



Mary, Mother of
the Good Shepherd
Institute

Style Guide

MMGSI.ORG

COPYRIGHT ©2026



2 Contents

Brand Logo

05. Primary Lockup

06. Clear Space

07. Color Variations

08. Secondary Lockup

09. Icon Lockup

10. Wordmark Lockups

11. Badge

12. Heraldry Lockup

13. Abbreviated Lockup

14. Background Awareness

15. Errors

Brand Colors

17. Primary Colors

Typography

19. Type Selections

20. Hierarchy Examples

21. Using Type

22. Errors

In Closing

24. File Types

Brand Logo

The logo is how the public identifies MMGSI. It is the first impression of the education we aim to provide and whenever it is seen, it can and will invoke some sort of emotional response based on the training the individual has received or the interaction he or she has had with a representative of MMGSI.

It is crucial that our logo is presented correctly at every touch point.



**Mary, Mother of
the Good Shepherd
Institute**

5

Primary Lockup

This logo variation is the primary identifier of MMGSI. Please be careful to never alter this logo or any other variation of the brand logo.



**Mary, Mother of
the Good Shepherd
Institute**

MINIMUM SIZE

Extremely small sizes of this lockup should be avoided. The recommended minimum height is .75" for print applications and 100px for digital applications.

Visualized Clear Space

6 Clear Space

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

In general, the more clear space around the logo, the better.

For all variations of the full logo, there should be clear space roughly equal to the width of the icon.



7 Color Variations

Each lockup has color variations for use on different background types, tones, and colors. What is shown here will be and should be the common color coordinations for the logo.

For printed executions, please work carefully to ensure logo legibility on the final result.

Three-Color, Light



Icon: Pure Blue, Chapel Gold, Pure White
Wordmark: Pure White

Single Color, Light



Icon: Pure White
Wordmark: Pure White

Three Color, Dark



Icon: Marian Blue, Pure Blue, Chapel Gold
Wordmark: Marian Blue

Single Color, Dark



Icon: Marian Blue
Wordmark: Marian Blue

8 Secondary Lockup

This logo variation is the secondary identifier of MMGSI. It is designed specifically for vertical heavy applications or squared areas where more negative space is desired around the entire logo.



**Mary, Mother of
the Good Shepherd
Institute**



1.5" or 150px

**Mary, Mother of
the Good Shepherd
Institute**

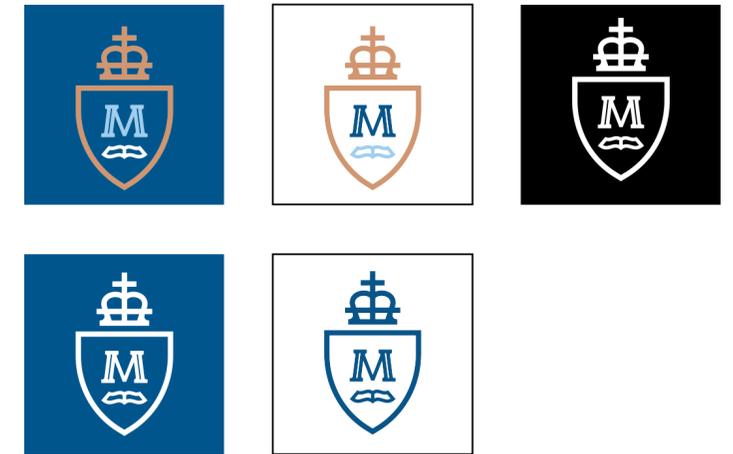
MINIMUM SIZE

Extremely small sizes of this lockup should be avoided. The minimum height is 1.5" for print applications and 150px for digital applications.

9 Icon-Only Lockup

When minimalism looks best, the icon can be used by itself.

When this mark is used, ensure that the brand name is visible in close proximity. What is “close” is left up to your judgment, but it should not be too far off.



COLOR USAGE

The icon may stand alone in one of the accepted color combinations shown above.



MINIMUM SIZE

The minimum height is .75" for print and 75px for digital applications. However, it is understood that the scale may need to be smaller for a favicon.

MMGSI
ABBREVIATED

10 Wordmark Lockup

**Mary, Mother of
the Good Shepherd
Institute**

The wordmark can be used in place of a full lockup where desired, but its use should not take priority over the primary logo.

**Mary, Mother of
the Good Shepherd
Institute** [.50" or 50px

MINIMUM SIZE

This wordmark is designed for extra small spaces. The minimum height is .25" for print and 50px for digital applications.

MMGSI [.25" or 25px

MINIMUM SIZE

This wordmark is designed for extra small spaces. The minimum height is .25" for print and 50px for digital applications.

