An area of clear space must surround the Signature. This isolation zone ensures the Signature does not appear constrained. Clear space is defined as a proportion of the width of the Crest:

Crest width = X
Clear space = $\frac{1}{3}X$

Minimum size
To maintain detail and legibility, do not reproduce the Crest at less than 16mm in height.

These guidelines for clear space and minimum size, apply to both vertical and horizontal formats of the Signature.

Clear space zone



Minimum size



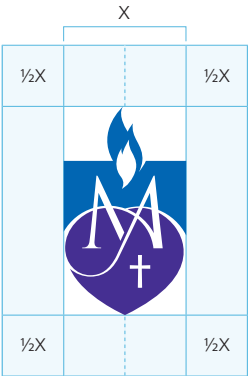
Clear space and
minimum size
The Crest

Clear space
Certain applications may require the Crest to be used independently from the Signature. In these instances, clear space is defined as a proportion of the width of the Crest:

Crest width = X
Clear space = $\frac{1}{2}X$

Minimum size
To maintain detail and legibility, do not reproduce the Crest at less than 16mm in height.

Clear space zone



Minimum size



Typography
Font families for professionally commissioned typesetting

Primary typeface
The Trajan typeface comprises only capital letter characters and is classified as a headline font. It is used in special formal applications, such as when displaying the Ministries’ values.

LOVE
JUSTICE
COMPASSION
HOPE

Secondary typefaces
For printed material which contains large amounts of body copy, weights from the Frutiger family of fonts should be used. Perpetua is used when emphasis is needed for quotes and verses.

Both Frutiger and Perpetua are available in a versatile range of weights, which allow for hierarchy of font use when typesetting body copy or headlines.

Primary typeface	Trajan ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789.,:;“”
Secondary typefaces	Perpetua ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789.,:;“” Frutiger Light ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789.,:;“”

Typography
Font families for typesetting produced by internal resources

Alternate typefaces
For communications which are produced in-house, including PowerPoint presentations, forms, memos, invoices and other documents, Arial or Times should be used. Regular weights should be used for body copy, using bold weights for emphasis.

Alternate typefaces

Times
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,:;“”

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvw
0123456789.,:;“”

Co-branding and endorsement
Using the Signature

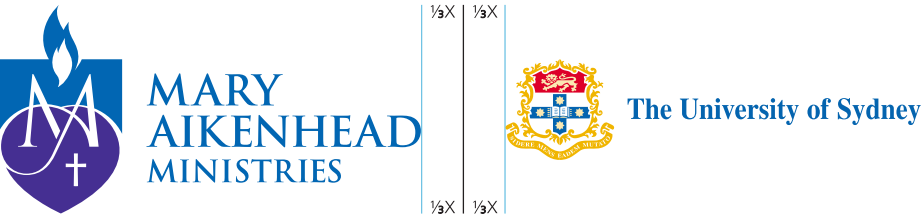
Co-branding
The Signature may be seen in the company of other organisation or facility signatures. Where possible, the signatures should be visually equal in size and aligned vertically or horizontally, as shown.

Ensure sufficient clear space and equal distance is maintained between the signatures. The minimum required clear space between signatures is defined as a proportion of the width of the Crest, where:

Crest width = X
Clear space = 1/3X

A vertical or horizontal rule should be used to separate the signatures, in black or PMS 293 as shown.

Endorsement
The identity may be used to provide endorsement of ministry organisations or facilities. In these instances, the hierarchy and relationship between the Ministry and organisation or facility signatures will be dependent on the specific purpose of the application.



