



Brand identity policy

APRIL 2020 | VERSION 1.0



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01

Background

*WWME was established
in 1968 by Father
Chuck Gallagher*

Our mission

The mission of Worldwide Marriage Encounter is to proclaim the value of marriage and holy orders in the church and in the world.

About Worldwide Marriage Encounter

Worldwide Marriage Encounter (WWME) is considered the first marriage enrichment program ever offered to couples. Today we are the largest pro-marriage organization in the world, operating in almost 100 countries. We have a 50-year history of enriching marriages in the Catholic tradition. Priests are enriched, too, as they experience how priesthood and marriage are lived in similar ways and can support each other.

As we look ahead, we want to continue to attract couples of all ages, but particularly young couples, to the WWME experience to ensure its future. We want to inspire and engage our thousands of “encountered couples and priests” to help us fulfill our mission and change the world, one married couple or one priest at a time.

To do that, we need to spread the word about who we are, what we do, and why it matters. In other words, we need to tell our brand story.

02

What is a brand?

The WWME brand is everything that makes us, us

A brand is a collection of experiences

Each time a person has an experience with Worldwide Marriage Encounter (WWME), they form an opinion about us whether they realize it or not. Their experience could be visiting our website, reading a printed brochure, or talking with couples at an encounter weekend. Our job is to make sure their experiences—and the opinions they form—accurately represent who we are, what we do, and what we stand for as a brand.

If you thought our “brand” was our logo, you’d be right, but only partly. Our logo is important to our brand identity, of course, but just as important are the values we live by, the ways we communicate with our audiences, the quality of the services we provide, and the competence of our volunteers.

Brands are a lot like people in that they have personality—a spirit that comes from their mission and core values, that guides all their behaviors, and that connects with their audience on an emotional level.

This brand policy exists to show how we bring our personality to life and connect with our different audiences. It allows us to bring consistency to the brand globally.

Our brand is unique. It can’t be copied. It’s what attracts volunteers to our doors and brings couples to our programs instead of our competitors’. It’s what makes us, us. So it must be protected and communicated consistently.

We are counting on you to translate our brand personality into visual and verbal experiences—communications—that feel true to all of us and connect with our audiences. We will guide you on the following pages.

02

Brand toolbox

Below is an overview of all the brand tools that are available and discussed in this policy to help you activate our brand and bring it to life.



Brand foundation

Captures who we are. These are internal tools that help board members align their thoughts and actions.

- **Brand house:** our core value, positioning and personality
- **Beliefs:** what we believe
- **Brand story and mood board:** the story and feelings that support our brand house

Who & When	Why	Benefits
Couples with young children	Young kids are very needy. They pull attention. Raising kids is not easy. There is no single answer, and stumbling through the daily family management can put a large strain on any relationship. Jobs also pull attention – energy is invested in being responsible and building a professional reputation.	Live your best life in love – Remaining strong as a couple provides a stable environment. Modeling loving behavior and a strong marriage is an important life lesson you should be teaching.
Couples with teenage/college-age children	As kids become independent, their demands on parents change. Very different conflicts are put forth to challenge the couple's ability to remain unified and connected. While many people are established in their careers, there are still challenges and changes at work that continue to pull focus.	Live your best life in love – Remaining a united force to guide your family, no matter what, is key. Modeling a strong marriage is an important life lesson that you never stop teaching.
Empty nesters	Without the distraction of children's routines, couples are left to answer the question, now what?	Live your best life in love – You've earned the right to reclaim the joy.
Retirees	Without the distraction of work, couples find themselves with unlimited time together and changing financial realities. How what? For some, adult children present fresh challenges and concerns. New boundaries need to be formed as couples figure out the lines between support and independence.	Live your best life in love – You've earned the right to reclaim the joy.
Priests and those called to religious life	The realities of parish management can distract. This is an opportunity for self-reflection and for finding tools to better relate to your families.	Live your best life in love – Regain your initial spark. Reimagine relationships with your congregants.
Previously encountered couples	When couples realize how WWME changed their lives, they want to share that with the world.	Keep the process top of mind. Go even deeper in your personal relationship and help others find their joy.

Brand communication tools

Captures how we engage with others. These are the language and tactics we use externally.

- **Brand voice:** ways to connect with prospective couples
- **Brand voice matrix:** thought starters for what to say to various audiences
- **Elevator speech:** how to quickly explain who we are



Visual identity

Captures our visual presence. These elements should be used consistently in all brand communications.

