



Saint  
Andrew  
School of  
Evangelisation

Logo  
handbook



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# Usage

The logo appears on all the materials given to the public and to the employees of the school.

Although the school has only one logo, this can be localized and thus, this is how we use it. The pictogram is the same in every school, but the bow inscription differs by schools and by countries. That is, we have an international logo and then every school (regional-, national-, diocese- and parish) has its own logo.

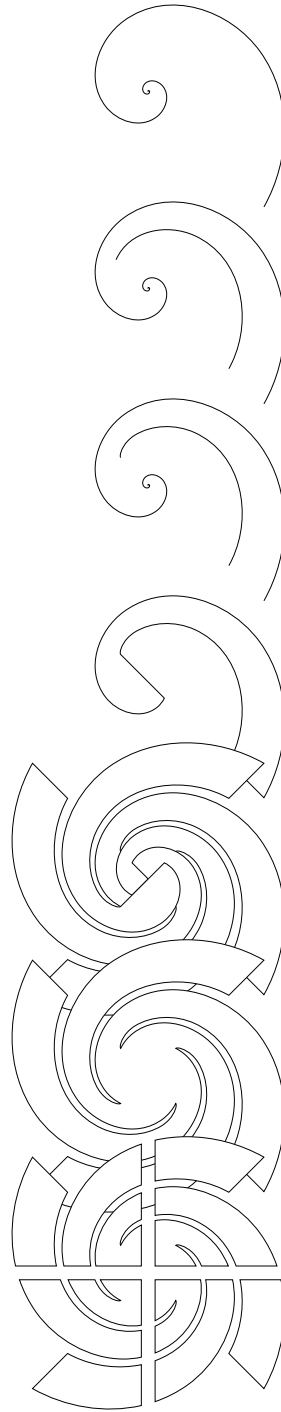
The logo should be used in a way that it always indicates the status of the document within the school.

The vector logo can be obtained as a sign of recognition from regional and national schools.

The logos presented in the present handbook should be used from the 1<sup>st</sup> of January, 2007.

## *Design elements*

The logo is an independent design element. The present document says further information neither about the other elements of the logo (stationery, books, sketches) nor about its details (ex. obligatory font type) and does not want to define the ones indicated above.





The Meaning of the Elements of the Logo:

*In the centre the voided cross—because the evangelism is Jesus Christ's death and resurrection, this is the source of our enthusiasm.*

*Circle—because it is our task to preach the evangelism all over the world.*

*Divergent branches and St. Andrew's cross on the edge of the spirals—because expanding is our strategy.*

*Three phase spirals—because the elements of our way of seeing things (kerygma, charisma and koinonia) are efficient only together.*

*Four spirals—because we preach the evangelism of the four evangelists.*

*Expanding spirals—because our church grows by evangelization.*

*Wind rotary whirling backwards—because we are out of time and evangelization is a race against time.*

*Golden color—because our mission is invaluable and priceless.*

## The logo

### Symbolism

*Colors* The defined color of the logo is the following:

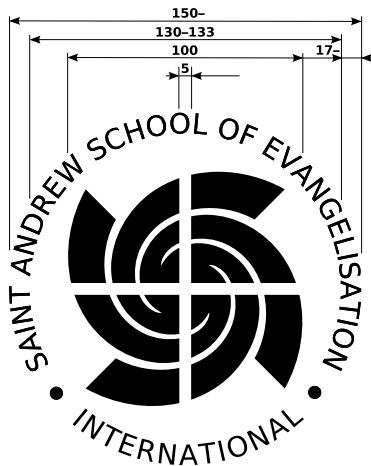
Printed with spot colors:  
PANTONE 117 C

In case of four color printing:  
CMYK: 0 C, 18 M, 100 Y, 15 K

For appearance in TV, on the internet or other multimedia devices:

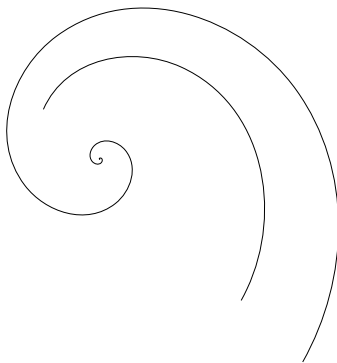
RGB: 217 R, 118 G, 0 B  
Hexadecimal: #d9b200





The logo is made up by the central pointing adjustment of the pictogram and the inscription. The inscription has three parts: the name of the school, its location and the two bordering bullets. None of these can be left out. They make up a graphic whole.

## Structure



The bows of the pictogram are made up by symmetrical spirals: the outer spiral 5 turns with 8.8 divergens, the inner spiral 6 turns with 11 divergens (inner radius: 0.915).



The size of the pictogram and that of the inscription is shown by the illustration. The type of the inscription is DejaVu Sans font. This is not a font with peculiar typographical characteristics but one that supports many languages. The direction of the pasting of the two inscriptions on the bow is reversed: the name of the school is clockwise (from left to right) and the location of the school is counter-clockwise (in case of languages writing from left to right).