11 Badge Lockup



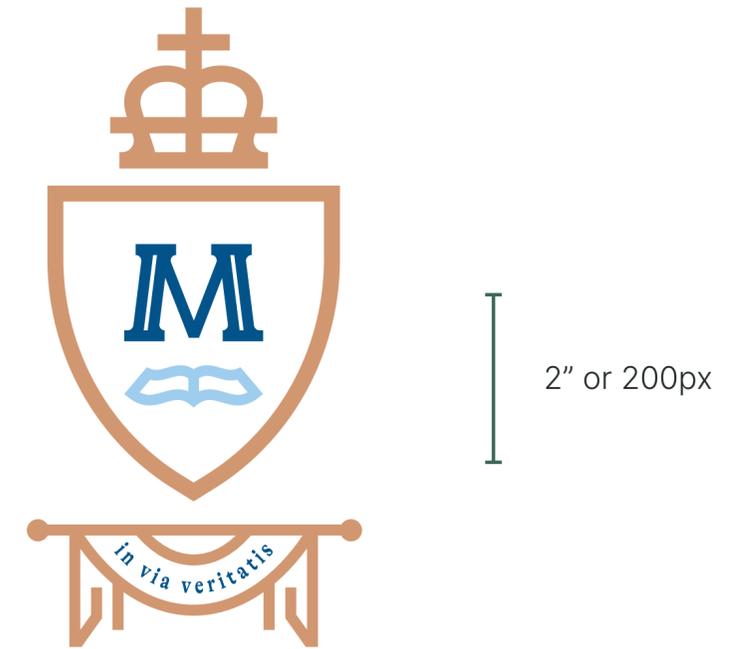
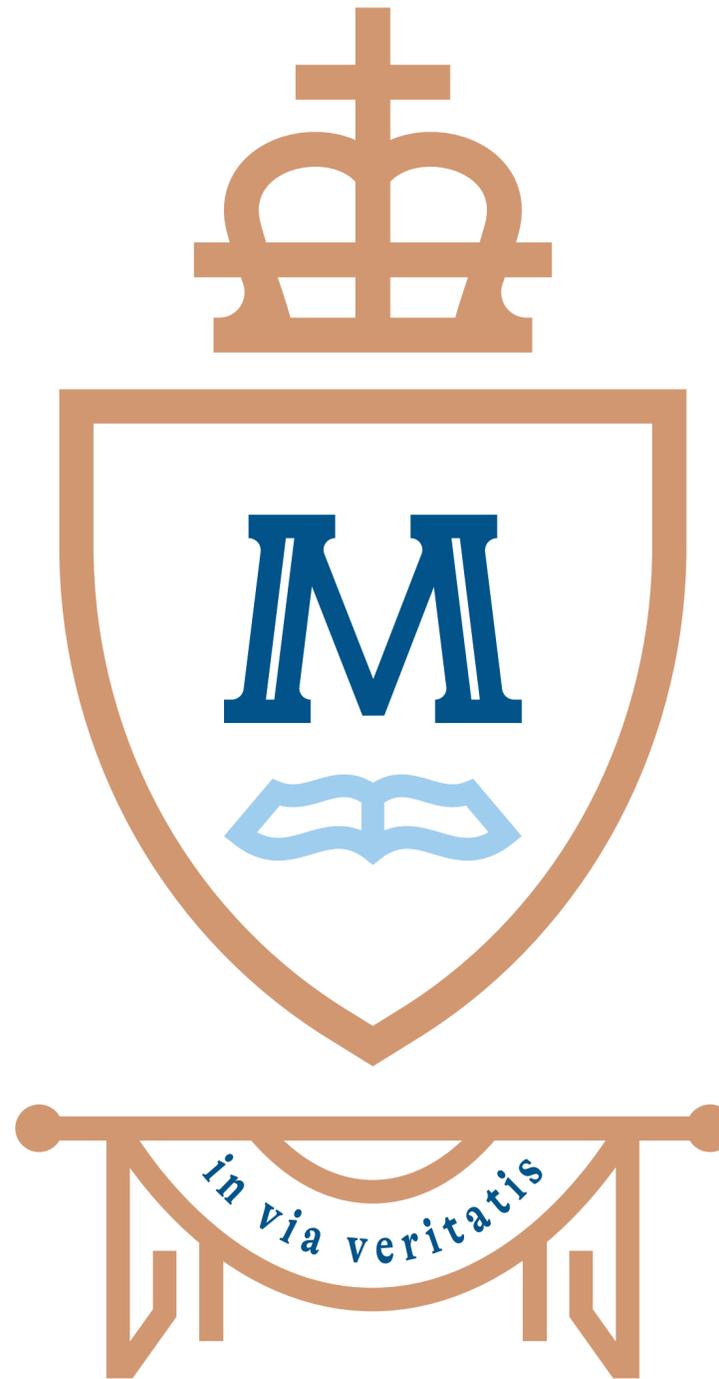
2" or 150px

MINIMUM SIZE

Extremely small sizes of this lockup should be avoided. The minimum radius is 3" for print and 100px for digital applications.

