



**Share the  
Journey** ✠  
#sharejourney



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**Campaign logo  
usage guidelines**

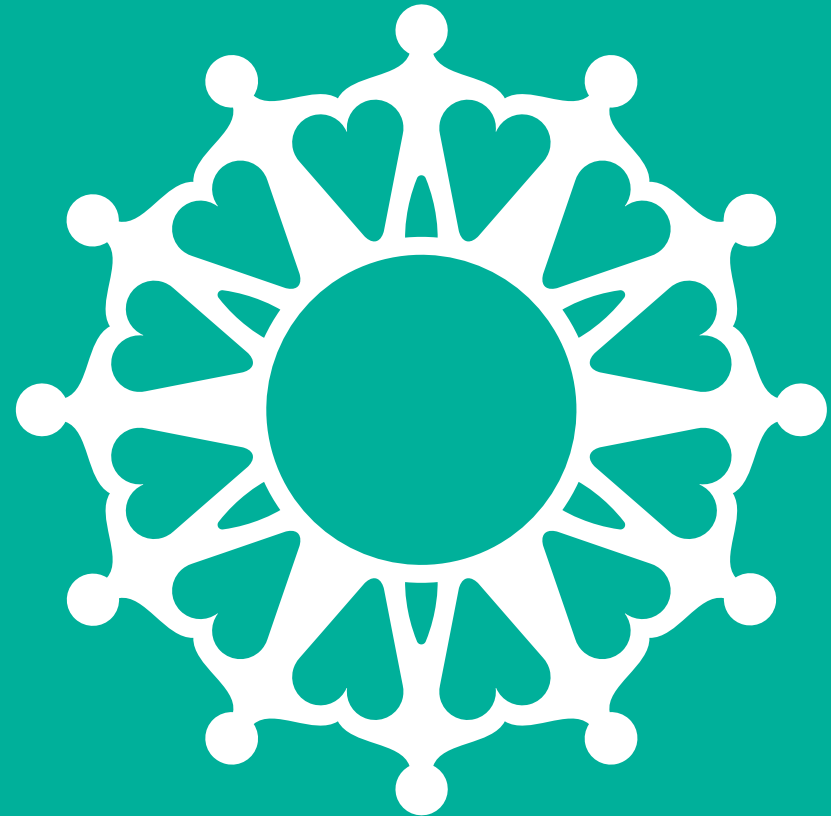
## INTRODUCTION

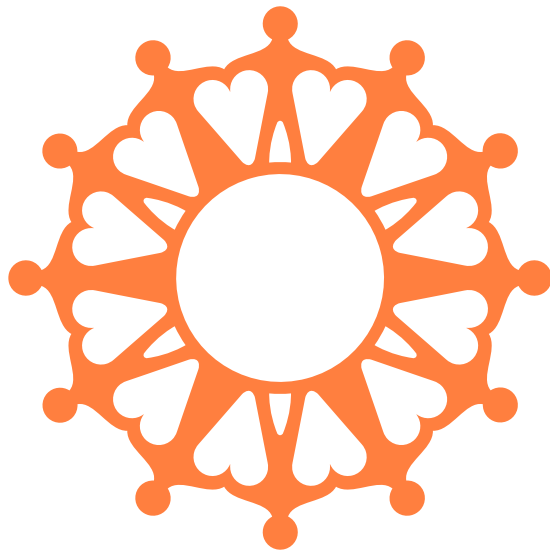
Central to the 'Share the Journey' campaign is the idea that a sense of humanity is at the heart of the global family. This ethos is captured in the campaign logo which has been created to embody empathy, equality, openness and connection.

The figures, both male and female, are universal in form and are depicted with joined hands to convey symbols of trust and mutual support. The heart motif created through the joining of hands symbolises the unequivocal love of mankind embodied in Pope Francis's 'Culture of Encounter'.

Viewed as a whole, the logo alludes to the form of a compass – a direct connection to the overall theme of the migrant's journey.