*Background and color variations*

In case of random background:  
colored logo with white basis.

Placing: the diameter of the white basis is 115% of the whole logo.



In case of black and white laser printing and photocopying:  
black, monochrome logo.



In case of homogeneous, 0 to 50% optical density background:  
black, monochrome logo.



In case of homogeneous, 50 to 100% optical density background:  
white, monochrome logo.



The logo is the symbol of the school's identity. Its form and content can not be changed in any ways.

## Wrong usage



Rotation—the logo can not be rotated in any degrees from the baseline.

Distortion—the logo can not be distorted. The inner and outer contour have symmetrical circular form.

Change of dimension—it is forbidden to change the inner dimensions of the logo.

The bow of the spiral—one can not change the pictogram.

Rounding—one can not simplify the pictogram.

Without inscription—the inscription and the pictogram together form the logo.

Inscription—the inscriptions must have the same font size and be situated on the same optical circular bow. The bordering bullets must also be situated on the bow.





*Change of colors*—the colors indicated on the previous page can not be changed.

*Stroke*—there is no stroked logo.

*Raster with low dissolving*—the logo should possibly be applied with vector graphics. In case of need of raster, (ex. on the internet) one should do it with suitable dissolving.





The logo can be diminished to the point at which the inscriptions are still readable.

*Appearance size*

In case of printing the size of the logo should be at least 1% of the page. That is, if it is the size of the height and the width of the page  $a$  and  $b$ , the minimum diameter of the logo will be counted according to the following:

*Printing*

$$2 \cdot \sqrt{\frac{a \cdot b}{\pi \cdot 100}}$$

In case of the most frequent surfaces the diameter will be:

size A/3 39 mm,

size A/4 28 mm,

american stationery 27 mm,

size A/5 19 mm,

A/4 laporell 16 mm.

On surfaces that are lower than the ones indicated above, the diameter of the logo should not fall below 15 mm. In case of other sizes the size is easily countable.

On the internet the size of the logo should not be reduced below 100 px (this does not make more than 2% of the 800×600 px monitor).

*On the internet*

# Localization

The name of the school should be written in the language used in the region (if necessary: multilingual). The procedure of indicating the location is the following: in case of national or regional schools, the name of the country is written in English; in case of other schools (ex. diocese, urban, parish, movement) the language of indicating the location is the language of the region.



## Examples

See: Hungarian national school, Izraeli national school, a Mexican local school, a Serbian local school.

*Font*

The bow should be formed from the font type indicated before (DejaVu Sans). The new versions of the necessary font are accessible on the following web page:  
<http://dejavu.sourceforge.net>  
This font type includes the characters of many languages. However, if it is not possible to apply this font type, a similar sans-serif should be used.

[illegible]

## Technique

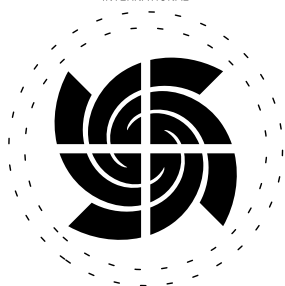
Localization should be done with vector graphics editor (we should not use raster graphics for this aim). The simplest solution is to use Inkscape because this is free and the logo was produced by it, too.

The most easiest way to learning how to use Inkscape is to apply for the descriptions from the Help menu. For the preparation of the logo this description is enough.

By using Inkscape the below presented procedure should be applied to prepare the logo:

Step by step...

• SAINT ANDREW SCHOOL OF EVANGELISATION • INTERNATIONAL  
INTERNATIONAL



1. Install DejaVu font type and Inkscape:  
<http://www.inkscape.org/>.

2. Open the logo\_base.inkscape.svg file and save as X name but using the same format.

3. Write the name of the school and its location in the first text box. Bullets (U+26AB●) and empty characters (U+2003—"Em Space") should not be deleted! Put it on the inner bow and adjust font size with decimal exactitude so as it forms a circle.



4. Search for the ideal size of the bows so as they would fit the size of the fonts and would fit the borders given (the inner bow between 130–130%, the outer bow 150% or above). Adjust the bows, align them to the centre near each other and repeat the adjusting of the font size if necessary. Adjust paper size to outer bows if necessary.

5. Rotate the bow of the inscription to the right place so as the spots stay horizontally (draw a



guideline if necessary).  
Change the color of the text  
to gray.

6. The name of the school is written to the other text box and then the font size is adjusted to the one indicated before. This is put on the outer bow (now the text is “standing inside” from left to right). Rotate the bow to the left side of the grey version.



7. The place of the school’s name seems to be more dense because it “stands inside” and its width is lower. This is why we should rise letter spacing so as to make it similar to the grey text. Delete the gray school name and adjust the color of the text.

