Pauline 2024
Trademark Guidelines

1.0

BASIC ELEMENTS

PRESENTATION

In February 2024, as Daughters of St. Paul, we adopted a new institutional logo and a renewed editorial visual identity that combine both physical and digital aspects, in an immediate and essential graphic style. After 30 years since the launch of the Pauline brand, we felt the need to initiate a *rebranding* effort to communicate better and in a coordinated manner in the more than 50 nations where we are present.

The blue-colored ellipse, drawn with an open and inclusive line, represents the world to which Paulines are called to proclaim the Gospel. The blue color recalls the digital sphere and electromagnetic waves, expressing our desire to be apostles of the 21st century.

The letter P, in the same identifying color red as that used in 1994, represents the pastoral impetus of Paul, our model of life in Christ and inspirer of the mission. In some languages, the P also evokes the words Parola, Palabra, Palavra ... the Word to be diffused throughout the world.

The Pauline logotype, placed below the symbol containing the ellipse and the P, represents its solid base, like the roots of a majestic tree.

The *restyling* of the Pauline publishing trademark was developed with Riccardo Rossi's Nova Opera Agency, which accompanied the Congregation and Pauline publishing in a process of listening and renewal that lasted more than two years and involved hundreds of sisters and lay people around the world.

These *guidelines* contain indications for the correct application of the Pauline publishing trademark in the various areas of our multifaceted apostolic activity (publishing, signage, printed matter and presentations, official social network pages, etc.).

THE TRADEMARK IN THE WORLD

Paoline

Italy
Vatican

Paulinas

Angola
Argentina
Bolivia
Brazil
Chile
Colombia
Ecuador
Mexico

Mozambique
Paraguay
Peru
Portugal
Puerto Rico
Dominican Republic
Spain
Venezuela

Paulines

Congo
Ivory Coast
Philippines
Kenya
Malawi
Malaysia
Nigeria
Pakistan

Papua New Guinea
Quebec, Canada
Singapore
South Africa
South Sudan
Tanzania
Thailand
Uganda

Ghana
Zambia
Zimbabwe

THE TRADEMARK IN THE WORLD

Pauline

Australia
Toronto, Canada
Great Britain
India
Romania
United States

Paulus-Schwestern

Germany

Paulínky

Czech Republic

바오로딸

Korea

Paulistki

Poland

Paoly

Madagascar

聖保祿書局

Taiwan
Hong Kong
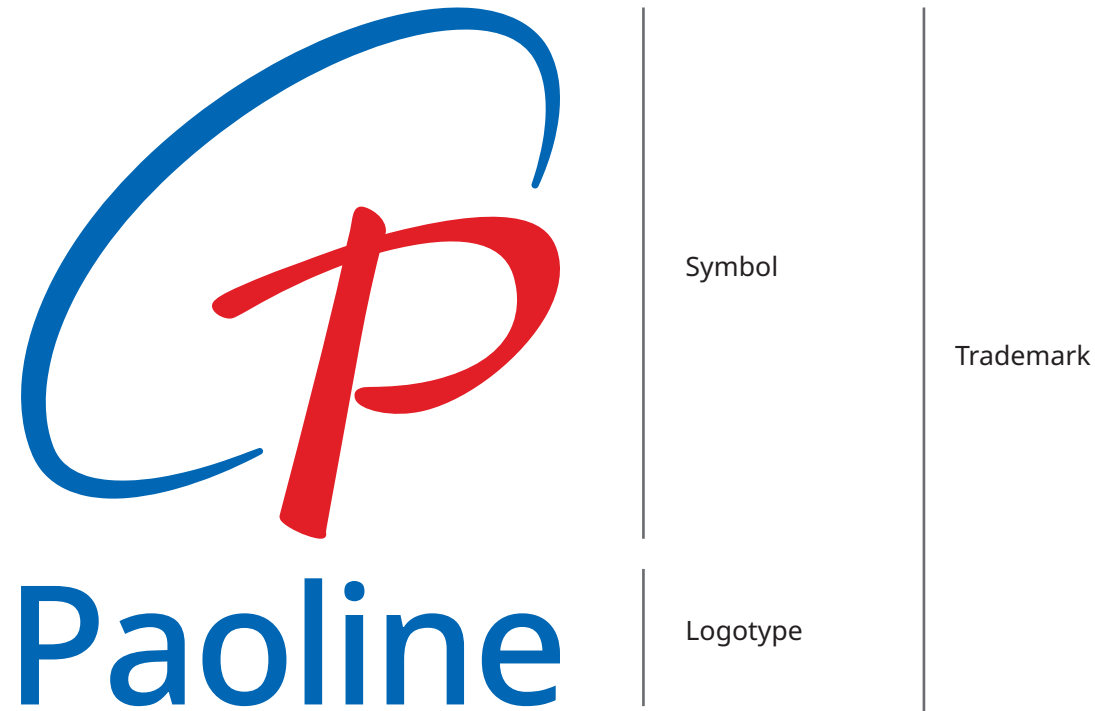Macau

聖パウロ書院

Japan

上智文化事業

Taiwan
Hong Kong
Macau

女子パウロ会

Japan

เปาลีเน

Thailand

BASIC ELEMENTS

The Trademark

The **Trademark** is the **Symbol** with the addition of the "Pauline" inscription/typography, which we will call here the Logotype.

We will call **Symbol** the red "P" and the blue-colored ellipse.

Symbol

Trademark

Logotype

BASIC ELEMENTS
Symbol

The new symbol is composed of the classic red "P", symbol of the Pauline trademark, and an ellipse referring to the "world"; both of these elements have been present in the logo since 1994.

The ellipse represents the Congregation scattered around the world, its universality, and the places, both physical and digital, to be reached (to be inhabited) for the proclamation of the Gospel.

Logotype

The font chosen for the Pauline trademark is **Noto Sans Medium.**

For customizations and specifications to be entered under the Trademark, however, the font to be used is **Noto Sans Light** uppercase.

Noto is a collection of high-quality fonts with multiple weights and widths in sans, serif, mono, and other styles. Noto fonts are perfect for a harmonious, aesthetic, and typographically correct global communication in more than 1,000 languages and over 150 writing systems.

-50   -20

Pauline

Noto Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:;?!*"()&ˇ´^¨`,~

Noto Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:;?!*"()&ˇ´^¨`,~

Stylistic alternatives

I > I

Ì > Ì

Í > Í

BASIC ELEMENTS

Pairing

The symbol and logotypes are juxtaposed with each other according to a precise arrangement and with well-defined graphic relationships, which must always and in all cases be respected in their application.

The lettering and color should also not deviate from the standard.

X

X/10

X/4,5

BASIC ELEMENTS

Monochromatic version

The all-black version of the trademark is used on a white or light-colored background when two colors cannot be used.

Negative color version

The negative version of the trademark, with the white ellipse and red P, is for use on black or dark-colored backgrounds.
This version is attractive when the trademark is of a discrete size.

It becomes less bright as the trademark gets smaller.
Therefore, the use of this version is preferred for advertising pages, posters, window displays, exhibitions; it can also be used for covers, but only when the trademark is larger than 30 mm.

BASIC ELEMENTS

Negative monochromatic version

Use on black or dark toned backgrounds.

BASIC ELEMENTS
Screened version

When printing in black color on a white or light background, the symbol and/or trademark can be screened, resulting in a gray (70%), to give more movement to the trademark.