Co-branding and endorsement
Using the Ministry Crest

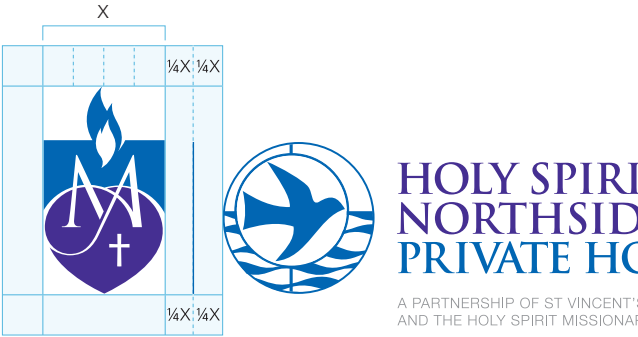
Organisations or facilities that wish to use the Ministry Crest alongside their own symbol, should ensure sufficient clear space and equal distance is maintained between them. The minimum required clear space is defined as a proportion of the width of the Crest, where:

Crest width = X
Clear space = 1/4X

A vertical or horizontal rule should be used to separate the Crest and symbol in black or PMS 293 as shown.

The Ministry Crest and organisation or facility symbol, should be visually equal in size and aligned horizontally as shown.

Clear space guidelines



Example of correct application



Visual style
The 'Flame'

The 'Flame' is an integral part of our visual identity – it symbolises the Holy Spirit, and is evocative of our enduring, active and purposeful commitment to service of the poor.

The 'Flame' provides the inspiration for a graphic device which can be used to create a fresh and dynamic backdrop to communications material.



Ministry stationery (above)
Ministry banner (left)

Visual style
The 'Wave'

In 1838, five Sisters of Charity embarked on a challenging voyage from Ireland to Australia, to begin their mission to serve the poor and marginalised in the fledgling colony.

The concept of 'sea crossings' is used to symbolise the many 'journeys' our ministries have undertaken and continue to undertake. The 'Wave' is a visual representation of this concept and can be used as an alternative to the flame to provide a background or watermark effect.

The 'Flame' and 'Wave' are available as digital artwork.



Ministry DVD and case

Organisation and facility identities

By 30 June 2011 all Mary Aikenhead Ministries organisations and facilities* were required to cease use of the Sisters of Charity Crest, and replace with the Mary Aikenhead Ministries’ Crest.

For those organisations and facilities wishing directly to adopt the Mary Aikenhead Ministries Crest, the following Guidelines will ensure the correct size and spatial relationship of their name with the Ministry Crest and Endorsement Statements.

These guidelines also provide directives for MAM endorsement of Ministries, SVHA Group and Facilities.

* Exceptions are Sisters of Charity Outreach Sydney, Sisters of Charity Outreach Toowoomba

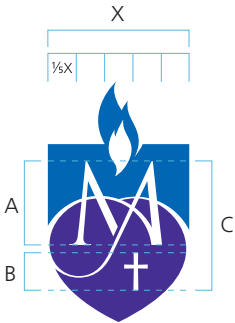
Size, spatial
relationship
and alignment

The size and spatial relationship between the Ministry Crest, typeset names and Endorsement Statements are defined as increments based on the width of the Ministry Crest, measured horizontally from corner to corner. Increments are based on the width, divisible by either 5 or 4 as illustrated below.

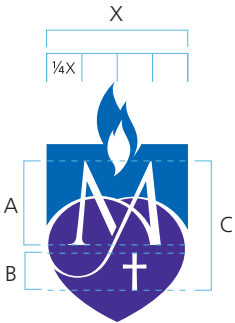
The capital ‘M’ and Cross in the Ministry Crest (A, B and C) are used to provide additional reference points for size and alignment of typeset names and Endorsement Statements.

Typography and colour
The visual identity configurations on pages 9-12 use the primary typeface Trajan, and colours from the primary colour palette as detailed on page 3 of these Guidelines.

Crest width = X
Increments = 1/5 X



Crest width = X
Increments = 1/4 X



SVHA Group
visual identity

Horizontal and vertical
configurations

The SVHA Group visual identity features the Ministry Crest and is available in horizontal and vertical configurations.

Size
The cap height* of the typeset name is defined as a proportion of the width of the Crest where:

Crest width = X
Cap height = 1/4 X

Spatial relationship
The distance between the Ministry Crest and typeset name is defined as a proportion of the width of the Crest where:

Crest width = X
Spatial distance = 1/5 X

Alignment
In the horizontal configuration, the typeset name should align with the base of the capital 'M' in the Ministry Crest, as shown.

Horizontal
configuration



Vertical
configuration



* Cap height is defined as the height of a capital letter measured from its baseline.

