

BRAND GUIDELINES

Logo to commemorate the two hundredth
Anniversary of the Founding of Catherine
McAuley's First House of Mercy



200th
ANNIVERSARY
OF THE FOUNDING OF
Catherine McAuley's
FIRST HOUSE OF MERCY

THE COLOUR LOGO

The colour logo can
be used on bright
backgrounds



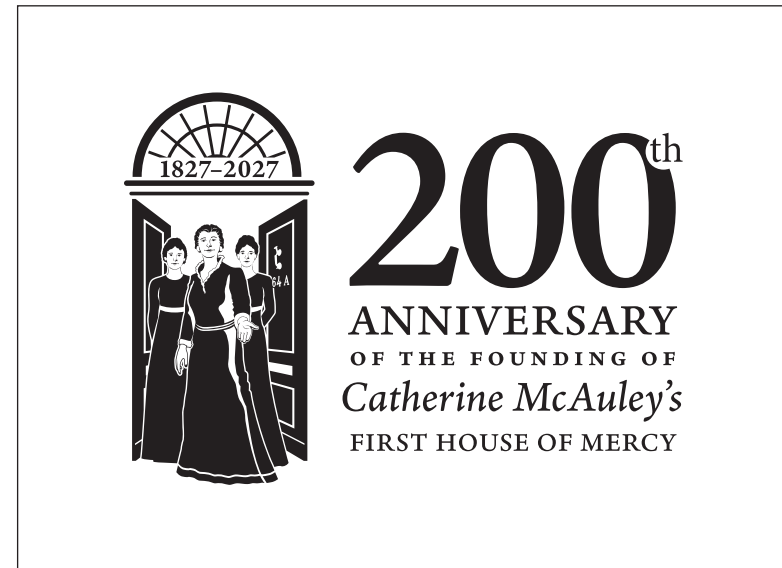
200th
ANNIVERSARY
OF THE FOUNDING OF
Catherine McAuley's
FIRST HOUSE OF MERCY

ONE COLOUR WHITE LOGO



The one colour white logo can
be used on dark backgrounds

ONE COLOUR BLACK LOGO



The one colour black logo can
be used on bright backgrounds

THE BLACK AND WHITE LOGO

The black and white logo
can be used on bright
backgrounds



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THE LOGO COLOUR PALETTE



CMYK C=13 M=98 Y=100 K=3
RGB R=204 G=30 B=24
HSB #CB1D17



CMYK C=16 M=32 Y=77 K=0
RGB R=221 G=175 B=79
HSB #DCAF4E



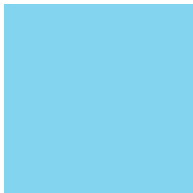
CMYK C=87 M=24 Y=100 K=12
RGB R=7 G=125 B=53
HSB #077D35



CMYK C=56 M=84 Y=0 K=0
RGB R=138 G=66 B=146
HSB #894191



CMYK C=40 M=70 Y=100 K=50
RGB R=104 G=60 B=17
HSB #683B10



CMYK C=44 M=0 Y=4 K=0
RGB R=151 G=213 B=240
HSB #96D5F0

THE TYPEFACE

The *Adobe Aldine Caption*
font family is available on
Adobe fonts

200th
ANNIVERSARY
OF THE FOUNDING OF
Catherine McAuley's
FIRST HOUSE OF MERCY

Medium

Medium

SemiBold

Italic

Medium