



Corporate Identity Manual

Society of Saint Teresa of Jesus

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1. | INTRODUCTION

The corporate identity is the set of graphic elements that define the unique and recognizable character of the institution. The correct use of the visual identity will help create and consolidate the corporate image. This is the perception the public has of the institution and it **contributes to its recognition in our realities and promotes the desired social impact.**

This Manual provides the Society's **standards for the representation of its image.** It is everyone's responsibility to respect them faithfully and ensure that they are used as indicated and not according to a personal criterion.

The basis of a corporate identity aims at making us recognizable in our realities. It is a team endeavor, where everyone participates in building it by strengthening and unifying the image of the Society of St. Teresa of Jesus. This avoids inconsistent aesthetics, conveys a modern vision of our congregation and integrates our values. Graphic design is evolving, adapting to new media. **The challenge, however, remains the same: to know and love him, and to make him known and loved.**

May, 2022

*Excerpts from the STJ Communication Plan

2. | BRAND ELEMENTS

2.1. Logo

The logo is **made up of the isotype (shield) and the words Society of Saint Teresa of Jesus** with the font regular Forum and the corporate colors.

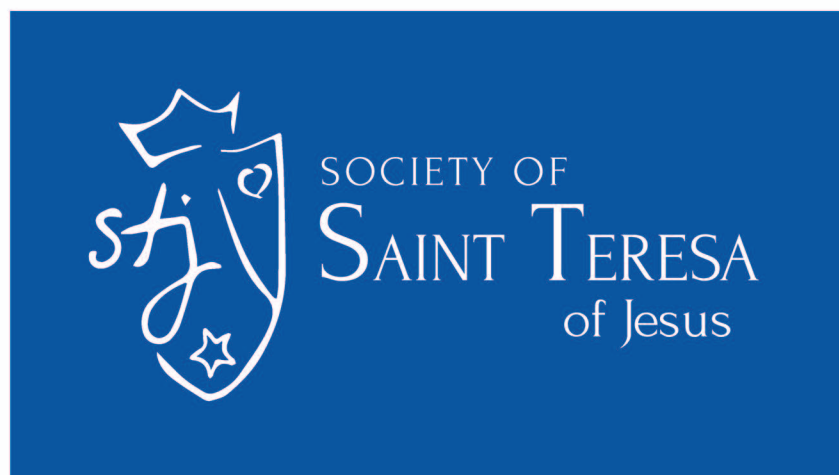
Main logo (positive version):



In order to protect the Society's graphic image, it's necessary to maintain a coherent design in terms of visual elements. This presents us in a more institutional, attractive and contemporary way.

The logo combines our constant signs of identity and openness to the novelty of the times and contexts.

Logo (negative version):



Priority should be given to the use of the main logo. In the event that, due to design or other reasons, it is necessary to use any of the other versions, the criteria of maximum visibility, legibility and contrast should be favored.

Monochrome logo (positive version):



Monochrome logo (negative version):



“The Spirit impels us to return to the sources and to open ourselves to the contexts in which we live.” (Constitutions, article 8)

Other language versions

The logo in Spanish will be used as long as the accompanying content (documents, press release, campaign, presentation, etc.) is in Spanish. This way, it expresses homogeneity. The logo with the official languages should be used whenever the content is in those languages.

Logo in Spanish:



Logo in French:



Logo in Portuguese:



Logo in Italian:



The isotype is **the simplest graphic representation**. It should be recognizable in isolation and should keep all its elements unaltered.

Isotype (positive version):



Isotype (negative version):



Isotype monochrome (positive version):



Isotype monochrome (negative version):



The isotype has the ability to represent the entire institution with a single symbol.

It is important that it is unique, adaptable, appropriate, and timeless.

The shield captures an impression, a quick reminder of the Society's coat of armor and some of the essential elements that continue to forge our Teresian identity. It responds to a totality and each of its elements have a meaning:

Cap

Women of study
and in process...
wise and holy.



Heart

Women with a heart
that loves in the manner
of Jesus and Teresa.



Open Shield

Nothing is closed or
finished. In openness to
the reality that challenges
and calls us to create
networks with others.