- **Logo**
- **Color palette, typography, graphic elements**
- **Photography style**
- **Example applications**

03

Brand foundation

marriage is a
sacrament we
live every day



03

Brand house

Core value

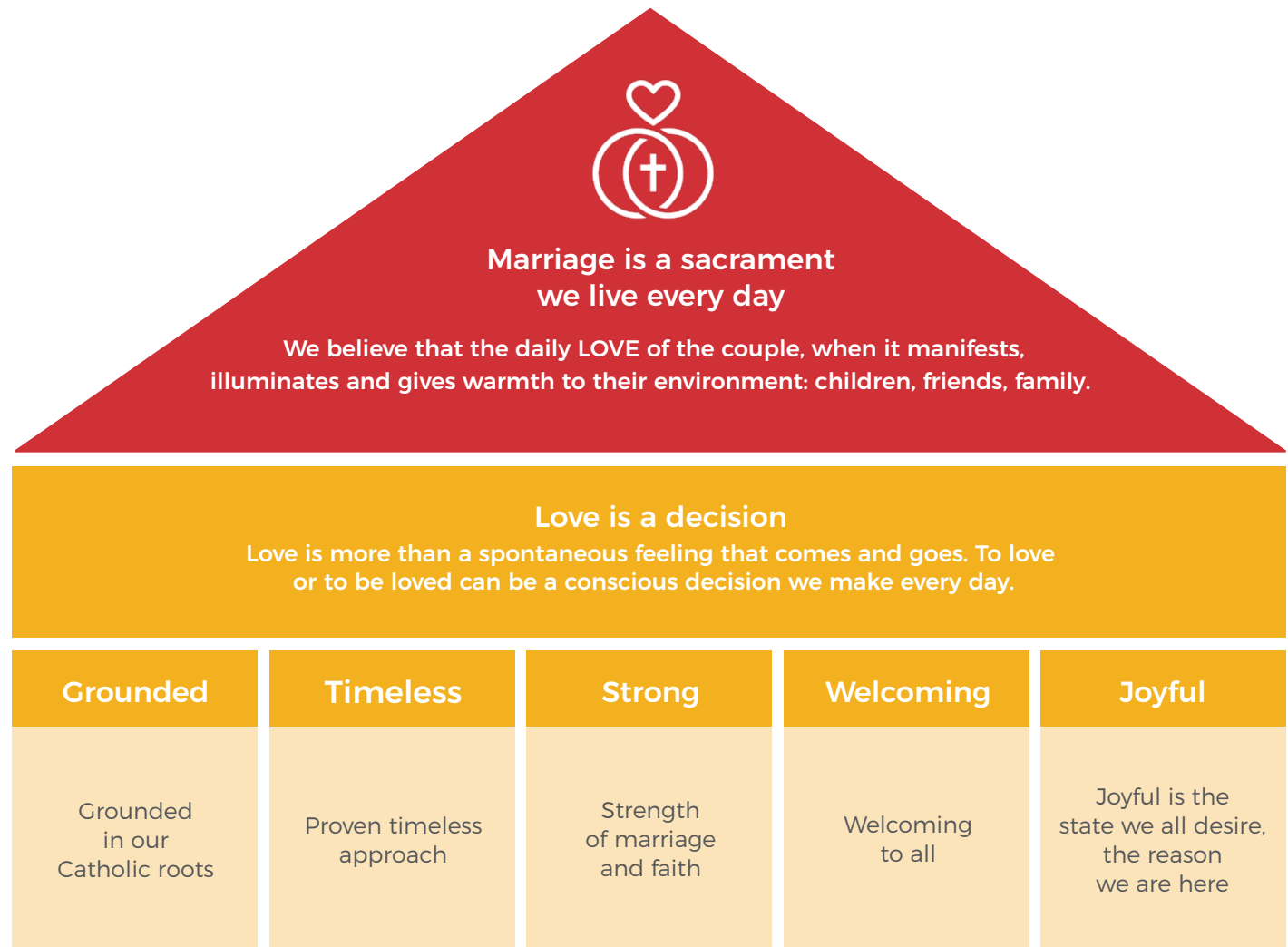
The unchanging value that inspires and guides everything we do. Our core value does not change over time.

Brand positioning

The opinion we hold in the market—what makes us different from our competition.

Brand personality

Descriptive words that convey our unique brand personality. This is the outward expression of our brand—how we appear to the world.