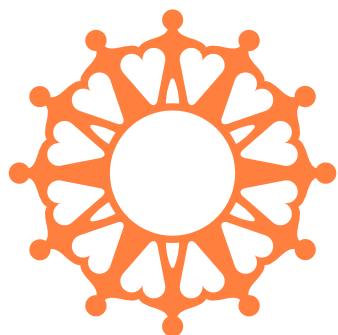
Orange and Turquoise have been selected as the lead colours as they convey hope, warmth and renewal.





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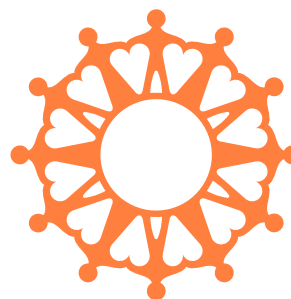
The **Primary** logo in English



**Partager  
le chemin** ✱  
#sharejourney

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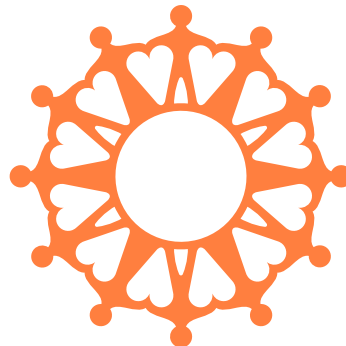
French



**Compartiendo  
el viaje** ✱  
#sharejourney

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Spanish



**Share the  
Journey**  
#sharejourney

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Excluding the Caritas marque

**Alternative versions** A full suite of logo assets are available for each. All adhere to the instructions shown for the Primary logo illustrated within this document.

The **Primary logo** should be used on all communications whenever possible. The composite configuration of logo type and graphic should never be altered in any way.

If the space available is restrictive use the **STACKED logo**. The Primary or Stacked logo must appear in a document, then the **Graphic** (without the logo type) may be used to save space.

The **WHITE logo** should be used when being placed on a solid background of any colour or over imagery.

The **mono version** logos should be used on all communications where colour reproduction is limited.

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### Colour specifications

**FOR SCREEN:** RGB Orange = 255/127/63  
RGB Turquoise = 0/176/154

**FOR PRINT:** CMYK Orange = 0/61/76/0  
CMYK Turquoise = 76/0/48/0

Coated stock Orange = Pantone 164C  
Turquoise = Pantone 3275C

Uncoated stock Orange = Pantone 164U  
Turquoise = Pantone 3275U

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### The Primary logo

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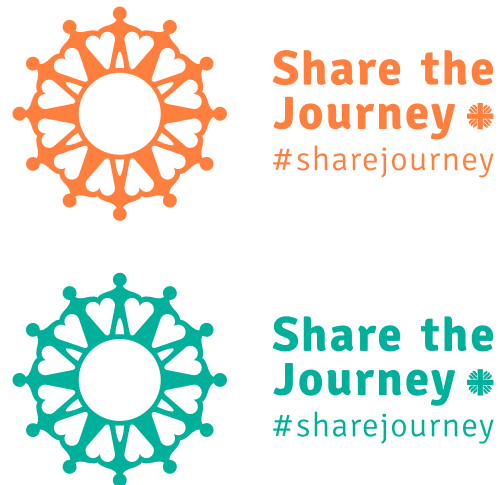
### The Stacked logo

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### The Mono Colour logo

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### The WHITE logo



The **mono version** logos should be used on all communications where colour reproduction is limited.