BASIC ELEMENTS

Usage on photographic backgrounds

The trademark may be used on photographic backgrounds as long as legibility is guaranteed.
It should be used in white on dark photographic backgrounds
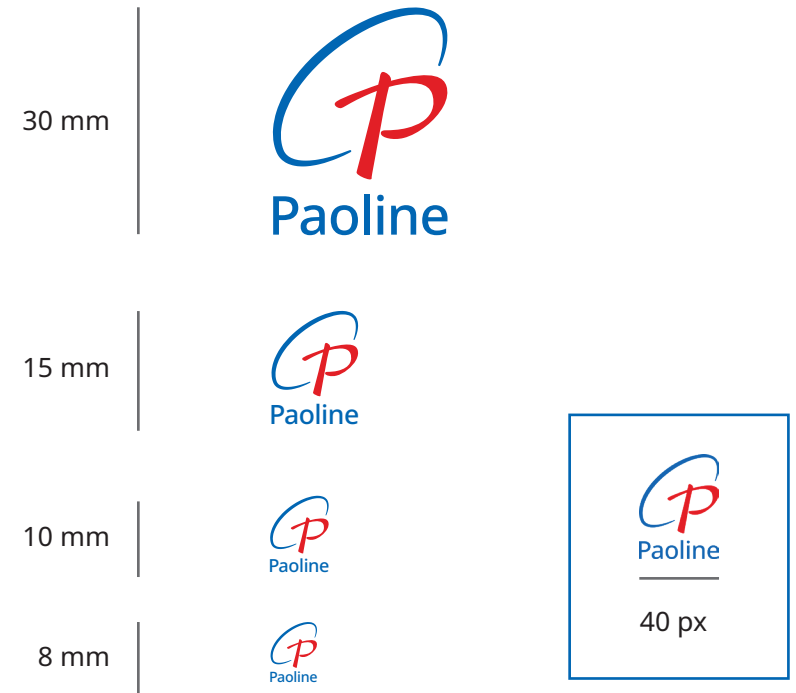or in color on light photographic backgrounds.

BASIC ELEMENTS

Minimum size

The use of the symbol below 5 mm in height should be avoided.
In digital applications avoid using the symbol below 25 px base.
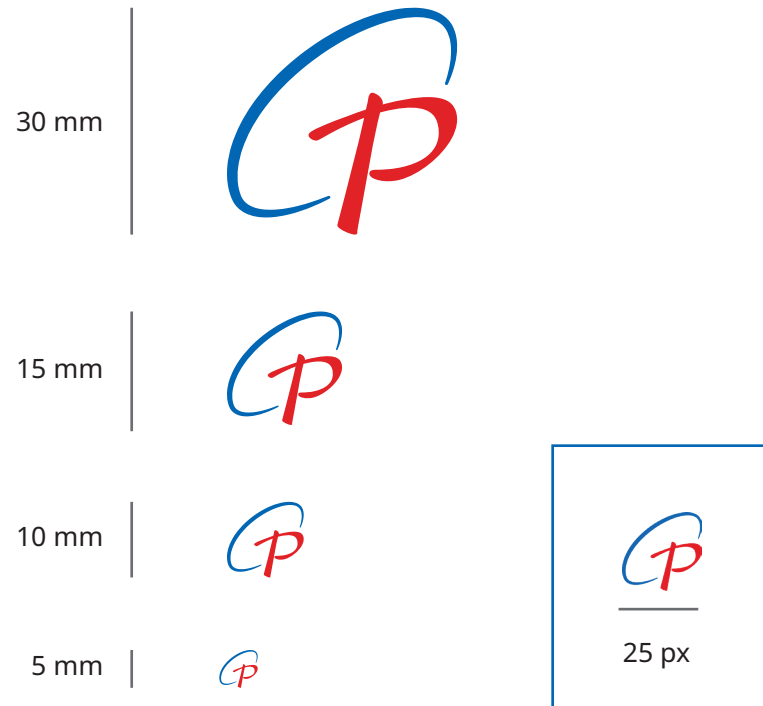
The use of the trademark below 8 mm in height is to be avoided.
In digital applications avoid using the trademark below 40 px base.

BASIC ELEMENTS
Colors

The basis of Pauline's visual identity is the consistent use of the institutional colors: red and blue.

Pantone	485
CMYK	6, 100, 100, 0
RGB	217, 0, 27
HTML	d9001b

Pantone	285
CMYK	100, 60, 0, 0
RGB	0, 92, 169
HTML	005ca9

BASIC ELEMENTS

Trademark with specifications for book centers

The network of Pauline bookstores has 224 Media Centers, spread across five continents.
In some countries it is necessary to add a specification to the trademark, especially for store signs.

The logotype and specification are juxtaposed with each other according to a precise arrangement and with well-defined graphic relationships, which must always and in all cases be respected in their application.

The specification may not exceed the length of the logotype. Use the Noto Sans Light font for the specification.

X

X/16

X/8

BASIC ELEMENTS

Trademark with specifications for book centers

Paoline
LIBRERIA

Paulistki
WYDAWNICTWO

Pauline
BOOK CENTER

Paulinas
LIBRERÍA

Paulinas
LIVRARIA

Paulus-Schwestern
BUCHHANDLUNG

Pauline
BOOKS & MEDIA

Paulínky
KNIHKUPECTVÍ

Trademark with Specification

In some countries it is necessary to add a specification to the logo, for example to indicate a department.

The logo and specification should be juxtaposed with each other according to the provision already given for use in the book centers.

X

X/16

X/8

BASIC ELEMENTS

Trademark with Specification

Paoline
INTERNATIONAL

Paulinas
S A B

Paulinas
COMEP

Paulinas
CURSOS

Paulinas
SEPAC

BASIC ELEMENTS

Trademark with Specification - Minimum size

The use of the trademark with a specification below 10 mm is to be avoided.

In digital applications, avoid using the symbol below the 40 px base.

If a trademark with a smaller size needs to be used than what is recommended, or if the trademark is to be used on backgrounds where readability is compromised, it is possible to use only the symbol.
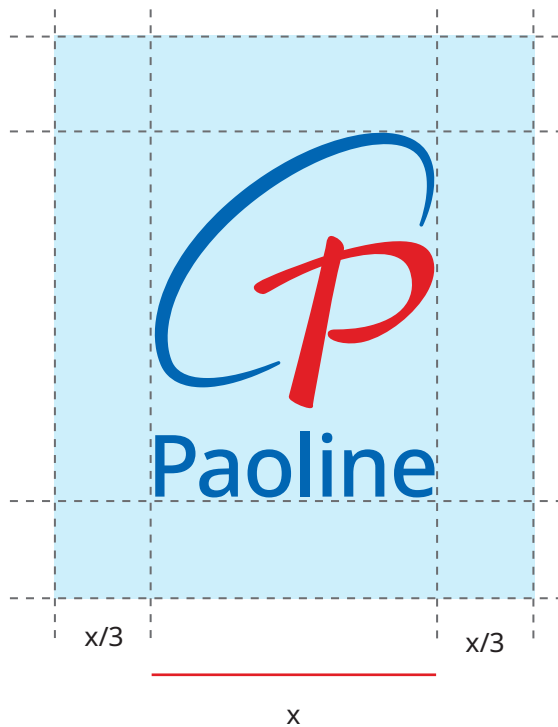
30 mm

15 mm

12 mm

10 mm

40 px

BASIC ELEMENTS

Spatial Requirements

To ensure that the trademark is not subjected to visual interference, it should be placed at a minimum distance from other text and graphic elements.

The minimum distance to be observed on all sides of the logo is equal to one-third of the base of the trademark.