03

Brand personality

Grounded	Timeless	Strong	Welcoming	Joyful
Our beliefs and approach to marriage are grounded in the foundation of the church. We believe our faith is what keeps us together in the sacrament of marriage. It is the one true thing, grounding and guiding us through every stage of life.	Our organization has been around for over half a century. Our approach and principles have stood the test of time. Today our brand must represent our legacy but still be relevant and appealing to a new generation of couples and priests.	Throughout the stages of a relationship—romance, disillusionment, and joy—WWME represents a place of stability and strength. It's a place of pause, reflection, and reconnection.	All who share faith are welcome, no matter the state of their marriage. Being open to the process can be emotionally intimidating for any couple, so our brand must work harder to be welcoming and approachable.	The goal for all our couples and priests is to find joy in their marriage and in life. A strong marriage or priesthood ultimately equals a joyful life. This is our key differentiator, and we must celebrate this as a brand.
• The cross is a key component of our logo and visual identity. • Catholic roots are clearly communicated and visualized in our communications. • Priests should always be present and portrayed as approachable, integrated, and accessible.	• Our brand is not trendy, decorative, or overly stylized. • Our logo uses timeless symbols—the rings, cross and heart—which carry a legacy of symbolism and meaning. • Our logo style is simple, straightforward, and timelessly accessible. • We use a classic but contemporary typeface.	• Our logo is perfectly symmetrical and balanced. The stronger base (larger rings) gives a sense of stability. • Thick and equal line weights are perfectly calibrated as a symbol of strength. • Its simplicity and boldness translate on all types of applications, large and small.	• The secondary color palette helps soften the bold primary colors (red and yellow). • Lowercase letters for our logo typeface make the brand appear more friendly. • All our communications and visuals must be sensitive to the couple's state of vulnerability.	• Use photography to visualize our couples and priests as their best selves, living their best lives. • Joy can be articulated in various degrees of happiness including laughter, intimacy, contentment, and accomplishment.

03

Our beliefs

What we believe as an organization

- I We believe that in every person there is a dream, a deep dream that gives meaning to their life, sustains it, drives it, and is a response to their deepest needs. We believe that this dream is called love.
- II We believe that every person is precious in their own right by the mere fact that they exist. Every human being is a gift to this world, has immense potential, and is full of talents to develop and offer beyond their imperfections and failures. (Because God does not make garbage.)
- III We believe that human beings have the ability to choose to live full lives, to choose a better way, to fight every day for what gives meaning to what they do despite the difficulties. (Love is a decision.)
- IV We believe in listening, in welcoming the other, and in respect beyond possible disagreements.
- V We believe in trust as a value that builds authentically human interpersonal relationships.
- VI We believe in second chances, in the possibility of correcting mistakes and healing wounds, in reconciliation.
- VII We believe that the daily love of the couple, when it manifests, illuminates and gives warmth to their environment: children, friends, family. (Marriage is a sacrament.)

03

Our brand story

Why we do what we do

Thriving together

Marriage is a journey that a couple walks together. Millions of people around the world are walking similar paths, stumbling, climbing, falling, getting up, and thriving.

Sometimes it helps couples to know that they are not alone. That's the idea behind Worldwide Marriage Encounter (WWME). For more than a half-century, we've been bringing couples together to learn and grow. We provide a safe, supportive place for them to pause, reflect, and recommit to the foundational relationship of their lives: their marriage.

Even when a marriage is going smoothly, there are always opportunities to make it work better. Just as driving a car without routine maintenance can lead to problems, a marriage needs attention to stay on track. While faith is a powerful part of this process, the focus of the WWME experience is on the ups and downs of married life as experienced by couples.

Married couples have the opportunity to listen, reconnect, and use their experiences to guide their personal journey through our Marriage Encounter programs. We are not group therapy or new age couples' counseling. We are helping couples understand their marriage in a whole new light, grounded in the faith that keeps them strong. We want them to live the bliss they felt on their wedding day every day.

Priesthood and marriage have a lot in common. A priest finds ups and downs in his own journey responding to the call to share his life in service to the church, just as married couples do, giving their lives to each other. In WWME, marriage and priesthood enrich, support, and learn from each other.