The badge lockup is designed for square or circular areas where symmetry is desired; or where a seal-type look is wanted on the application.

12 Heraldry Lockup



MINIMUM SIZE

Extremely small sizes of this lockup should be avoided. The minimum radius is 3" for print and 100px for digital applications.

This lockup is designed for square or vertical heavy applications.

Abbreviated Lockups

This logo variation is for instances where an abbreviated mark is desired to either fit small spaces or to work variation into branded items.



MINIMUM SIZE

Extremely small sizes of this lockup should be avoided. The recommended minimum height is .50" for print applications and 50px for digital applications.



MINIMUM SIZE

Extremely small sizes of this lockup should be avoided. The minimum height is .75" for print applications and 100px for digital applications.

MMGSI

14 Background Awareness

Contrast is crucial when placing the logo on a background.

The MMGS logo should not only be legible but be given visual priority when used. If there is not enough contrast between the logo and the background, the presence of the logo is weakened.

The logo may be placed on photographs, textures, and patterns as long as there is enough contrast.

01

Dark Backgrounds

Always use the single-color, light version of the logo on dark backgrounds.

02

Light Backgrounds

Always use a single-color, dark version of logo on light backgrounds.

03

Photograph/Video Backgrounds

More times than not, the single-color, light version of the logo will be used on any photograph or video background. However, there will be instances where the dark version must be used. These instances would involve backgrounds with light overlays and photographs with light backgrounds (White Walls, etc) or high-exposure settings.

15 Errors

Do Not Do The These Things

When working with the MMGSI identity, make sure that these 6 things do not happen

01

Transform the Logo

Do not stretch, squash, distort, shear, skew, etc. in any manner.

03

Change Color or Opacity

Do not use an unapproved color or change the opacity of the logo. This rule does not apply to approved watermark uses.

05

Provide Poor Spacing

Do not place the logo on the edge of any layout.

02

Allow Poor Contrast

Do not place logo on any background that brings poor contrast between the logo and background.

04

Add Effects

Do not add any effect to the logo. This includes, but is not limited to the following: drop shadows, blurs, outer glows, inner glows, sketch effects, etc.

06

Change Icon & Wordmark Relationship

Do not edit the relationship of the icon, wordmark, and/or location name of any of the logo variations.

Brand Colors

Our colors are a key aspect in making sure that viewers are able to differentiate us.

Please see to it that our colors are reproduced accurately and used in the right way.

Do not use a color other than what is shown unless it has been approved.

17 Colors

Our colors are inspired by those found in the chapel that we are named after as well as by the blue that is commonly associated with the Blessed Virgin Mary.

When reproducing these color, please ensure accuracy.

ASSUMPTION

CMYK: 85, 75, 50, 51

RGB: 37, 45, 63

HEX: #252E40

CHAPEL GOLD

CMYK: 5, 38, 52, 14

RGB: 207, 149, 111

HEX: #CF956F

PURE BLUE

CMYK: 35, 8, 0, 0

RGB: 159, 205, 238

HEX: #9FCDEE

RICH BLACK

CMYK: 35, 35, 35, 100

RGB: 6, 0, 0

HEX: #060000

MARIAN BLUE

CMYK: 99, 72, 22, 6

RGB: 0, 83, 136

HEX: #005388

PURE WHITE

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

HEX: #FFFFFF

Typography

The way text is displayed can do a lot to support or hurt a brand identity. Our type selections support the Coutts Agency identity and provide hierarchy to how information is displayed.

This section shows how typography should be used to communicate information.

If following these rules is found to be difficult due to computer programs or the current font books on your computer, please get approval on a similar typeface before moving forward.

19 Fonts & Typefaces

For body text, use Source Sans 3. Use Light (or Regular if needed) as base font and other variations for emphasis and accents.

For headings, use Baskerville Bold. Feel free to experiment, but it is recommended to use Title Case for larger headings and ALL CAPS for smaller headings. See following page for examples of hierarchy.

For subheadings and items such as buttons use Source Sans 3 Bold. Title Case for Subheadings and ALL CAPS for Buttons and very small subheadings.

Source Sans 3

BODY TEXT

aâbcçdðeéffghiîjklmñoøpqærstuüvwxyz
AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'”-;:;!)?&©´°π®†≈◇™£¢∞§.ªº

Baskerville Bold

HEADLINES

**aâbcçdðeéffghiîjklmñoøpqærstuüvwxyz
AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
WXYZ 0123456789°(.,'”-;:;!)?&©´°π®†≈◇™£
¢∞§.ªº**

Source Sans 3 Bold

**SUBHEADINGS &
BUTTONS**

**aâbcçdðeéffghiîjklmñoøpqærstuüvwxyz
AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'”-;:;!)?&©´°π®†≈◇™£¢∞§.ªº**

Hierarchy 20 Examples

- Use thicker weights and italic versions as needed.
- The smaller the text, ALL CAPS is recommended.
- Make sure tracking of type is spaced enough to breathe and provide legibility.