The legibility of the trademark is best if the space surrounding it is large enough; this buffer, called the buffer area, is to be considered the minimum: therefore, when possible, it should be increased.

x/3   x/3

x

x/3   x/3

x
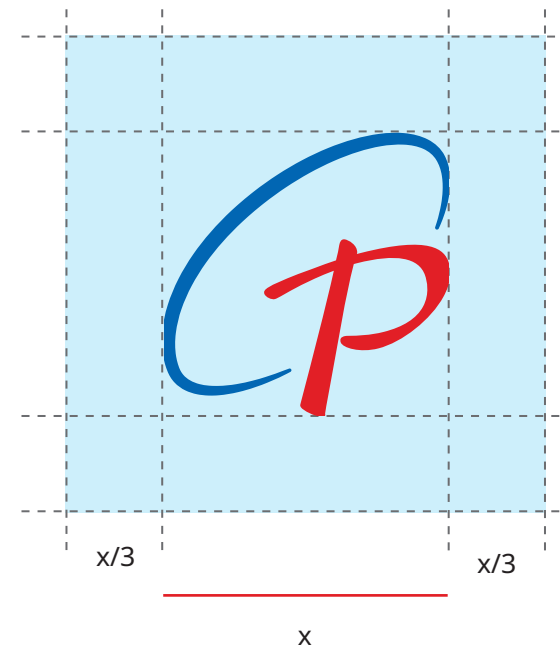
Do not change the correct position of the elements

Do not change the color of the elements

Do not change the correct proportions of the elements

Do not distort the logo

Do not change the font

Do not ignore different versions of the logo

2.0

PRINTED MATERIALS FOR CORRESPONDENCE AND PRESENTATIONS

PRINTERS

Preface

The models presented follow **standard formats**.

If some countries have their own standards or customs for letterhead, envelopes, signatures, etc., **it is possible to adapt all materials to local rules.**

The printing result may vary depending on the use of professional printers used in print shops or office printers.

The use of a watermark may be optional.

It can be omitted in files printed in offices where not all printers can print without borders.

The recommended watermark opacity is 3%, but it can go up to 5% depending on need and the printing technology being used.

The official font to be used is Noto Sans, but it is not present by default on PCs. So to avoid problems with formatting on various types of files (Word, Power Point, etc.) sent and opened on different PCs, the Arial font may be used.

The margins of letterheads, based on needs, can vary from a minimum of 12 mm to a maximum of 25 mm; consideration should be given to the fact that commonly used printers add a margin of 5 mm on each side.

PRINTED MATERIALS

Letterhead

Format
A4, 210 x 297 mm

Trademark
h 20 mm

Print
4 colors

Data
Data from the Italian apostolic sectors were used.

Website
Insert here the official Pauline publisher website and possibly the store website.

All sizes are
expressed in millimeters.
All font weights
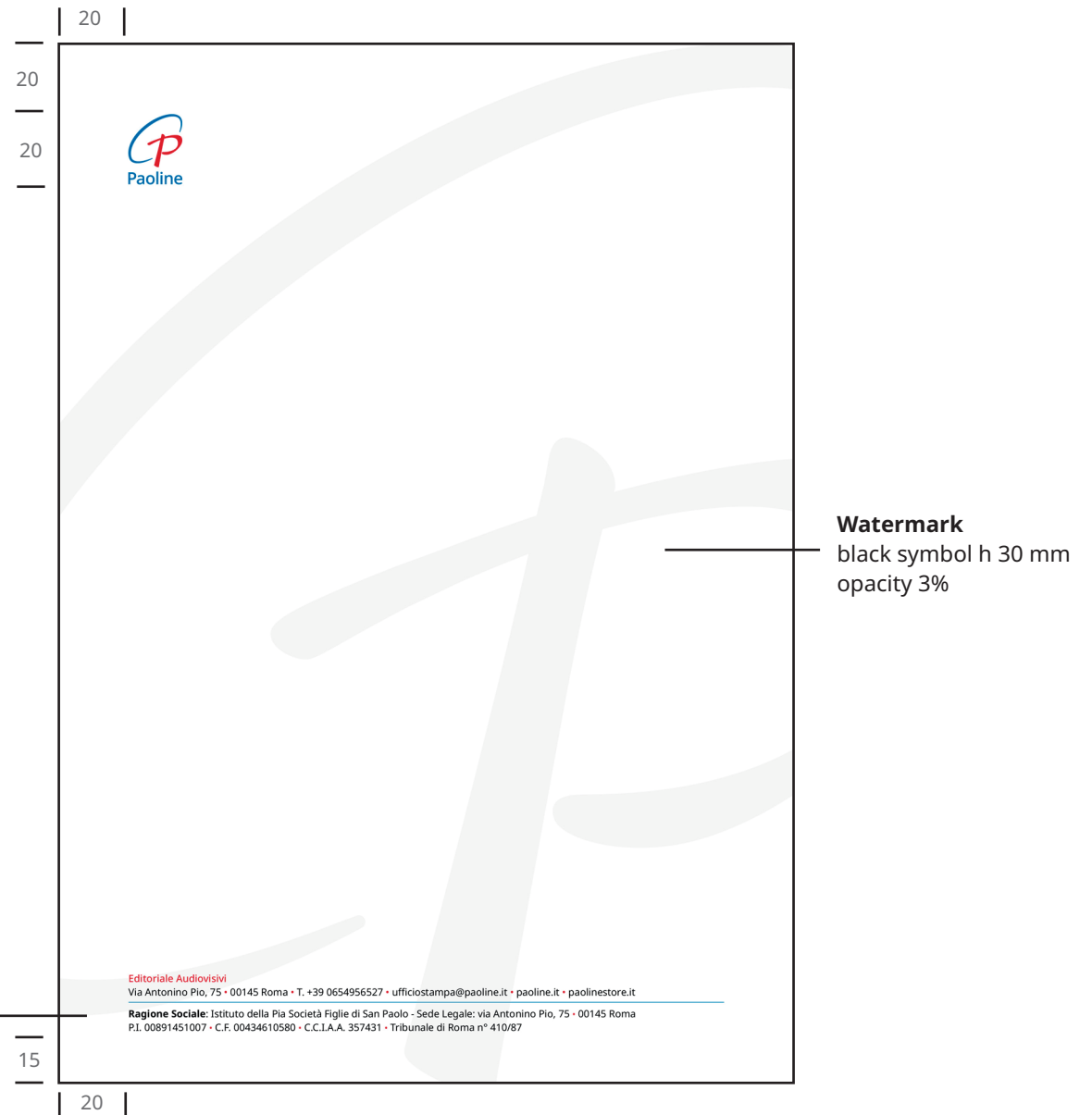are expressed in points.