Horizontal and vertical
configurations with
Endorsement Statement

The SVHA visual identity is also available for use with the Endorsement Statement, that describes the relationship between the Group and Mary Aikenhead Ministries.

Size and spatial relationship
The size of the Endorsement Statement is defined as a proportion of the height of the Cross where:

Cross height = B
Cap height = 1/3 B

In the horizontal configuration, the Statement should base align with the bottom of the Cross.

Horizontal configuration
with Endorsement
Statement



Vertical configuration
with Endorsement
Statement

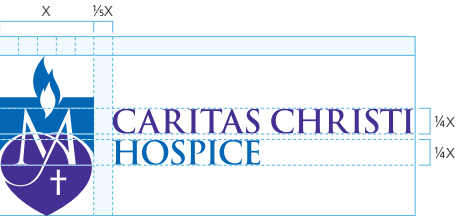


SVHA Facility
visual identities

Horizontal and vertical
configurations

The size, alignment and spatial
relationship of Facility visual
identities corresponds with that
for SVHA Group as described
on page 9.

Horizontal
configuration



Vertical
configuration



Horizontal and vertical
configurations with
Endorsement Statement

Size and spatial relationship
The Endorsement Statement
for Facilities describes the
relationship with SVHA Group.

The size, alignment and
spatial relationship of the
Endorsement Statement
with the Ministry Crest and
typeset name, is consistent
with that for SVHA Group
as described on page 9.

Horizontal configuration
with Endorsement
Statement



Vertical configuration
with Endorsement
Statement



MAM endorsement
for Ministries,
SVHA Group and
Facilities

- Two lock-ups have been created to demonstrate MAM endorsement of SVHA Group, Ministries and Facilities:
1. MAM Signature with Endorsement

2. MAM Crest with Endorsement
- The lock-ups use descriptive statements to describe the function and responsibilities of the organisations; and the hierarchy and relationship between organisations and facilities.
- Selection of the appropriate lock-up and endorsement statement is dependent on the application.

MAM Signature
with Endorsement



MAM Crest
with Endorsement



MAM Signature
with Endorsement
Application

- Ministry, Group and facility stationery is endorsed with the MAM Signature with Endorsement.
- For stationery communications, healthcare facilities use the Horizontal Configuration with Endorsement Statement on the front of business cards.
- The MAM Signature with Endorsement is positioned on the business card back, as demonstrated in the example below.
- Note that the MAM Signature with Endorsement is only available in the horizontal configuration as shown.

Business card
Front



Back

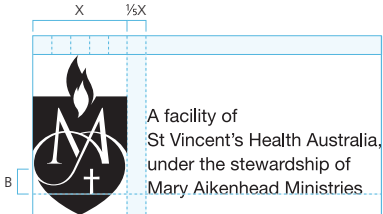


MAM Crest with
Endorsement

Healthcare facilities use the MAM Crest with Endorsement lock-up at building entry points, to demonstrate the relationship with SVHA Group and Mary Aikenhead Ministries.

The lock-up is available in horizontal and vertical configurations as illustrated below.

Horizontal
configuration



Vertical
configuration



Application

The example below demonstrates application of the MAM Crest with Endorsement (horizontal configuration) on the entry doors of a healthcare facility.

The lock-up is produced in white laser cut vinyl lettering and symbol, applied to inside of the door pane glass panel.

Horizontal
configuration
Healthcare facility
entry point





REQUEST TO USE CREST AND SIGNATURE

Note that the Mary Aikenhead Ministries' Crest and Signature must be in used in accordance with the Visual Identity Guidelines and cannot be used without prior written permission from the Trustees of Mary Aikenhead Ministries.

Please complete the form below and send together with a diagrammatic of the intended application to:
info@maministries.com.au

DETAILS OF CONTACT PERSON	
Organisation	
Name of requestor / contact	
Date of request	
Position	
Contact email	
Contact telephone number	

DETAILS OF REQUEST
Details of how/where you are requesting permission to use the crest/signature:

TRUSTEES' DECISION	
Meeting date request considered	
Permission granted	
Entered in register	