The **Black logo**



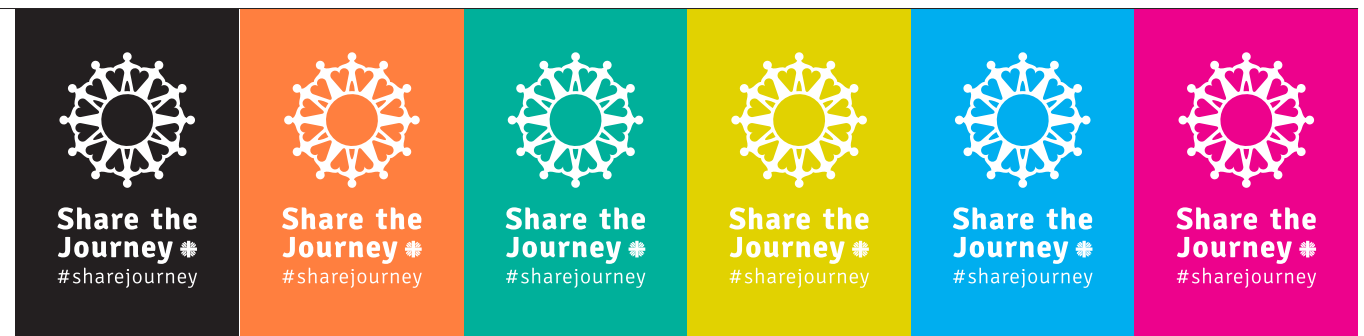
The **Mono Colour logo**



The **White logo**



The **Stacked versions** - There are corresponding artwork files available



The font family is available free from <https://fonts.google.com>

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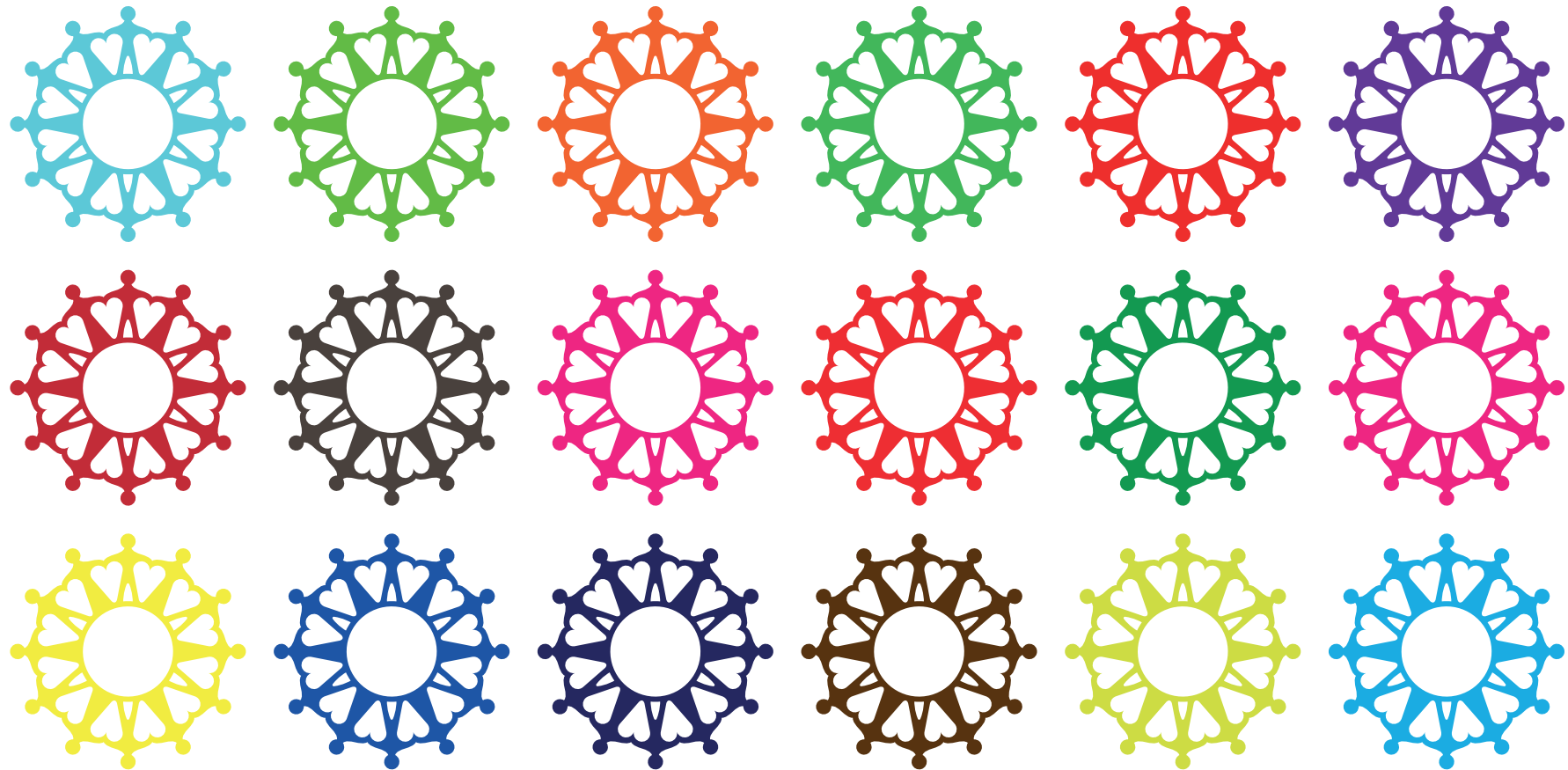
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## Colour