Star

Education guides,
enlightens and shapes
entire generations.



STJ

With ongoing traits that
unite us among ourselves
and with the whole
charismatic family
of St. Henry de Osso.



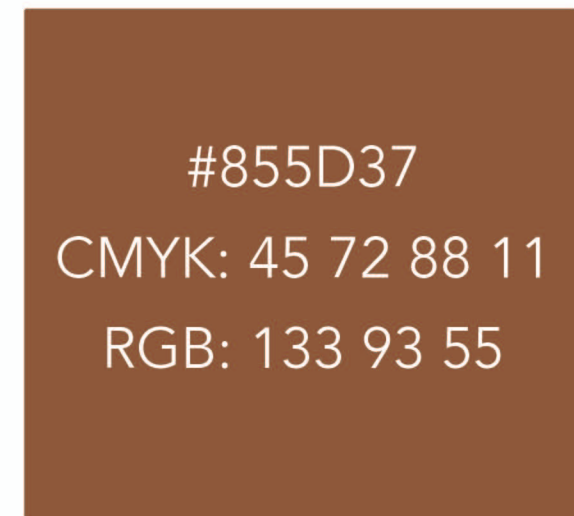
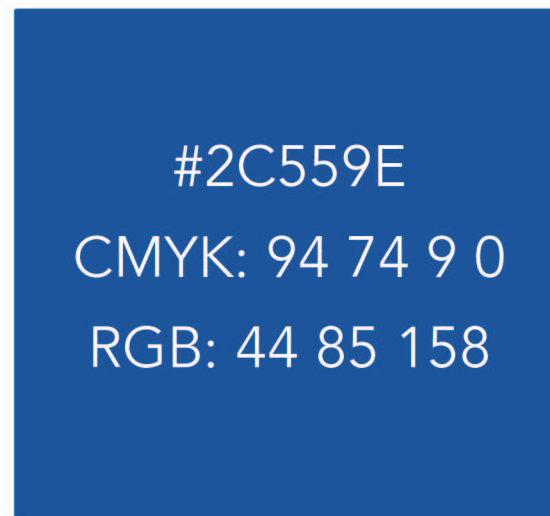
2.3. Corporate colors

The corporate colors have been chosen with **a purpose and meaning**, so they must be respected. They are:

- **Blue:** a reminder that we're marked by the experience of God, by our vocation to know and love him.
- **Brown:** Unites brothers and sisters in our vocation of service as educators.
- **White:** Evokes our being disciples and teachers of prayer (art. 31), relating ourselves to the God of Jesus who dwells in us and makes himself present in the world.

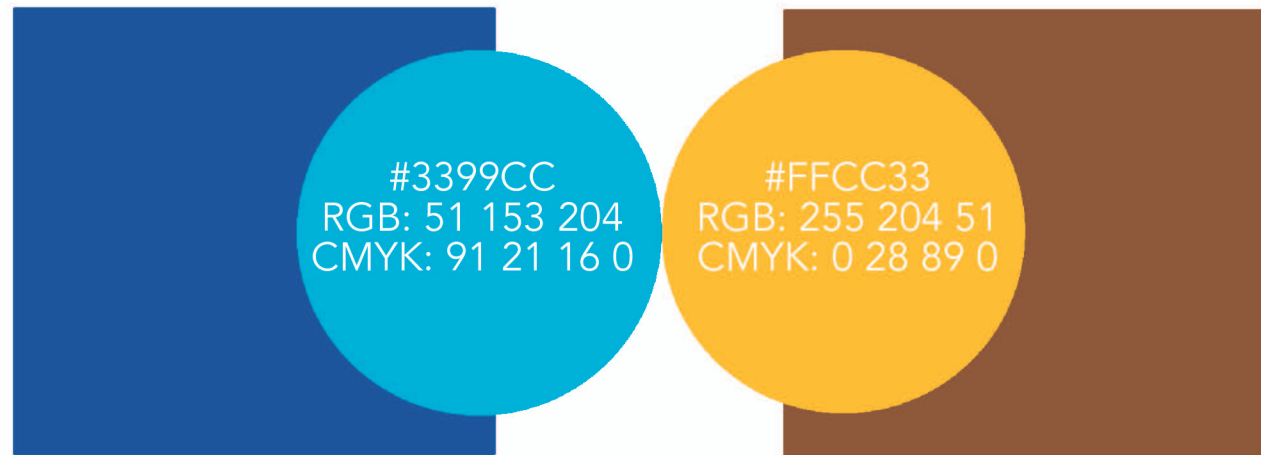
People associate sensations and emotions to colors, which makes them one of the most important resources of visual communication.