Apostolic sector
Noto Sans Medium 8 pt
"pauline red"

Data
Noto Sans 8 pt,
line spacing 11 pt

Line
0,5 pt "pauline blue"

20

20

20

Paoline

Watermark
black symbol h 30 mm
opacity 3%

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Ragione Sociale: Istituto della Pia Società Figlie di San Paolo - Sede Legale: via Antonino Pio, 75 • 00145 Roma
P.I. 00891451007 • C.F. 00434610580 • C.C.I.A.A. 357431 • Tribunale di Roma n° 410/87

15

20

PRINTED MATERIALS

Letterhead succeeding sheets

Format
A4, 210 x 297 mm

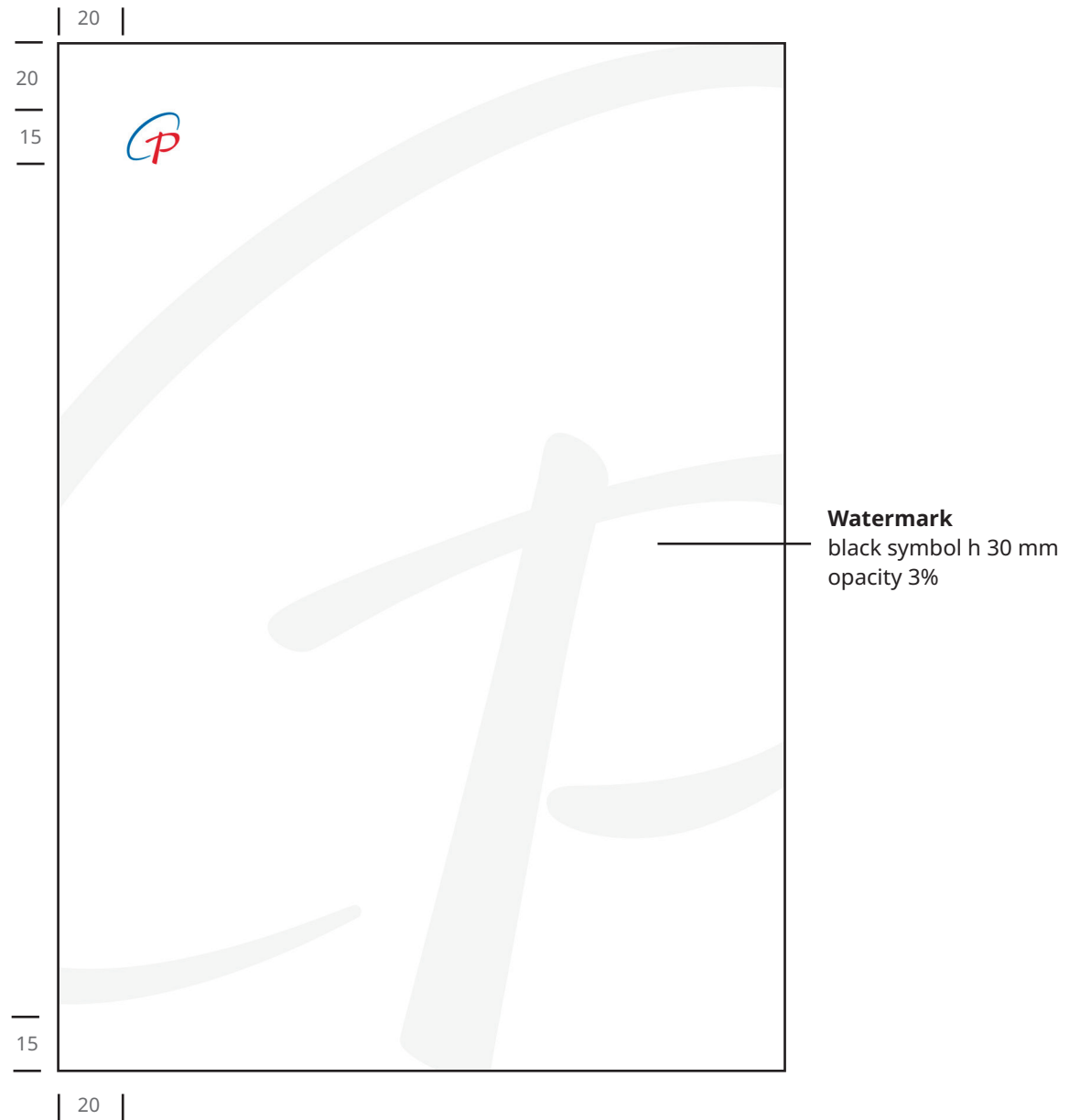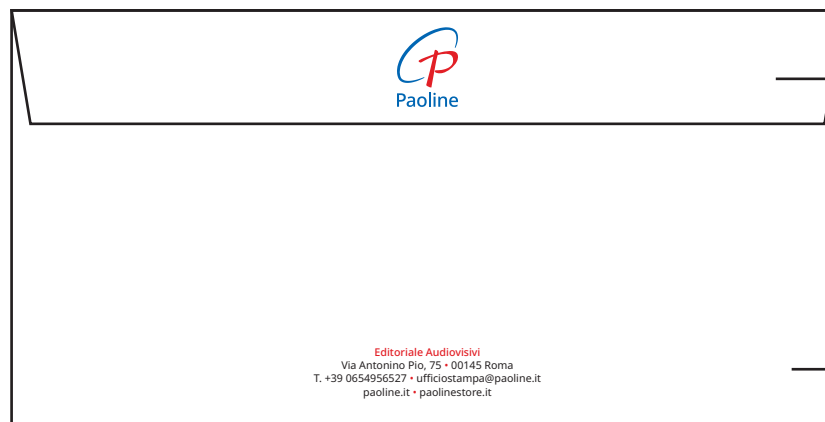**Trademark**
h 15 mm

Print
4 colors

All sizes are
expressed in millimeters.
All font weights
are expressed in points.

20

20

15

Watermark
black symbol h 30 mm
opacity 3%

15

20

PRINTED MATERIALS

Envelope 22 x 11

Format
220x110 mm

Trademark
h 20 mm

Print
4 colors

Website
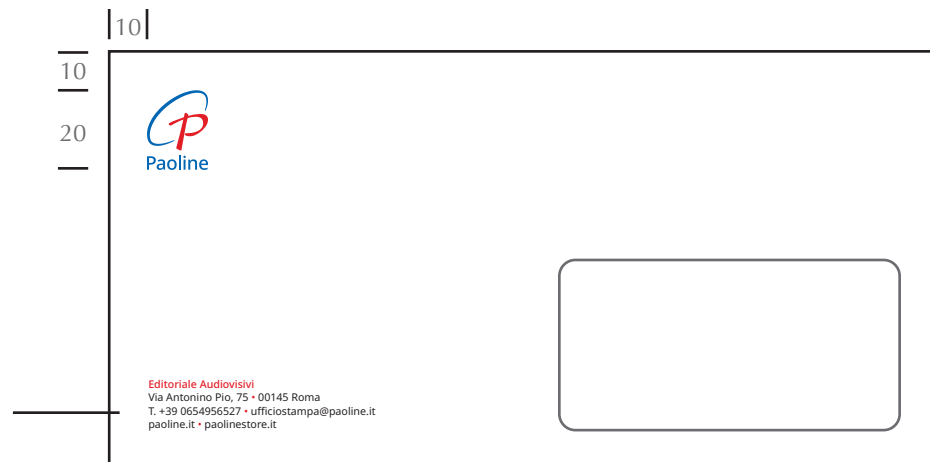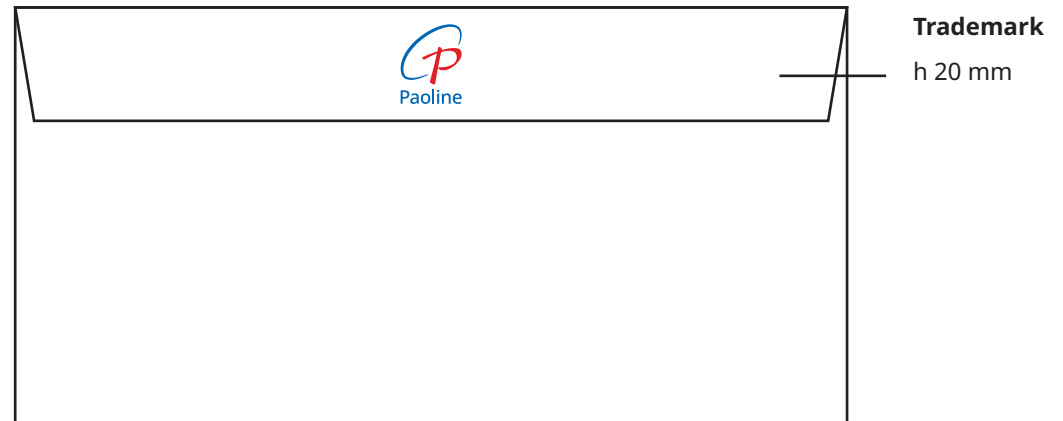Insert here the official Pauline publisher website and possibly the store website.