8. Remove the stroke from the bows.

9. Transform the texts to path.

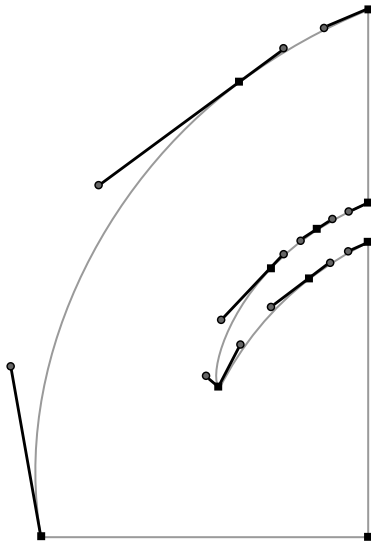


10. Adjust the fill color to the one indicated in the handbook.

11. We are ready. Save the file!  
Export it to other formats.

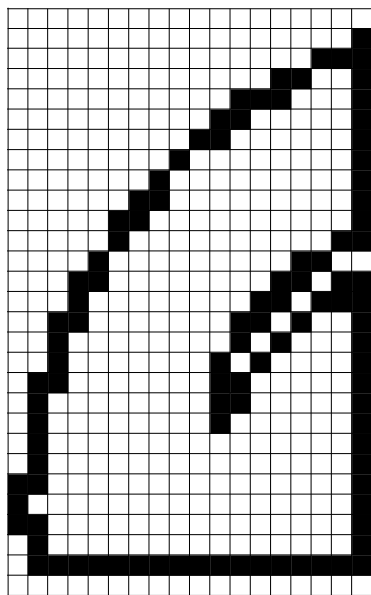
*See instructions on CD  
(/logo/\_design\_logo/). All procedures  
are saved one by one in Inkscape SVG  
files.*

# Formats



The logos may have different formats. The most beautiful is the vector format, so in case of printing one should always paste the vector format. In case of the internet it is better to paste raster graphics.

In short: For Microsoft Word we paste WMF files and for OpenOffice2 we use ODG drawings.



SVG Scalable Vector Graphics  
ODG OpenDocument Drawing  
WMF Windows Metafile

*Vector formats*

PNG Portable Network Graphics  
BMP Windows Bitmap

*Raster formats*

SVG Native Inkscape (.svgz)  
EPS Encapsulated PostScript  
PDF Portable Document Format

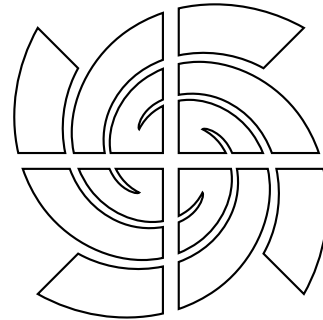
*Prepress*

# Pictogram

The pictogram can be used as individual graphic element.

## *Further forms*

*Stroke pictogram*—when using only the pictogram, it can be stroked.



*Half pictogram*—it is possible to use it but it should always be a whole, its parts should not be missing.



## *Wrong usage*

*Filled pictogram*—one should not distort the pictogram.



*Without cross*—the pictogram without inner cross is not a whole.





The two stars (\*\*) stand for the language code (ex. en, hu, es) and the “XYZ” for the formats (svg, png, pdf, bmp, eps).

## The content of the CD

/handbook_**.pdf	The handbook in ** language.
/handbook/	The materials of the handbook
/handbook/illustration/	The illustrations of the handbook (Inkscape SVG)
/handbook/text/**/*.odt	The text of the handbook in ** language (ODF)
/handbook/text/handbook_**.sla	The source file of the handbook in ** language (Scribus)
/logo/_design_logo/	The steps of preparing the logo (Inkscape SVG)
/logo/_design_pictogram/	The steps of preparing the pictogram (Inkscape SVG)
/logo/**/	The elements the logo of the given language
/logo/**/logo_**.inkscape.svgz	The source file of the given language (Inkscape SVG)
/logo/**/logo_**.XYZ	The normal logo of the given language
/logo/**/logo_**_color.XYZ	The colored logo of the given language
/pictogram.XYZ	The pictogram
/pictogram.inkscape.svgz	The editable file of the pictogram (Inkscape SVG)
/pictogram_outline.XYZ	The stroked pictogram
/pictogram_outline.inkscape.svgz	The editable file of the stroked pictogram
/logo_base.inkscape.svgz	The source file of the localization of the logo
/logo_base.svg	The localization of the logo—importable file (plain SVG).







Made by: Gyuris Gellért,  
Translation by: Kiss Zsuzsanna,  
Hungarian Regional Office  
Budapest, 2006

Version: en-1.0

The logo was produced by the Inkscape  
vektor graphic editor, the inscription is  
based on the DejaVu font type.  
The handbook was made by using  
Gentium font type by Scribus DTP  
program.

<http://www.scribus.net/>  
<http://www.inkscape.org/>  
<http://www.sil.org/~gaultney/gentium/>  
<http://dejavu.sourceforge.net/>

Scribus 1.3.3.6  
Inkscape 0.44.1  
Gentium 1.02  
DejaVu 2.12