Heading

Subheadings

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam dictum felis eget libero molestie malesuada. Vestibulum bibendum ipsum sed dui viverra consequat. Cras faucibus est lacus, sed commodo dui facilisis sed. Integer viverra pharetra mattis. Sed libero lacus, condimentum ac magna ut, sollicitudin interdum velit. Vivamus non porttitor magna. Quisque eget facilisis diam. Vestibulum pulvinar a ligula pulvinar pretium. Ut sed convallis tellus. Aliquam nec pretium urna.

HEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam dictum felis eget libero molestie malesuada. Vestibulum bibendum ipsum sed dui viverra consequat. Cras faucibus est lacus, sed commodo dui facilisis sed. Integer viverra pharetra mattis. Sed libero lacus, condimentum ac magna ut, sollicitudin interdum velit. Vivamus non porttitor magna. Quisque eget facilisis diam. Vestibulum pulvinar a ligula pulvinar pretium. Ut sed convallis tellus. Aliquam nec pretium urna.

BUTTON

21 Using Type

The Commandments

Follow these rules to help to ensure a professional looking layout and a positive reading experience for the viewer.

01

Stay Left-Aligned, Rag Right

Since most people read from left to right, we should align our type accordingly. Centering type is regularly used, but is not viewed as professional. Stay safe by staying left-aligned.

03

Align X-Heights or Baselines

Whenever you place text next to each other, either align the baselines (the line that the bottom of a lowercase x sits on) or align the x-heights (the top of a lowercase x). This helps align each line visually.

05

Give Things Space, If Needed

Do not place too many text blocks in the same area. Space things out so that information communicates more quickly.

02

Skip Weights & Double Size

If possible, skip a weight when pairing two weights, and double the size between two text elements. Examples: Do not use regular and semi-bold. Use Regular and Bold. Use 12pt for body copy and a minimum of 24pt for the headline.

04

Watch The Rag

When setting paragraphs, keep an eye on the right (ragged) edge. If the rag creates an awkward shape, consider tweaking the language or resizing the container.

06

Keep Line Length Reasonable

To help a viewer stay connected, try to keep lines of text a reasonable length in correlation with the font size.

22 Errors

Oh, Goodness, No...

Omnimus cuscilit que ea volesto et,
sitatur minum rae. Et expel inctae rerum
ea que omnima consedit maio

Do not use fonts or typefaces not listed within this document. The only exception is merchandise or illustrations on an approved basis

No t good, nope.

Omnimus cuscilit que ea volesto et,
sitatur minum rae. Et expel inctae
rerum ea que omnima consedit maio
conet. Venimaximi, corepel iguunt
volorpos quam, si quos iniusciate
sitas millabo reicita tiissimus

Keep tracking, kerning, and leading clean.

Not For Us

Omnimus cuscilit que ea volesto et,
sitatur minum rae. Et expel inctae
rerum ea que omnima consedit

Do not center or justify multiple lines of text.

Help me

Do not stretch or squish typography.

Too Much Stroke

Omnimus cuscilit que ea volesto et,
sitatur minum rae. Et expel inctae

Do not use a stroke, outline, inner glow, outer glow, or drop shadow on typography.

I'm Falling!

Omnimus cuscilit que ea volesto et,
sitatur minum rae. Et expel inctae

Do not place type on any strange angle. Keep things straight.

In Closing

This guide is by no means comprehensive. There will be times when the rules within need to be broken and creative freedom will be needed.

Anything outside of these guidelines must be approved by an MMGSI leader.

24 File Types

The files you work with will be raster or vector files. Each serves a purpose that can help in providing a better result.

Raster Files

Raster files are made of pixels. They contain a set resolution that cannot be changed. The files can be decreased somewhat easily, but when you attempt to increase the size past its set resolution, the quality will decrease.

Raster files are largely used for web and digital executions. When used in print applications, you must ensure that the file exceeds the minimum DPI (dots per inch) of 300DPI.

Raster files usually end in the following: .jpg, .png, .gif, and .psd.

Vector files

Vectors can be infinitely scaled. For this reason, the Coutts Agency identity like all professionally designed identities–was created as a vector.

Vector files are typically used for printing or placing the logo on merchandise. If you're ever asked for a

high-resolution logo file, send a vector file. If the vector file has multiple designs within it, be sure to specify which variation is to be used.

Typically, vector files end with .ai, .eps and .svg. You will need a vector-reading program to open these.