03

Mood board

*Captures the look, tone,
and feelings behind our
brand house*



04

Brand communication tools

live your best
life in love



04

Brand voice

This section describes how we express WWME's brand voice in our communications—in what we say and how we say it

Worldwide Marriage Encounter has a distinct brand voice that conveys our personality traits: grounded, timeless, strong, welcoming, and joyful. It's a voice that represents who we are and how we treat others.

Our brand voice is one of understanding, compassion, and joy. We offer a unique experience that transforms the lives of couples who want to fight for their relationship. We take care to acknowledge their strength, resilience, faith, and ability to grow in love.

Couples go through many stages in the life cycle of their marriage. Some stages, like those below, can cause them to lose touch with their spouse and take their closest relationship—their marriage—for granted. That is often when they reach out to us for information about our programs.

- Having children is a blessing that often brings couples closer together. But it can also bring up unexpected difficulties as they shift focus from their partner to their children.
- Changes at work can pull focus away from their spouse.
- Children grow up and leave home to start their own lives. The resulting vacuum can feel unsettling.

- Retirement removes the distraction of work. The spouse is left with only their partner, and maybe they've forgotten how to make that connection.
- Grandchildren bring on new relationship challenges and opportunities.

Priests are not immune to the emotional transitions brought about by the everyday. They join their parishes with passion. It's new, it's exciting, it's intense, and it's pretty awesome. But then, life happens.

- When priests are ordained and take on their first parish, they are full of fire and passion. They are happy to give themselves in selfless service. The parish community welcomes their love and energy, often expressing praise and recognition and providing a rich social life.
- Over time, the realities of parish management sneak in and take over the drive. Priests become focused on the business of running the parish and start seeing their service as "a job."
- Their priesthood becomes less about passionately serving others and more about complying with commitments. At the end of the day, when the priest gets some "me time," it's generally isolated, leading to feelings of loneliness.

04

Brand voice matrix

This chart provides insights into what may be happening in the lives of our couples, families, and priests and offers thought starters for the kinds of messages that might be helpful to them.

Who	What's going on in their lives	What message can help
Couples with young children	Young kids are very needy. They pull attention. Raising kids is not easy. There is no single answer, and stumbling through the daily family management can put a large strain on any relationship. Jobs also pull attention—energy is invested in being responsible and building a professional reputation.	Live your best life in love. Remaining strong as a couple provides a stable environment. Modeling loving behavior and a strong marriage is an important life lesson you should be teaching.
Couples with teenage/college-age children	As kids become independent, their demands on parents change. Very different conflicts are put forth that challenge the couple's ability to remain unified and connected. While many people are established in their careers, there are still challenges and changes at work that continue to pull focus.	Live your best life in love. Remaining a united force to guide your family, no matter what, is key. Modeling a strong marriage is an important life lesson that you never stop teaching.
Empty nesters/Retirees	Without the distraction of children's routines or work, couples find themselves with unlimited time together and are often left to answer the question, "Now what?" For some, adult children present fresh challenges and concerns. New boundaries need to be formed as couples figure out the lines between support and independence.	Live your best life in love. You've earned the right to reclaim the joy.
Couples without children	When a couple is unable to have children, they are faced with their own unique challenges as they deal with the pain of having to let go of being biological parents. Stress or feelings of inadequacy may create emotional distance.	Live your best life in love. Come together in strength and reclaim the joy of marriage.
Priests and those called to religious life	The realities of parish management can be distracting. This is an opportunity for self-reflection and for finding tools to better relate to others.	Live your best life in love. Regain your initial spark. Re-imagine relationships with your congregants.
Already encountered couples	When couples realize how WWME changed their lives, they want to share that with the world.	Keep the process top of mind. Go even deeper in your personal relationship and help others find their joy.

04

Elevator speech

*How to explain what
WWME is*

Worldwide Marriage Encounter is an opportunity to learn from couples who are willing to share their personal journeys and tools for reclaiming the spark and living in love together.

Over the course of the experience, three couples and a priest provide new tools, using examples from their own marriages and priesthood, to help work through common themes all couples can relate to. But this is primarily a space for couples to pause and reflect privately, to create dialogue with each other and with God, to create a higher and broader understanding of what it means to be married.

There is no one-size-fits-all approach to marriage. There is only the couple's experience and intentions, their hopes and disappointments, their dreams and realities. What works for other couples might not be right for them. Finding that personal approach to their marriage can create a happy, fulfilled married life for both spouses.