It is important that they are respected, as they are a great communication tool.

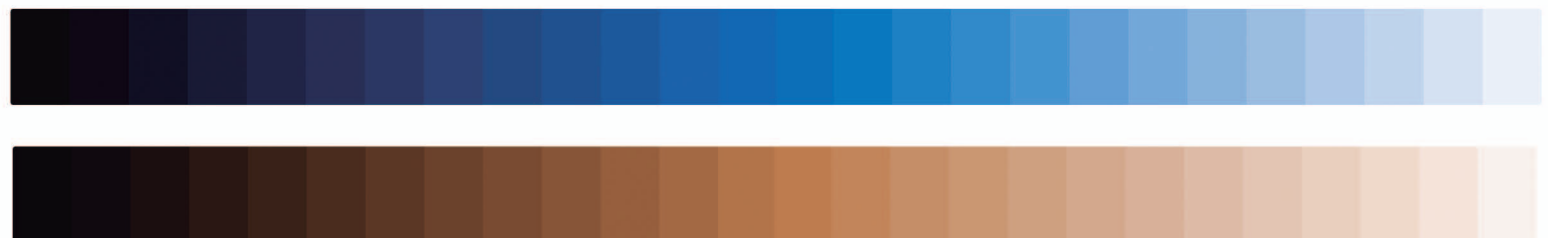


2.3. Corporate colors

Secondary colors should always be used in harmony with and in favor of the main colors. Their function is to provide greater versatility to the designs. They must be used as a complement to the main colors, so it is not allowed to use them in their absence. In any case, their use is optional and it is not allowed to use them to alter the colors of the logo or isotype.



It is also allowed to remove opacity from the main colors to obtain new tones, but always giving preference to the main colors:



The secondary colors provide versatility and dynamism. They are meant to complement the main colors.

The corporate typeface featured in the logo is Forum Regular.

Designed in 2012, with serif and various weights. It was created for titles, subtitles, and short text bodies. For long texts it can be a bit heavy due to the serif and its more static design. It is also the one to be used for derived logos and on other occasions such as letterheads and special documents, although the different typeface families it offers can be used.

It is a typeface with a characteristic appearance due to the straight strokes, the marked serif and the proportions that follow the classical canons, reminiscent of ancient Rome. It provides a classic and formal air that helps to transmit the institution in a serious, elegant and historical way.

A B C Ç D E F G H I J K L M Ñ N O P Q R S T U V W X Y Z
 a b c ç d e f g h i j k l m n ñ o p q r s t u v w x y z
 0 1 2 3 4 5 6 7 8 9 . , : ; “ ” ‘ ’ ! ? () - + * / =
 Á á Ê é Í í Ó ó Ú ú

Typography is also a very important visual communication tool, since it adds ideas or values that, if well used, reinforce the institutional image we want to achieve.

If it succeeds in being well established and anchored in the public, it will work as a sign of identity without the need to be accompanied by the logo or isotype.



Secondary fonts

For the elaboration of texts and official documents, the use of the fonts Avenir and Poppins is allowed, each one with different characteristics to better adapt to the different media.

Avenir

This font family is composed of 12 weights that provide great versatility for use in headlines, body text and signage.

A B C Ç D E F G H I J K L M Ñ N O P Q R S T U V W X Y Z
 a b c ç d e f g h i j k l m n ñ o p q r s t u v w x y z
 0 1 2 3 4 5 6 7 8 9 . , : ; " ' j ! ¿ ? () - + * / =
 Á á É é Í í Ó ó Ú ú

Poppins

Compared to other typefaces, the width of the characters is large to promote horizontal fluidity. It is seen a lot in digital and web environments and designs. It is the font of today's web.