All sizes are
expressed in millimeters.
All font weights
are expressed in points.

Trademark
h 20 mm

Header
Noto Sans Medium 8 pt

Data
Noto Sans Regular 8 pt
line spacing 11 pt

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|10|

10

20

Paoline

PRINTED MATERIALS

Envelope 22 x 11 with window

Format
220x110 mm

Trademark
h 20 mm

Print
4 colors

Website
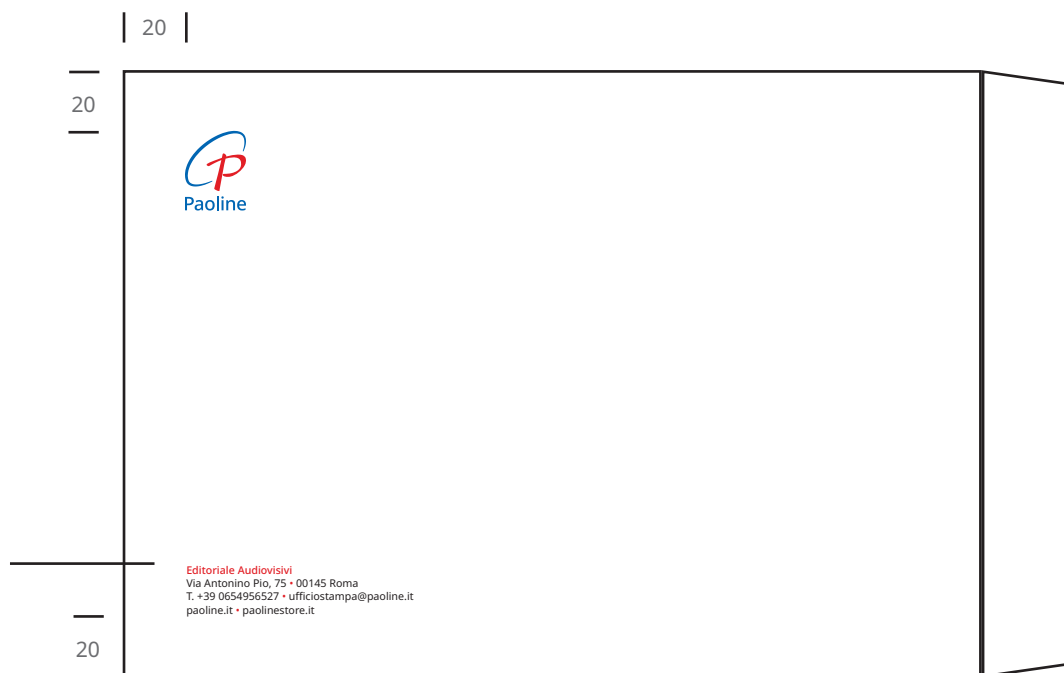Insert here the official Pauline publisher website and possibly the store website.

All sizes are
expressed in millimeters.
All font weights
are expressed in points.

Trademark
h 20 mm

Paoline

|10|

10

20

Paoline

Header
Noto Sans Medium 8 pt

Data
Noto Sans Regular 8 pt
line spacing 11 pt

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PRINTED MATERIALS

Bag envelope 23 x 33 - horizontal

Format
230x330 mm

Trademark
h 30 mm

Print
4 colors

Website
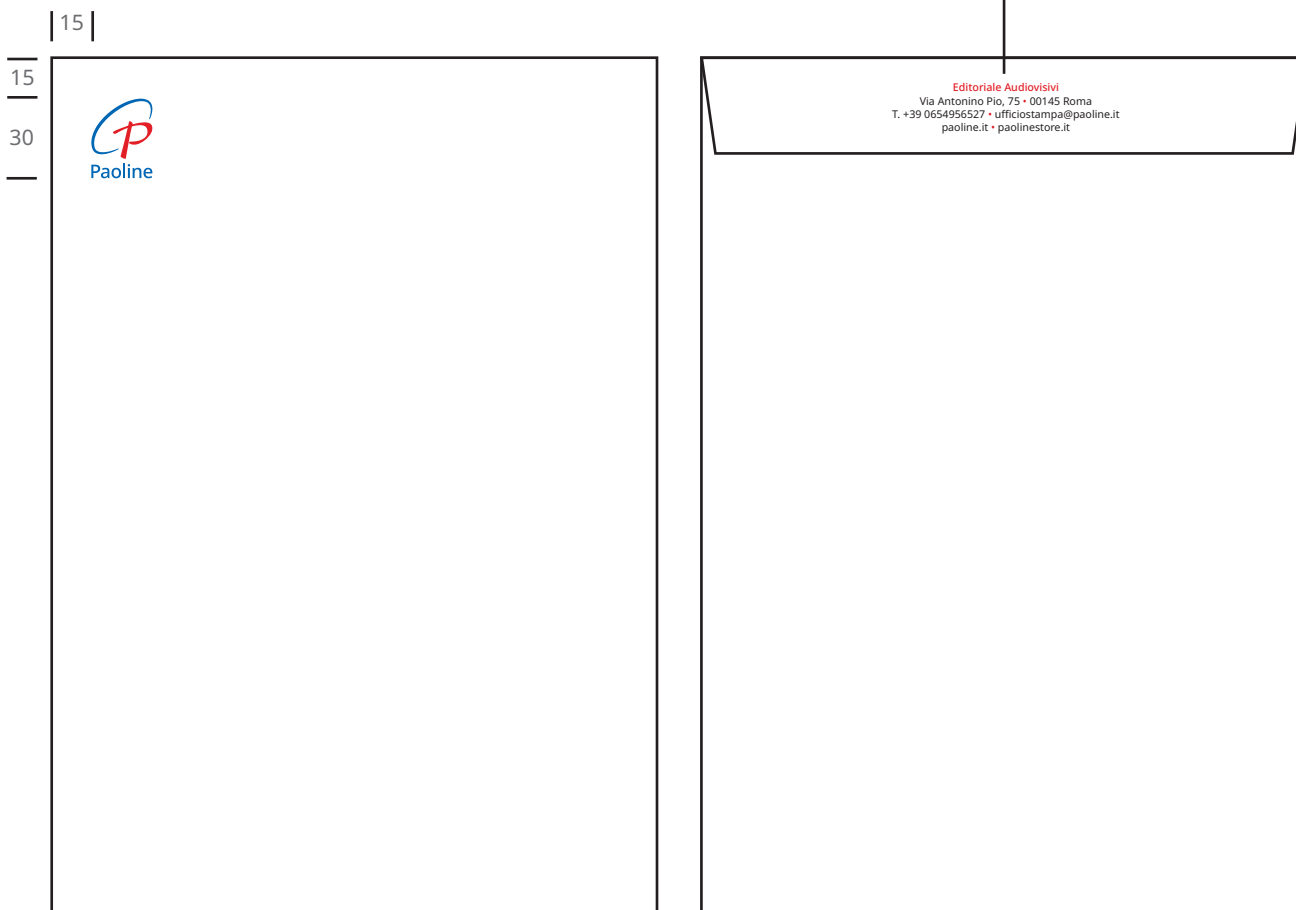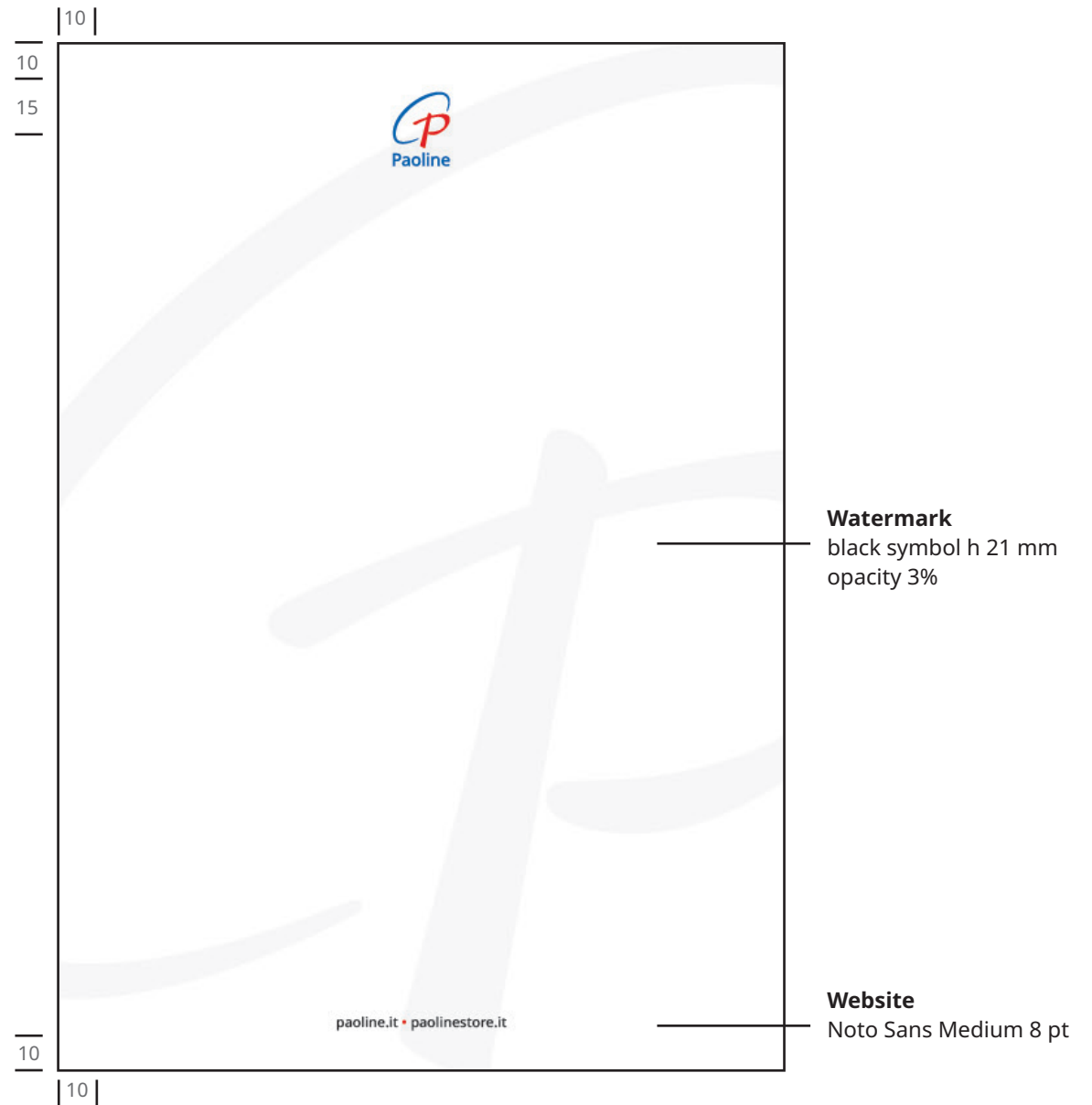Insert here the official Pauline publisher website and possibly the store website.