05

Visual identity

a brand is a collection
of experiences



05

Our logo

About our logo

The new Worldwide Marriage Encounter logo celebrates all the visual elements that have become synonymous with and uniquely ownable for our brand over five decades. These include the bold red and yellow color combination and the three iconic symbols: the pair of rings at the base, the cross at the center, and the heart rising to the top.

The evolution of the logo maintains the heritage of the brand while evolving it to appeal to a new generation of married couples with a more welcoming, simpler, and contemporary look. Additionally, the new logo has improved readability and printability, which allow it to work consistently across many brand communications.



05

Logo symbolism



Rings – marriage is a covenant

The yellow and red wedding rings represent two unique individuals coming together, recognizing their differences but learning how to work together in marriage with God at the center. As the rings overlap and become intertwined, they become stronger.



Cross – God is at the center

A universally recognizable symbol, the cross signifies that God must always be at the center of marriage—our belief that is grounded in the Catholic church. Yellow is the happiest and most joyful of colors, and in this context, symbolizes the church as a welcoming place of hope and spirituality.



Heart – love is a decision

A red heart is the simplest and most globally recognizable symbol of love, passion, and sacrifice. It is prominently placed at the top of the logo because it signifies our purpose: We believe that love is a conscious decision we make every day, and it should be at the forefront of everything we do.

Color

Although the primary colors are still the iconic red and yellow, the exact values of these colors have been modified to be more warm and welcoming. The logo has a clear and equally weighted balance of the colors: two elements in yellow and two in red. This supports the idea of a covenant between God and the marriage and between the priest and the Church.

Typography

The new logo typeface is a clean, modern sans serif font that is easy to read and has enough thickness in its stroke to feel strong and grounded. Worldwide Marriage Encounter is intentionally presented in lowercase letters and a gray color to feel more approachable, which is essential to attracting new married couples to our organization.

05

Logo specifications



Clear space guide = 2x width of cross

Clear space

The logo requires a minimum area of clear space around it where no other graphics or copy should appear. This clear space is equal to 2x the width of the cross.

Minimum size

To maintain readability, the smallest size the logo may be shown is at .4375" (11mm), determined by its height.



Logo colors

Joyful yellow

PMS - 7409C
CMYK - 0, 27, 92, 0
RGB - 240, 179, 35
HEX - F0B323

Passionate red

PMS - 1797C
CMYK - 0, 92, 72, 6
RGB - 203, 51, 59
HEX - CB333B

Strong gray

PMS - Cool Gray 11C
CMYK - 63, 52, 44, 33
RGB - 83, 86, 90
HEX - 53565A

Aa Montserrat
Medium

Logo type

The logo type is shown in all lowercase letters, using the font Montserrat Medium. This font can be downloaded at no cost from <https://fonts.google.com/specimen/Montserrat>.

05

Logo language versions

Different languages

The logo will need to be adapted to different languages. In all adaptations, it is extremely important that the icon and the logo type, as well as the position of all elements, remain consistent with the approved English version shown right.

Translated words that speak to “world” or “worldwide” retain the smaller, red type treatment shown in the English version.

The logo type must always be centered vertically between the top and bottom of the rings.

When determining the center of the logo type, do not include ascenders or descenders (see below).

marriage — ascender
— descender



05

Logo versions

Primary logo – horizontal

The primary and preferred logo is the full color horizontal version shown right.

When the logo cannot be printed in color on a light background, use the one color black version.

When the logo is printed on a brand color or any dark color, use the one color reversed (white) version.

Full color



One color black



One color reversed



Secondary logo – vertical

The vertical logo may be used when called for by design. Like the horizontal logo, the full color version is preferred.

When the logo cannot be printed in color on a light background, use the one color black version.

When the logo is printed on a brand color, or any dark color, use the one color reversed (white) version.



Horizontal long logo

In some cases when there are space limitations, the logo with Marriage Encounter on one line may be used.

Like the other two versions shown, the full color logo is preferred, but one color black and one color reversed (white) are acceptable options.



05

Logo usage

Using the separate icon or type

The logo icon and logo type may be separated and used individually, for example, on a brochure. When using the icon alone, it must always appear in close proximity to or in clear context of our full name, Worldwide Marriage Encounter (see example below).

Full color



One color black



One color reversed



worldwide
marriage
encounter

worldwide
marriage
encounter

worldwide
marriage
encounter

Example

worldwide
marriage
encounter



05

Logo usage

Unacceptable usage

Our logo is our brand identity. To maintain its integrity as the symbol of Worldwide Marriage Encounter, our logo may not be modified in any way not described in the preceding pages. Here are examples of what not to do.