Whenever possible the Primary logo, which contains the orange and turquoise, is to be used.

However, the marque needs to be flexible according to the needs at any given time.

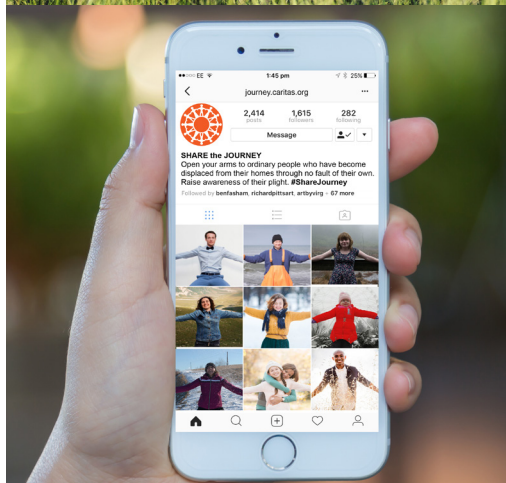
Therefore the logo may be reproduced in any colour. See overleaf for usage examples.

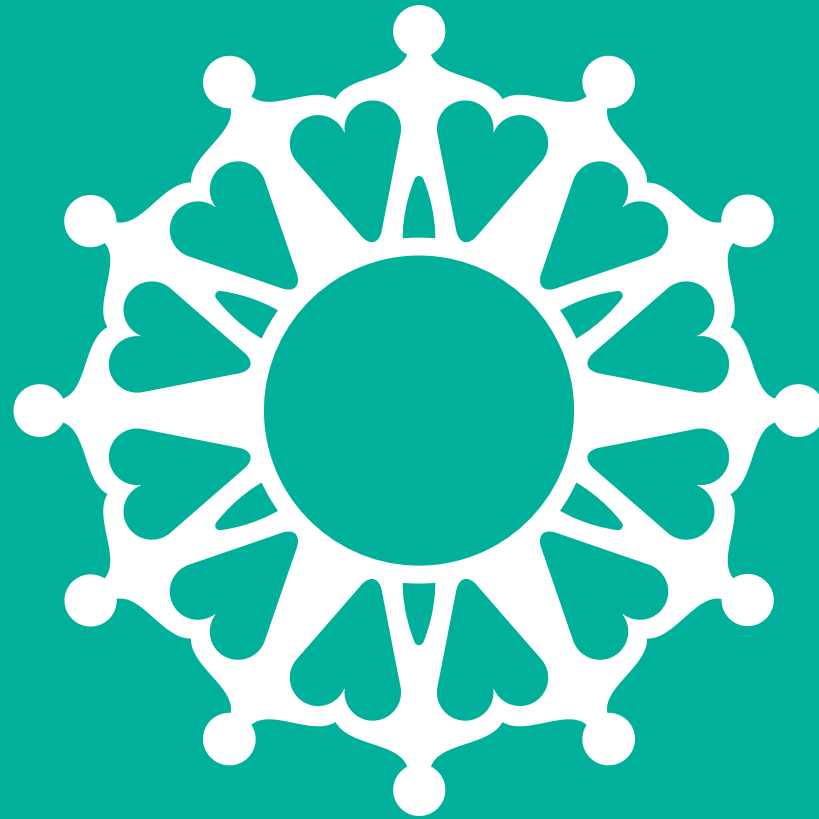




## SHARE the JOURNEY

Some examples of the identity at work.





[journey.caritas.org](https://journey.caritas.org)