All sizes are
expressed in millimeters.
All font weights
are expressed in points.

Header
Noto Sans Medium 8 pt

Data
Noto Sans Regular 8 pt
line spacing 11 pt

20

20

P Paoline

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20

PRINTED MATERIALS

Bag envelope 23 x 33 - vertical

Header
Noto Sans Medium 8 pt

Data
Noto Sans Regular 8 pt
line spacing 11 pt
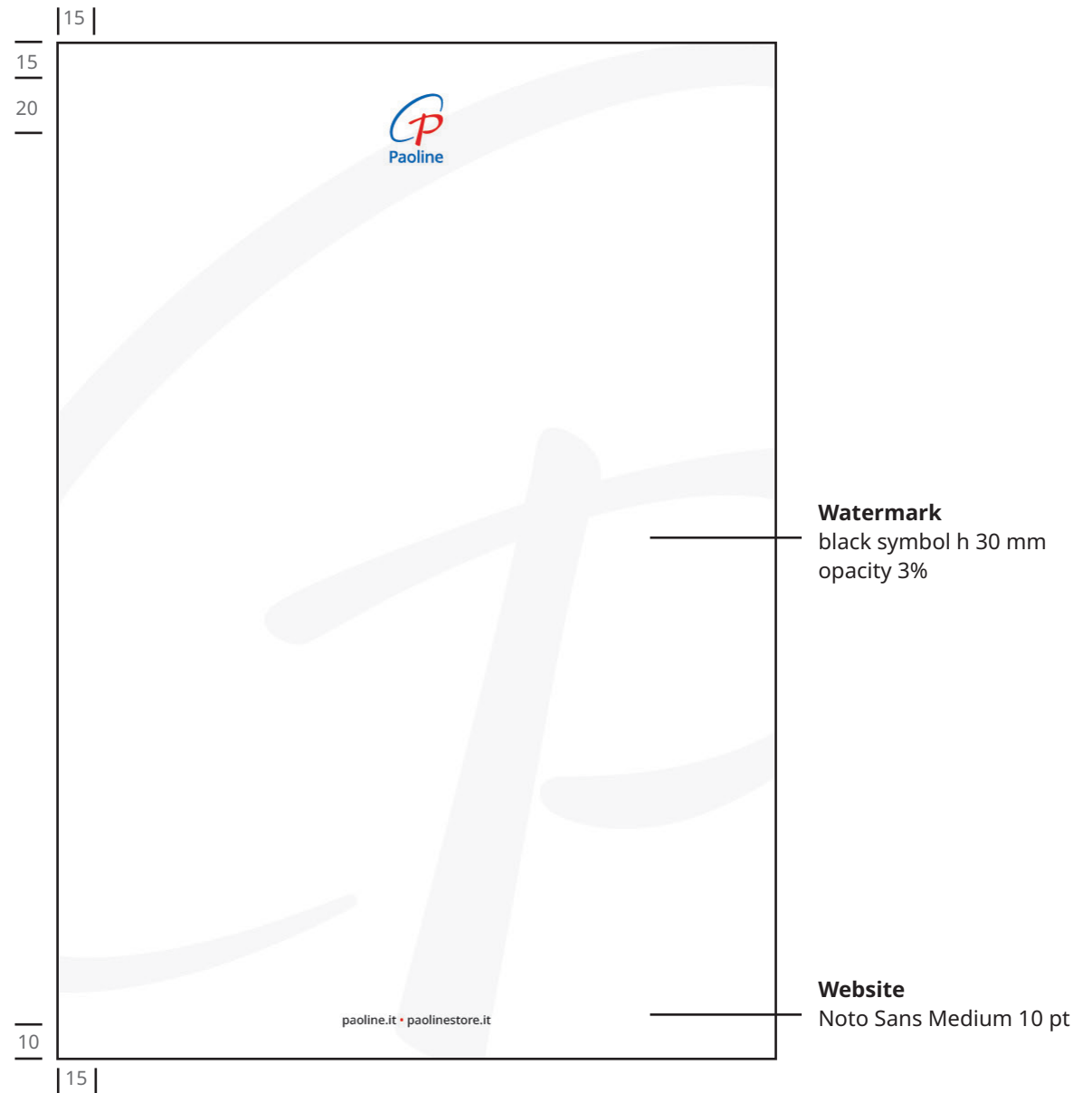
Format
230x330 mm

Trademark
h 30 mm

Print
4 colors

Website
Insert here the official Pauline publisher website and possibly the store website.

