

Dominican Friars

PROVINCE OF ST. MARTIN DE PORRES

Promoter of Media & Communications

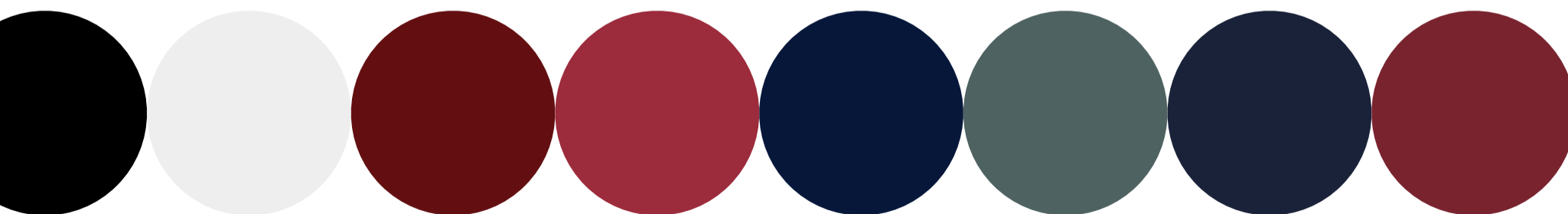
STYLE GUIDE

We've created a set of design guidelines to ensure consistency when reaching out to our parishioners, benefactors, friends, vocations, and anyone whom we encounter in our preaching mission.

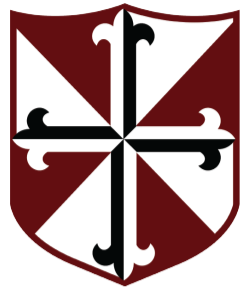
The style elements such as the shield, logo, fonts, etc. can be downloaded at www.opsouth.org/style.

This is meant to be a resource for high quality images of the provincial shield, the colors used, and the font should you need them for your ministry sites. If you have any questions about this, please feel free to contact me.

Francis Orozco, OP
Promoter of Media & Communications



INSIGNIA



Dominican Friars

PROVINCE OF ST. MARTIN DE PORRES

St. Martin de Porres, our patron saint, had a strong devotion to Christ crucified and to the cross. Born in the city of Lima in the Viceroyalty of Peru in 1579, he was the illegitimate son of a Spanish nobleman and a freed slave woman of African descent. Our shield features a burgundy x-form cross in the background, alluding to the flag of the Viceroyalty of Peru, and a prominent black and white Dominican (fleur-de-lis) Cross in the foreground, testifying to the cross St. Martin so loved.

SPECIFICATIONS

COLORS

The shield consists of three colors

Black 

CMYK: 75 68 67 90

RGB: 0 0 0

HEX: 000000

White 

CMYK: 0 0 0 0

RGB: 255 255 255

HEX: FFFFFFFF

Burgundy 

CMYK: 34 97 90 53

RGB: 99 15 17

HEX: 630F11

The text consists of two colors

Dark Blue 

CMYK: 100 90 44 57

RGB: 7 23 58

HEX: 07173A

Sea Green 

CMYK: 70 49 53 24

RGB: 79 98 98

HEX: 4F6262

FONT

Lato

Download free at: <https://fonts.google.com/specimen/Lato>

VARIATIONS

Original



Dominican Friars
PROVINCE OF ST. MARTIN DE PORRES

Black Text



Dominican Friars
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White Text



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Shield with & without White Border



Font

Lato Hairline

Lato Hairline Italic

Lato Light

Lato Light Italic

Lato Regular

Lato Regular Italic

Lato Bold

Lato Bold Italic

Lato Black

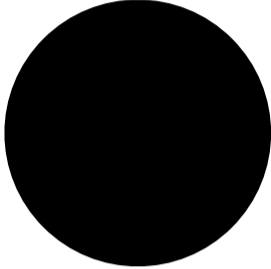
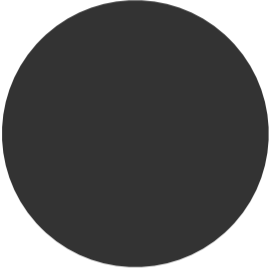
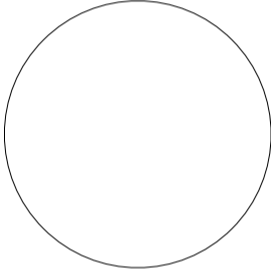
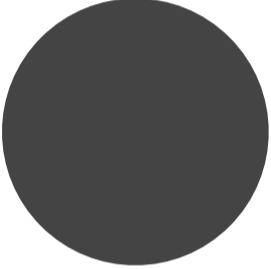
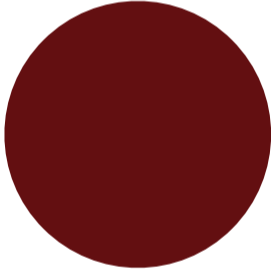

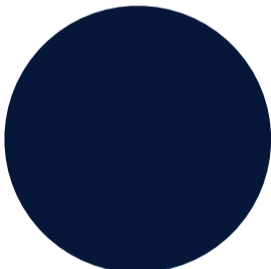
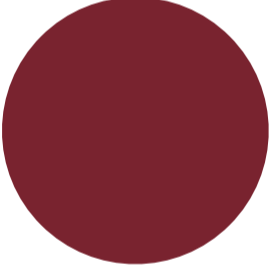
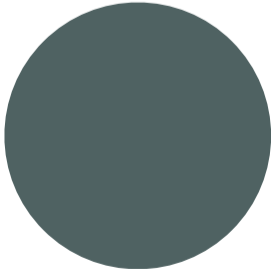
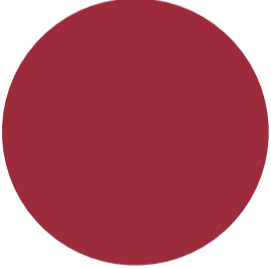
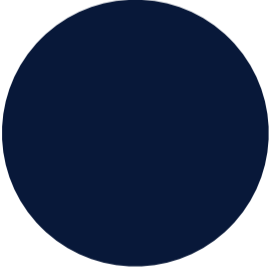
Lato Black Italic

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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

COLORS

Our primary or core colors are those found in our shield and text (page 2). In addition to these core colors, there are seven secondary or highlight colors.

	Core Colors	Highlight Colors
Black CMYK: 75 68 67 90 RGB: 0 0 0 HEX: 000000		Deep Gray CMYK: 69 63 62 58 RGB: 51 51 51 HEX: 333333 
White CMYK: 0 0 0 0 RGB: 255 255 255 HEX: FFFFFFFF		Medium Gray CMYK: 67 60 59 44 RGB: 68 68 68 HEX: 444444 
Burgundy CMYK: 34 97 90 53 RGB: 99 15 17 HEX: 630F11		Light Gray CMYK: 5 4 4 0 RGB: 238 238 238 HEX: EEEEEEE 
Dark Blue CMYK: 100 90 44 57 RGB: 7 23 58 HEX: 07173A		Maroon CMYK: 33 93 72 38 RGB: 121 35 47 HEX: 79232F 
Sea Green CMYK: 70 49 53 24 RGB: 79 98 98 HEX: 4F6262		Red CMYK: 27 94 73 20 RGB: 156 43 59 HEX: 9C2B3B 
		Deep Blue CMYK: 99 88 45 57 RGB: 8 24 57 HEX: 081839 
		Medium Blue CMYK: 90 81 49 57 RGB: 26 34 57 HEX: 1A2239 