A B C Ç D E F G H I J K L M Ñ N O P Q R S T U V W X Y Z
 a b c ç d e f g h i j k l m n ñ o p q r s t u v w x y z
 0 1 2 3 4 5 6 7 8 9 . , : ; " ' j ! ¿ ? () - + * / =
 Á á É é Í í Ó ó Ú ú

Calibri can be used as an alternative and free-to-use font.

2.5. Derivative logos

To represent each Province or Delegation, some examples have been designed:



The title of "Society..." in lower case letters is located at the bottom, and the name of the Province or Delegation is added.

Forum font is maintained and the font size is adapted so that it does not occupy more than two lines:



2.5. Derivative logos

The derived logo shall be designed maintaining the proportion and spacing between the shield and letters. It should be adapted to the different languages used in the Province, respecting the above:



The name of the Province or Delegation must be placed on two lines, placing in the first line *Province* or *Teresian Province*, and in the second line the rest of the name:



2.5. Derivative logos

For initiatives, projects, campaigns or meetings linked to the Society a different logo must be designed. It may not be based on the Society's logo, nor have any of its elements. If you would like to be connected to the Society, both logos will be presented together, but each one differentiated from the other and with its own convenient clear space.



*Sample logo

3. | USAGE RULES

3.1.1. Clear space or protection space

It is the space that must be left around the logo so that no other element surpasses that limit, avoiding visual contamination. This area marks the maximum limit in which other elements of the design can be placed.

For any size, the clear space must be proportional to the "S" on all sides.

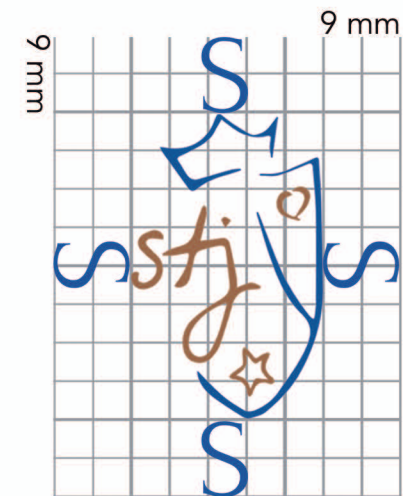
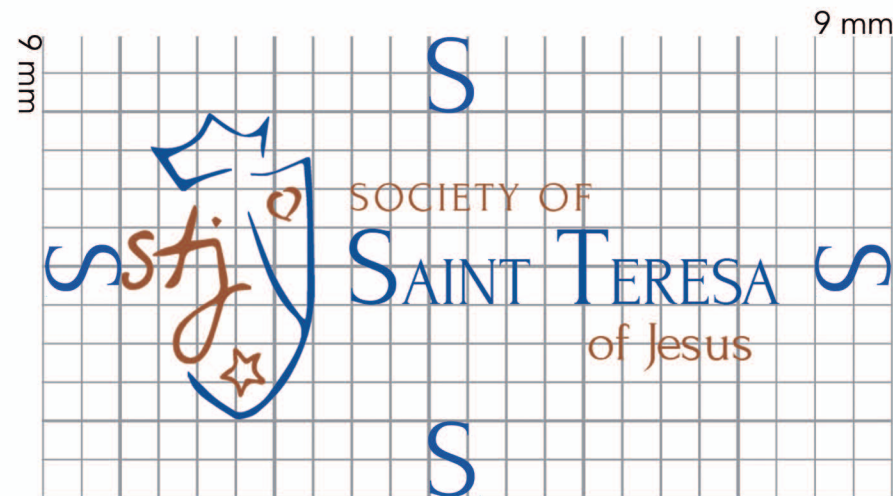
For the minimum size the "S" will measure 9 mm:

Logo: 9 mm margin on all sides.

Isotype: 9mm margin on all sides.

It is important to respect these rules for institutional image to be solid and consistent.

The clear space provides a space around the logo or isotype that allows you to see them clean and clear.