All sizes are
expressed in millimeters.
All font weights
are expressed in points.

15

15

30

P Paoline

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PRINTED MATERIALS

Notepads – A5

Format
A5, 148 x 210 mm

Trademark
h 15 mm

Print
4 colors

Website
Insert here the official Pauline publisher website and possibly the store website.

All sizes are
expressed in millimeters.
All font weights
are expressed in points.

10

10

15

Watermark
black symbol h 21 mm
opacity 3%

paoline.it • paolinestore.it

Website
Noto Sans Medium 8 pt

10

10

PRINTED MATERIALS

Notepads – A4

Format
A4, 210x297 mm

Trademark
h 20 mm

Print
4 colors

Website
Insert here the official Pauline publisher website and possibly the store website.

All sizes are
expressed in millimeters.
All font weights
are expressed in points.

15

15

20

Paoline

Watermark
black symbol h 30 mm
opacity 3%

paoline.it • paolinestore.it

Website
Noto Sans Medium 10 pt

10

15

PRINTED MATERIALS

Business Cards

Format
85x55 mm

Trademark - front
h 15 mm

Trademark - back
h 20 mm

Print
4 colors

Website
Insert here the official Pauline publisher website and possibly the store website.

All sizes are
expressed in millimeters.
All font weights
are expressed in points.

|5|
5

Name
Noto Sans Bold 10 pt

Job Title/Role
Noto Sans Italic 8 pt

Data
Noto Sans Regular 8 pt

5

Livia Sabatti
Responsabile Editoriale Audiovisivi

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Website
Noto Sans Regular 8 pt

Paoline

paoline.it • paolinestore.it

PRINTED MATERIALS

Card stock

Format
210x110 mm

Trademark
h 15 mm

Print
4 colors

Data
Any data and specifications shall be inserted here.

Website
Insert here the official Pauline publisher website and possibly the store website.

All sizes are
expressed in millimeters.
All font weights
are expressed in points.

10

10

Watermark
black symbol h 120 mm
opacity 3%

10

10

Data
Noto Sans Regular 8 pt
Line spacing 10 pt

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Watermark
black symbol h 120 mm
opacity 3%

PRINTED MATERIALS

Power Point

Format
Widescreen 16:9

Trademark - front
h 40 mm

Trademark - back
h 50 mm

Title bar
red color

Text
White on red background,
black on white background.

Font
To avoid display problems, **Noto Sans** font
may be substituted with the **Arial** font.

PRINTED MATERIALS

Power Point

Format
Widescreen 16:9

Title bar
red color

Text
White on red background,
black on white background.

Font
To avoid display problems, **Noto Sans** font
may be substituted with the **Arial** font.

TITOLO Arial **Bold 16** · SOTTOTITOLO Arial Regular 14

Esempio di slide interna Power Point con solo testo.
Testo campione Arial 12 pt, composto a bandiera sinistra, interlinea singola.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

Titolo presentazione   data   pagina

TITOLO Arial **Bold 16** · SOTTOTITOLO Arial Regular 14

Testo Arial 12 pt, composto a bandiera sinistra, interlinea singola.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Titolo presentazione   data   pagina
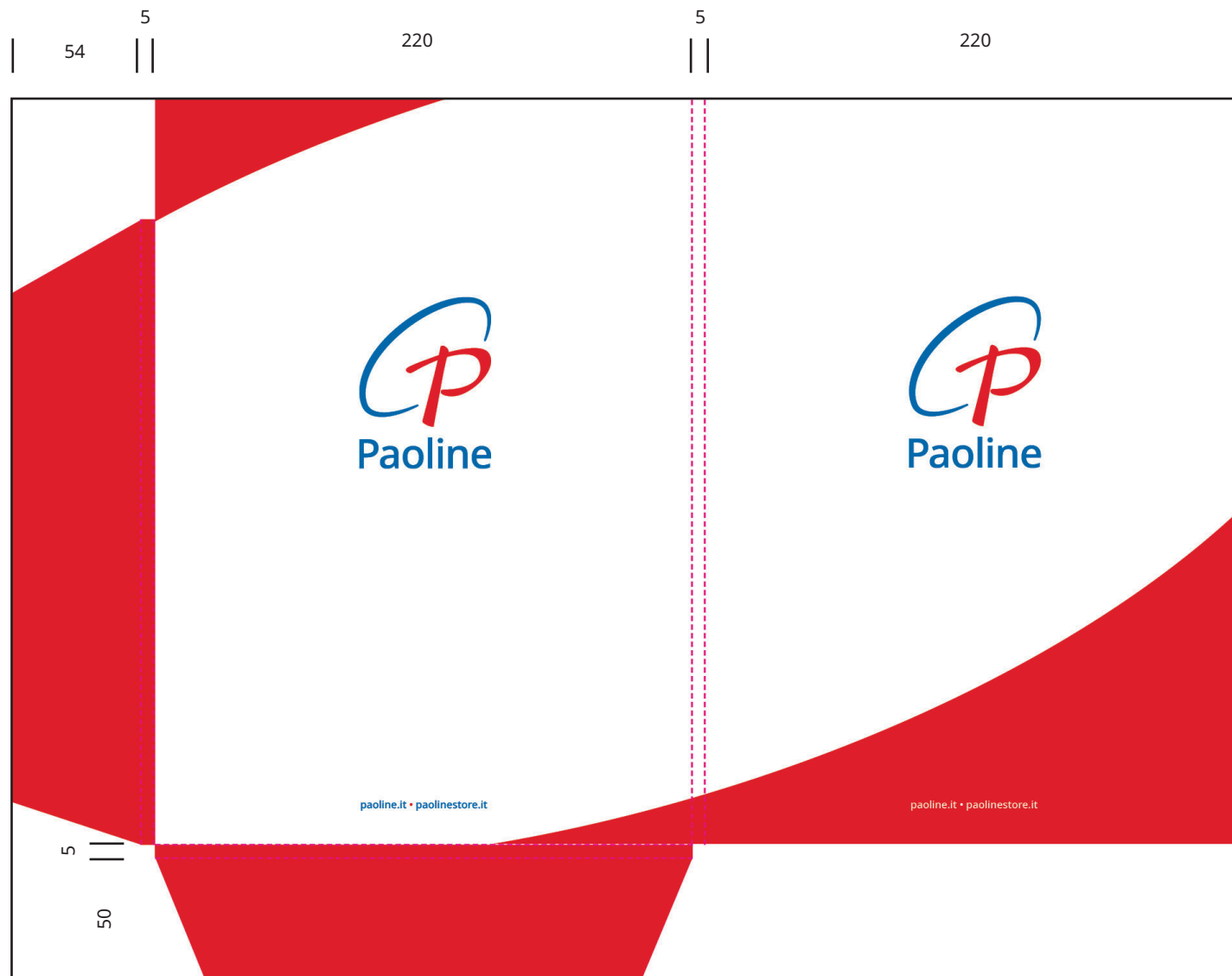
PRINTED MATERIALS

