

# XLIII Conventus Generalis



## The Manual of the Image

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## The last one



The image of the XLII General Assembly (2016), in which fire predominates, represented in painting by the flame of evangelization that the Spirit put into the hands of St. Vincent de Paul. 400 years later, this same Spirit inspires today the followers of St. Vincent de Paul to welcome this evangelizing legacy and make it grow by being faithful to the inspiration of the Founder and to the signs of these times.

# The Primary Logo



The XLIII General Assembly (2022), following the graphic scheme of the last assembly, discovers on a canvas of blue watercolor Christ the Evangelizer.

Just like the painting, diluted in water, the members of the Congregation of the Mission seek to submerge themselves in the baptismal waters in order to revitalize their spirituality and their ministries at the beginning of the 5th century of the commemoration of their charism.

## **Christ**

Inside the watercolor is found the silhouette Christ the Evangelizer, coming from the logo of the Congregation of the Mission.

## **Color**

A shading of 195 variations of blue is used to represent all the countries of the world.

# The colors

In the scale RGB whose central color in HTML is pure blue (0000ff), we present this scale of blues that can be used in various ways.

## Blue

#0061ff

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#0061ff

## Clear Blue

#00b4ff

## Dark Blue

#003a99

## Clearest Blue

#00cdff

## Darkest Blue

#011d4d

# The watercolors

Without being part of the logotype, and as ornaments, other forms of watercolor can be used, always with variations of pure blue.



## Tipography

**Avenir Black**

Avenir Medium

Avenir Book

Avenir Light

# The versions

**Without being part of the logotype, nor representing the official version of it,** can made adaptations respecting the graphics of the original and official version. These adaptations would be placed easily in any audiovisual productions.