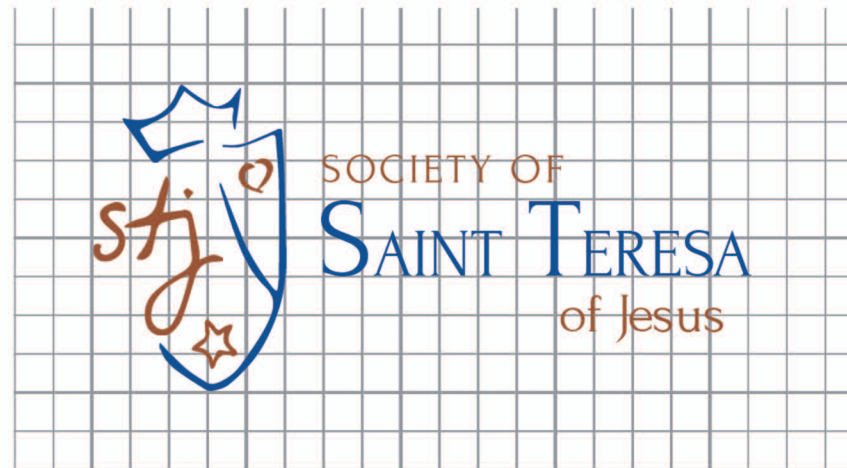


3.1.2. Minimum size

Indicates the smallest size in which both the Shield and the Logo can be represented for proper reading. If it is not respected, they will lose resolution, and therefore, legibility. This will happen with both the logo and the shield, but more especially with the logo, since it has letters, and therefore, finer lines that would lose resolution.

The minimum proportional reproduction is 40 mm wide for the logo and 21 mm for the isotype.

40 mm



21 mm



The minimum size is specified, so it will not lose legibility; beyond that measure the strokes will not be seen, design elements will fade away.

Although we can zoom in on the screens to see it better, you cannot do it on printed material.

3.1.3. Usage of backgrounds

If the logo or isotype is to be applied on backgrounds other than white, it should be applied in a single color (white, black, blue or brown) to achieve the highest contrast and legibility.

On light backgrounds dark stands out better:



On dark backgrounds white stands out better:



3.1.3. Usage of backgrounds

If it is to be placed on an image, it should be placed where it is visible and easy to read. Monochrome versions should be used to ensure that it is legible and in contrasts with the background:

In light images black stands out better:



In dark images white stands out better:



It is advisable to take into account the context in which the corporate image is to be utilized in order to use it properly and adequately.



3.1.3. Usage of backgrounds

If the logo or isotype is to be applied on backgrounds other than white, it should be applied in a single color (white, black, blue or brown) to achieve the highest contrast and legibility.

On light backgrounds dark stands out better:



On dark backgrounds white stands out better:





The brand image, which is intended to present the institution, is defined by the care taken in its use.

The effort in communicating the Society's values can be devalued by a faulty use of its brand.



3.2. Incorrect uses

Other incorrect uses are:

Not leaving clear space:



Using color logo on image:



Applying a beveled or embossed type effect:



Using white color on light background:



Rotating an element:



Applying some outer stroke type effect:



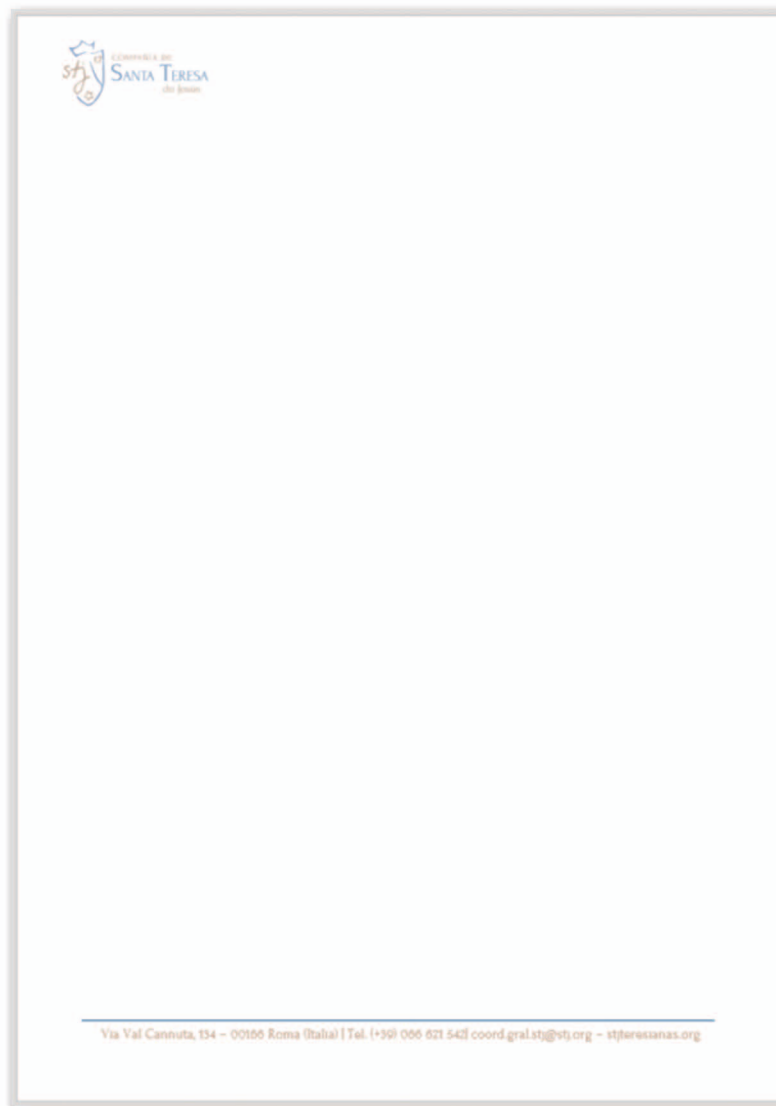
"A visual identity can't be modified freely if we want to keep what makes it attractive."

STJ Communication Plan

4. | APPLICATIONS

Depending on the number of pages, the information will be added in different ways:

4.1.1. Single page:



The Society's logo must be replaced by the derived logo where applicable, as well as the data at the bottom.

4.1.2. Two pages:



In documents with more than one page, page numbers should be inserted at the bottom.

4.1.3. More than two pages:

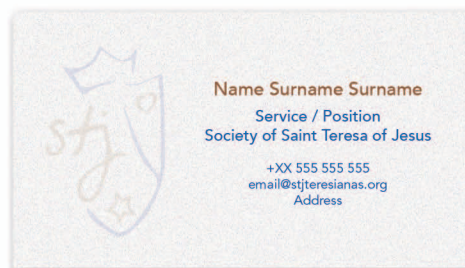


In documents with more than two pages, besides page numbers, the logo should be placed in alternate pages. If there is a cover page, the logo will be placed in even or odd pages.

The following designs are offered for the main applications in stationery formats.

4.2.1. Business cards:

Double-sided:



Single Sided:



It is important that all material to be printed is designed with the CMYK color model.

4.2.2. Envelopes:

Format DL (110 × 220 mm):



Format C5 (162 × 229 mm):



It is important that all material to be printed is designed with the CMYK color model.

