



V Encuentro Logo Guidelines

These guidelines are intended to promote consistent use of the V Encuentro branding. This makes it easier for people to instantly recognize the V Encuentro and prevents confusion. These guidelines also help protect against copyright infringement.

Disclaimer

The V Encuentro logo and all branding is protected by law. The exclusive copyrights belong to the USCCB. The logo may be used free of charge for the following purposes: placing the logo on materials related to the V Encuentro, such as: folders, leaflets, cards, brochures, posters, graphics, banners, websites and other media; placing the logo on pastoral materials to be used for the spiritual preparation to the V Encuentro; Ecclesiastical entities do not have the right to sublicense the use of the logo to third parties. Ecclesiastical entities are not authorized to sell any products marked with the logo. Ecclesiastical entities may use the logo for purposes other than mentioned above solely upon obtaining additional license permission. Entities other than ecclesiastical legal entities are permitted to use the logo only upon obtaining separate permission or a relevant license.

For license to use the logo please write to: contact@vencuentro.org

Guidelines

Logo

Do not modify or alter the V Encuentro logo in any way, such as by changing the design or color. We have provided multiple formats for you to select from.

Social Media

- Do not- use the V Encuentro Logo as your personal or organization's main profile/user photo. This will cause confusion as to which profile is the official V Encuentro account. Your social media followers need to recognize your diocese, region or organization through the use of your own logo.
- Do- Use or create your own logo that utilizes your diocesan, regional, or organization's logo. Episcopal Regions can create a logo using the V Encuentro Logo and their Region Number. However, the V Encuentro logo should not take up more than 50% of the entire logo.
- Do not- use our horizontal logo as your entire cover photo. Ideally you want to create a cover that speaks about your organization or ministry. Create a collage of photos using [Canva](#) a free online design software and incorporate the V Encuentro logo.
- Do- use the V Encuentro logo to advertise V Encuentro related events.
- Do not- use the logo for other events that your office, ministry, or organization is offering that are not related to the V Encuentro.