Do not stretch, skew, or distort the logo in any way.



Do not change the proportions of the elements.



Do not change the colors in the logo.



Do not alter or change the font in the logo type.



Do not add effects such as shadows or glows.



Do not rearrange elements or reverse the red and yellow colors.



Do not rotate the icon.



Do not place on a background that lacks contrast.



Do not add additional graphic elements.



Do not add outlines or a holding shape to the logo.

05

Color palette

Primary colors

Our primary colors are yellow and red. These should be used in all applications to establish a strong and consistent brand presence.



PMS 7409C
C0 M27 Y92 K0

R240 G179 B35
HEX #F0B323

Yellow symbolizes joy, hope, enlightenment. It is the brightest color of the visible spectrum and the happiest of colors. It signifies communication, enlightenment, sunlight, and spirituality. If the goal for all our couples is to find joy in their marriage and in life, then yellow represents this promise.



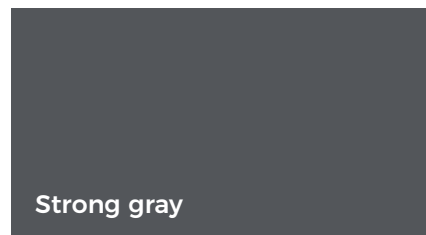
PMS 1797C
C0 M92 Y72 K6

R203 G51 B59
HEX #CB333B

Red symbolizes passion, love, sacrifice. It is a bold, daring, assertive color that is packed with emotion, particularly intense passion. It is the ultimate color of life, love, and sacrifice.

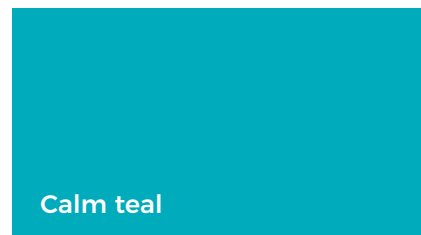
Secondary colors

Our secondary colors complement yellow and red and should be used in smaller amounts as accents.



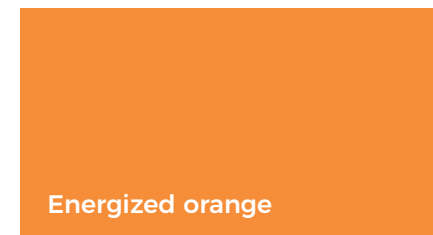
PMS Cool Gray 11C
C63 M52 Y44 K33

R83 G86 B90
HEX #53565A



PMS 7467C
C100 M0 Y34 K0

R0 G163 B173
HEX #00A3AD



PMS 715C
C0 M50 Y93 K0

R246 G141 B46
HEX #F68D2E

05 Typography

Headline font

Montserrat Medium is our primary font for all headlines.

Aa

Montserrat ~~Medium~~ **SemiBold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Since version
7.200 (Nov 2017):

Body font

Montserrat Light is used for all non-headline body copy.

Aa

Montserrat ~~Light~~ **Regular**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Other acceptable fonts

Montserrat Regular and SemiBold may be used when appropriate for the design.

Montserrat ~~Regular~~ **Medium**
Montserrat ~~SemiBold~~ **Bold**

Alternate font

In cases where Montserrat is not available, Arial should be used. It is a universal typeface that is widely available on most computers.

Aa

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat can be downloaded at no cost from Google Fonts at <https://fonts.google.com/specimen/Montserrat>

05

Typography usage

Top-level titles

Montserrat Medium in all lowercase letters should be used for primary titles and headlines.

Second-level titles

Montserrat Medium in sentence case should be used for secondary titles.

Body copy

Montserrat Light in sentence case should be used for body copy.

Worldwide Marriage Encounter

Our organization's name should always appear in lowercase letters when shown in the logo. In all other instances, follow the rules above.

live your best life in love

Worldwide Marriage Encounter quaspedi que estinus qui berae valor quuntus quunt

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05

Graphic elements

Symbols

The heart, rings, and cross are fundamental to our brand identity. They can be used separately as a graphic device to add color or structure to a design, and they can be sized and positioned in a variety of ways.



Heart



Rings



Cross

Supergraphics logo

Our icon may be used as a supergraphic. In this application, it can be cropped or can bleed off the page to add visual interest. When used this way, the cross and heart should always be shown in their entirety, and the original proportions of the logo must be maintained.