4.2.3. Journals or Planners:

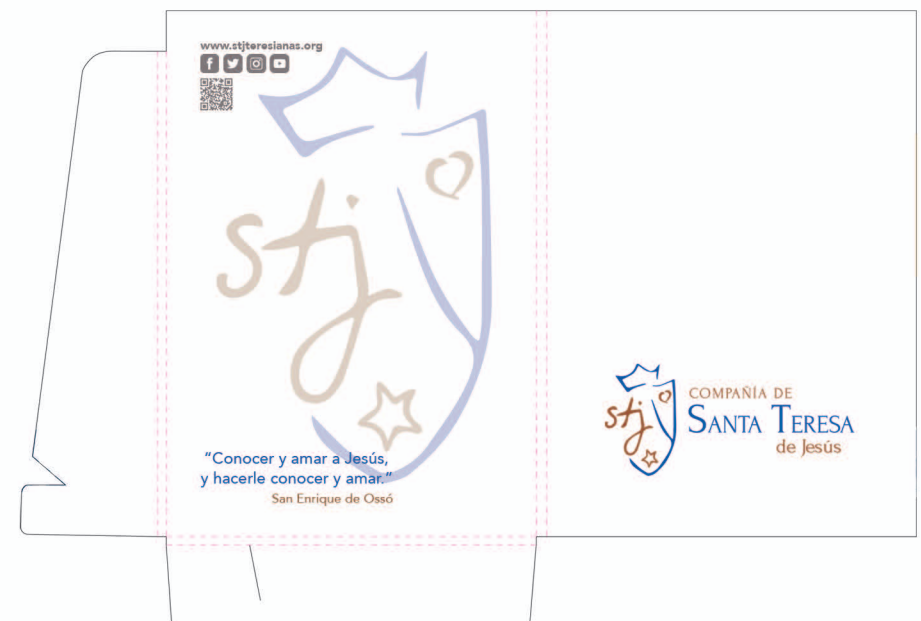


It is important that all material to be printed is designed with the CMYK color model.

4.2.4. Folders:



It is important that all material to be printed is designed with the CMYK color model.



The following designs are intended to show some examples of applying the Society's institutional brand in the digital environment.

4.3.1. Email signature:

Name Surname

Service / Position

+XX 555 555 555

www.stjteresianas.org

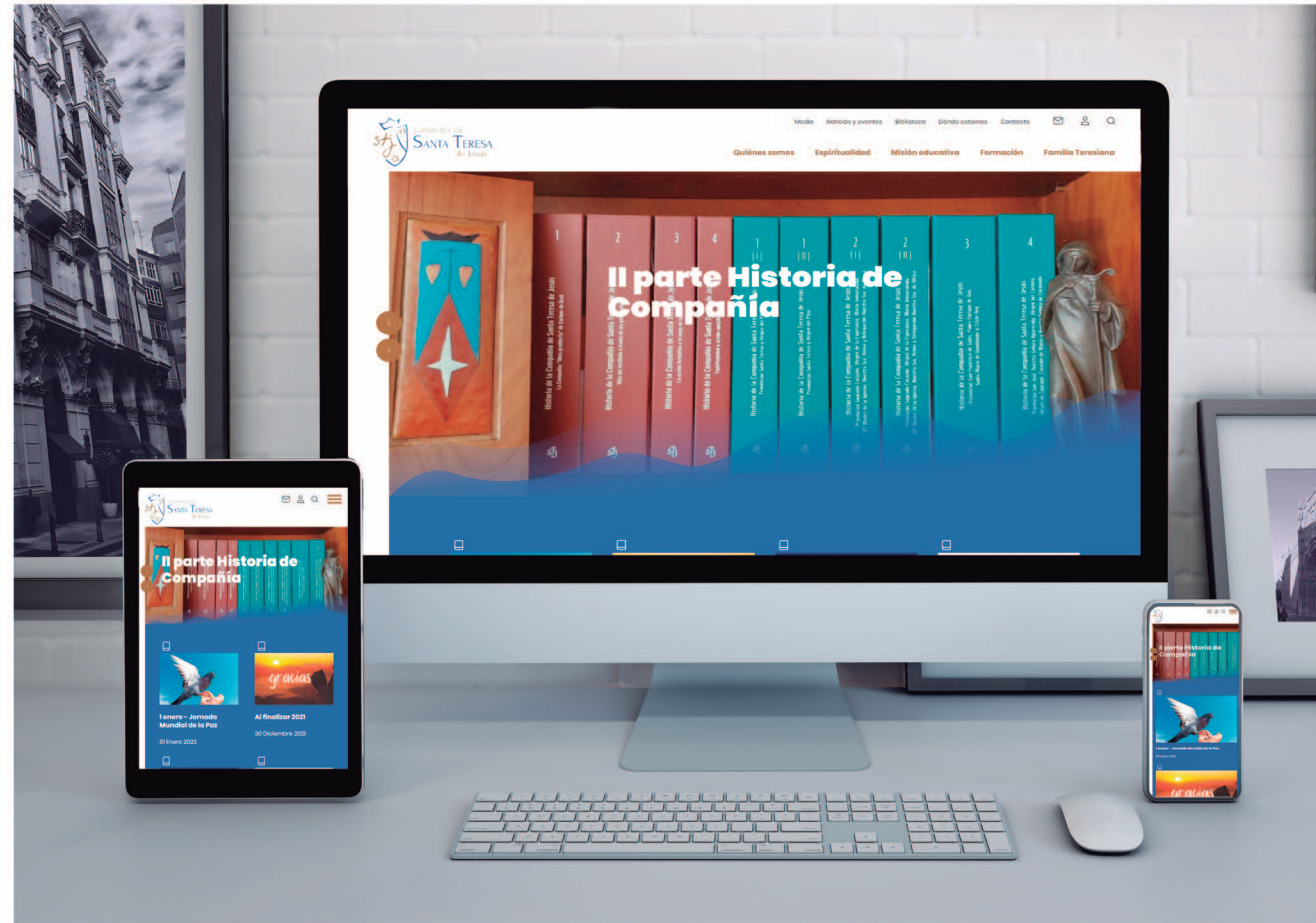


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4.3.2. Web:



Contrary to the print media, designs to be seen on screen should be designed with RGB color model.

4.3.3. RRSS:

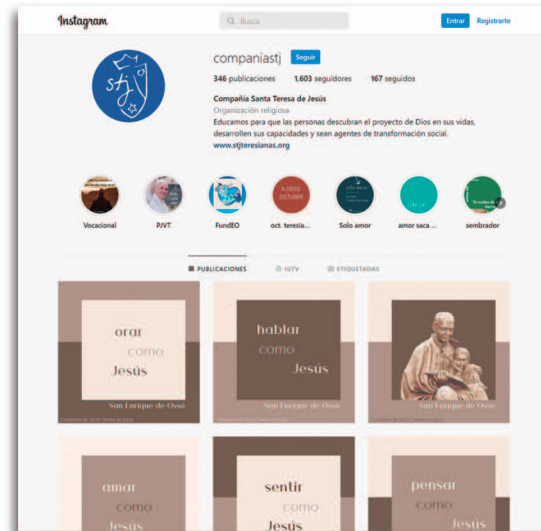
Facebook:



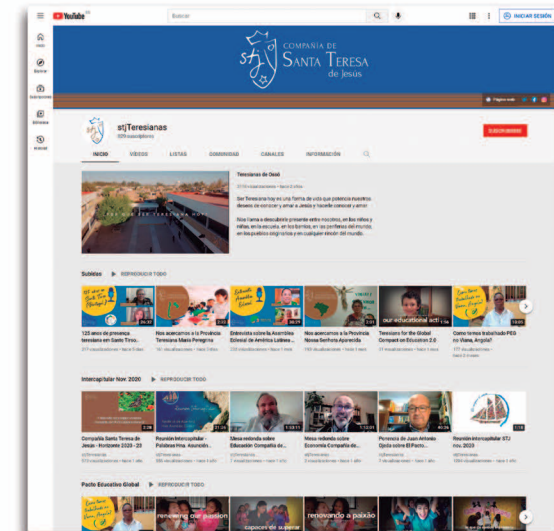
Twitter:



Instagram:



Youtube:



If elements of the corporate image are used in social media for the profile picture, the isotype should be used instead of the logo.

See it in more detail in the STJ Digital Media Handbook.

4.3.4. Newsletter:



Compañía de Santa Teresa de Jesús

ENERO 2022

En este mes en el que celebramos la fiesta de San Enrique de Ossó, nos alegra compartir la vida y misión de la Compañía que sigue dando el fruto que nuestro fundador sembró.




125 años en Santo Tirso (Portugal)

Entrevista sobre los 125 años de presencia teresiana en Santo Tirso (Portugal).

Actualidad teresiana



Al comenzar 2022

Nos acercamos a procesos y acontecimientos de Iglesia y de Compañía que desde el Equipo general se cuidan y acompañan.

[Leer más](#)

To contact:

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SOCIETY OF
SAINT TERESA
of Jesus