05

Photography

Overview

Brand photography should focus on showing couples living in love and experiencing a happy and healthy marriage with each other and with God at the center. This reflects the ultimate goal of our organization. Couples should be shown engaging with each other in the context of their daily lives and thriving with their families.

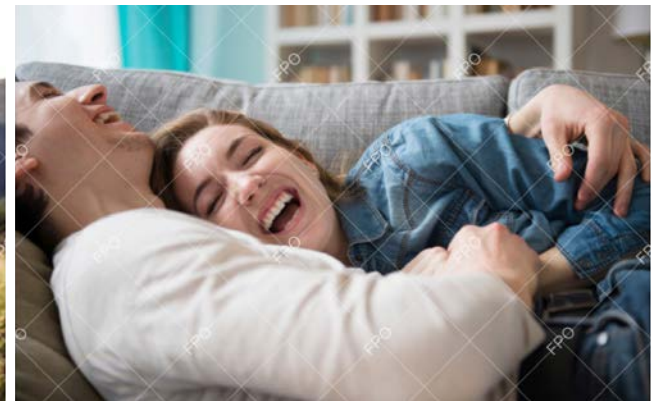
Overall, the photo style should have a lighter palette with purposeful pops of color and lots of natural soft lighting. When shooting photos, avoid having subjects wear all white and having too many neutral colors in the shot.

Couples together

When showing couples together, follow the guidelines below:

- Photos should represent a global audience. This includes diversity in age, culture, and ethnicity.
- Images should capture candid moments of couples living their everyday lives. They should not be too staged or posed facing the camera.
- Images should communicate joy in marriage and convey emotions such as happiness, laughter, intimacy, accomplishment, and contentment.

NOTE: Images shown are not owned by Worldwide Marriage Encounter and are provided for reference only. Image licenses must be purchased before use.



05

Photography

Couples with families

When showing couples with their family, follow the guidelines below:

- Photos should represent a global audience. This includes diversity in age, culture, and ethnicity.
- Images should capture candid moments of families living their everyday lives. They should not be too staged or posed facing the camera.
- Images should communicate joy in the family and convey emotions such as happiness, laughter, accomplishment, and togetherness.



Couples/Families with priests

Priests are an important part of our brand image. When possible, they should be shown in their everyday clothing (not in mass attire) and integrated with couples in a casual setting.



NOTE: Images shown are not owned by Worldwide Marriage Encounter and are provided as reference only. Image licenses must be purchased before use.

06

Execution examples

living the brand
and thriving together



06

Printed materials

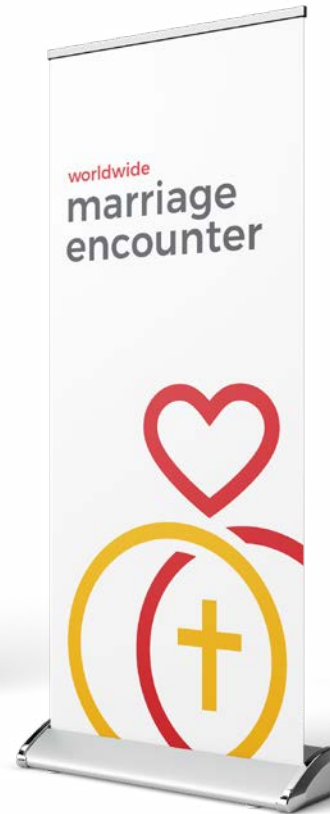
These are directional examples of how the brand could come to life through printed branded materials such as a weekend brochure, personal journals, and banners.



Brochure



Banners



Journals

06

Digital applications

These are directional examples of how the brand could come to life through digital applications such as the website and an app.



06

Merchandise

These are directional examples of how the brand could come to life on branded merchandise such as tote bags, candles, jewelry, and key chains.



Leather emboss



Fabric embroidery



Wood engraving



06 Apparel

On apparel, the full color logo should always be used on white fabric. It can be embroidered or printed.

In addition to white, the preferred colors for t-shirts are the two primary brand colors: red and yellow. The logo should always be shown in one color white whenever used on a colored t-shirt to ensure contrast and readability.

When using original copy on t-shirts, always use the approved brand font, Montserrat.



White branded polo



White branded t-shirt



Red branded t-shirt



Yellow branded t-shirt



White novelty t-shirt