Folder

Trademark
h 70 mm

Website
Noto Sans Medium 12 pt

54   5   220   5   220

5

50

paoline.it • paolinestore.it

paoline.it • paolinestore.it

PRINTED MATERIALS

Email

Trademark
h 60 px

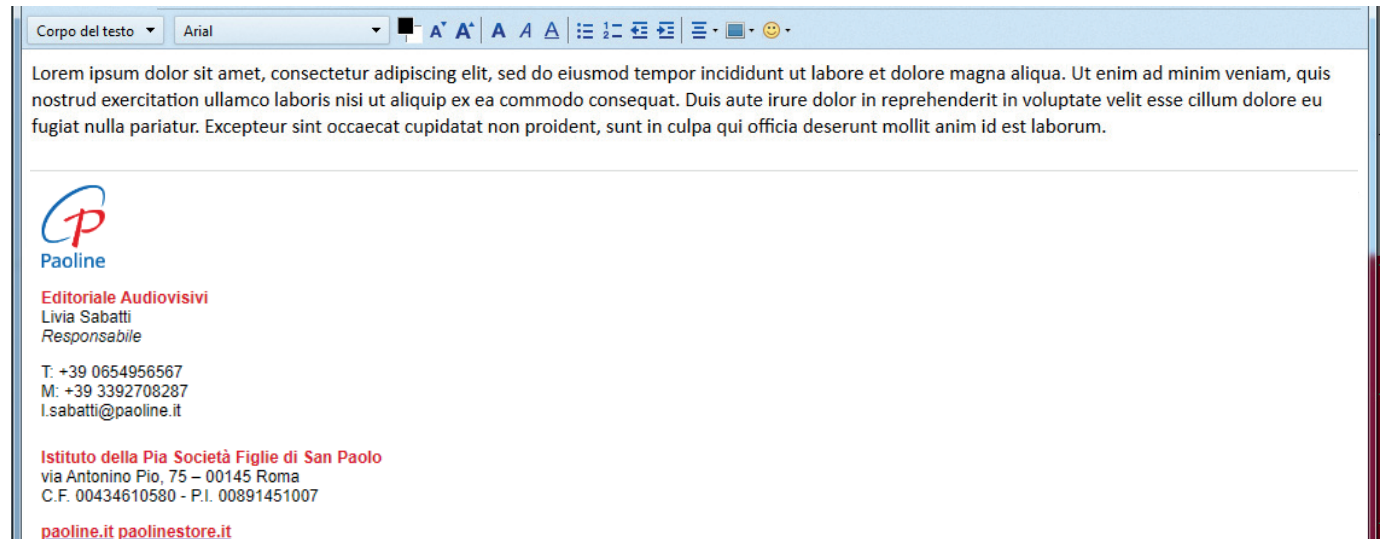**Office**
Arial Bold 11 pt, red

Name and Surname
Arial 11 pt, black

Job title/Role
Arial Italic 11 pt, black

Address
Arial 11 pt

3.0

SIGNS AND SIGNAGE

SIGNS AND SIGNAGE

It is almost impossible to give models for applying the trademark to bookshop signs, because the spaces for the sign are of widely varying sizes and shapes from book center to book center.

The models that follow are only intended to help keep in mind that the Pauline trademark must be absolutely preeminent.

Leave a minimum distance between the trademark and the edges of the sign equal to twice the distance between the symbol and the logotype.

Always respect the dimensions, proportions, font and institutional colors of the trademark.

SIGNS AND SIGNAGE
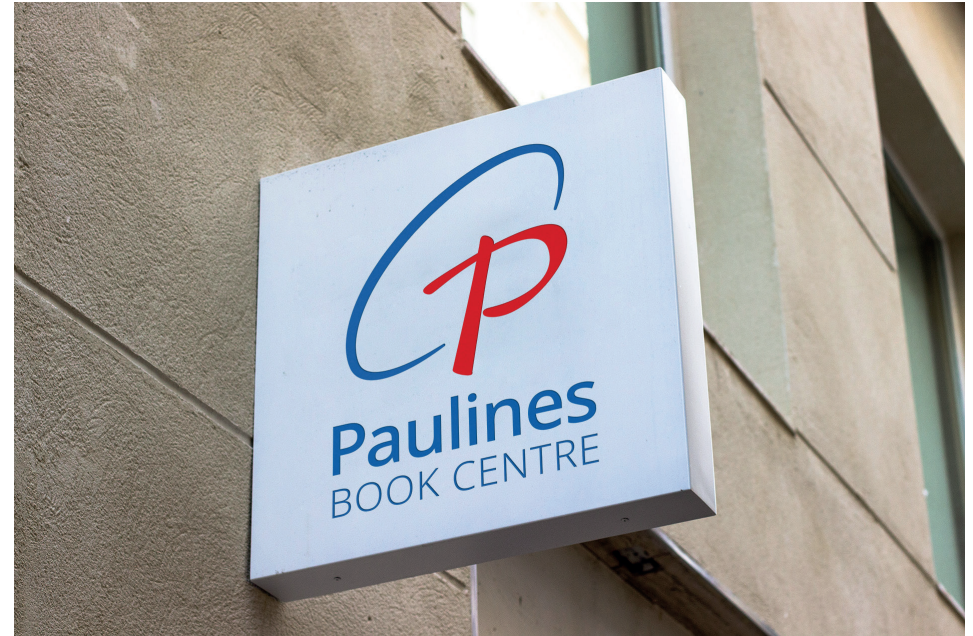
SIGNS AND SIGNAGE

Trademark with specifications for book centers
Horizontal alignment without logotype

Avoid having the symbol followed by the logotype.

Use Noto Sans Medium font with a character alignment of -20.

X

X/3

Libreria Paoline

X/2

X

X/3

Book Center

X/2

Trademark with specifications for book centers

Horizontal alignment without logotype

X

X/3

바오로딸

X/2

X

X/3

Librairie Md Paoly

X/2

Trademark with specifications for book centers

Horizontal alignment

X/3

X

Libreria

X/2

Paoline

X

Book Center

X/2

Pauline

X/3

SIGNS AND SIGNAGE

Trademark with specifications for book centers

Horizontal alignment without logotype

SIGNS AND SIGNAGE

Trademark with specifications for book centers

Vertical alignment

X

X/3

Libreria Paoline

X/2

SIGNS AND SIGNAGE

Trademark with specifications for book centers

Vertical alignment

SIGNS AND SIGNAGE

Symbol with specifications for book centers

Vertical alignment

Where possible, it is advisable to clearly separate the trademark from the specification by placing the latter in a "pauline red" color stripe.

SIGNS AND SIGNAGE
Signs

SIGNS AND SIGNAGE

Banners

This is an example of an application of the trademark in a banner.

The trademark is centered and must have a minimum distance from the edge equal to the height of the logotype.

SIGNS AND SIGNAGE

Shelf signage

Where there is need for shelf signage.

Two configurations are possible:
- Red text on white background
- White text on red background

Text
Noto Sans Medium

<div style="border: 1px solid black; text-align: center;">

SPIRITUALITÀ

</div>

<div style="background: red; color: white; text-align: center;">

SCIENZE TEOLOGICHE

</div>

4.0

PUBLISHING

PUBLISHING

Notes on Graphic Settings

There are graphic rules to follow in the application of the trademark on productions. However, every rule must be taken with a certain flexibility of application that allows for a readable and agreeable result.

The trademark must always be placed on all covers and the symbol must never be used without the logotype.
On the spine, instead, the symbol must always be placed without the logotype.

For digital books, the same instructions may be followed as described here, adapting when necessary, while still respecting the measurements, proportions, colors and spatial requirements.
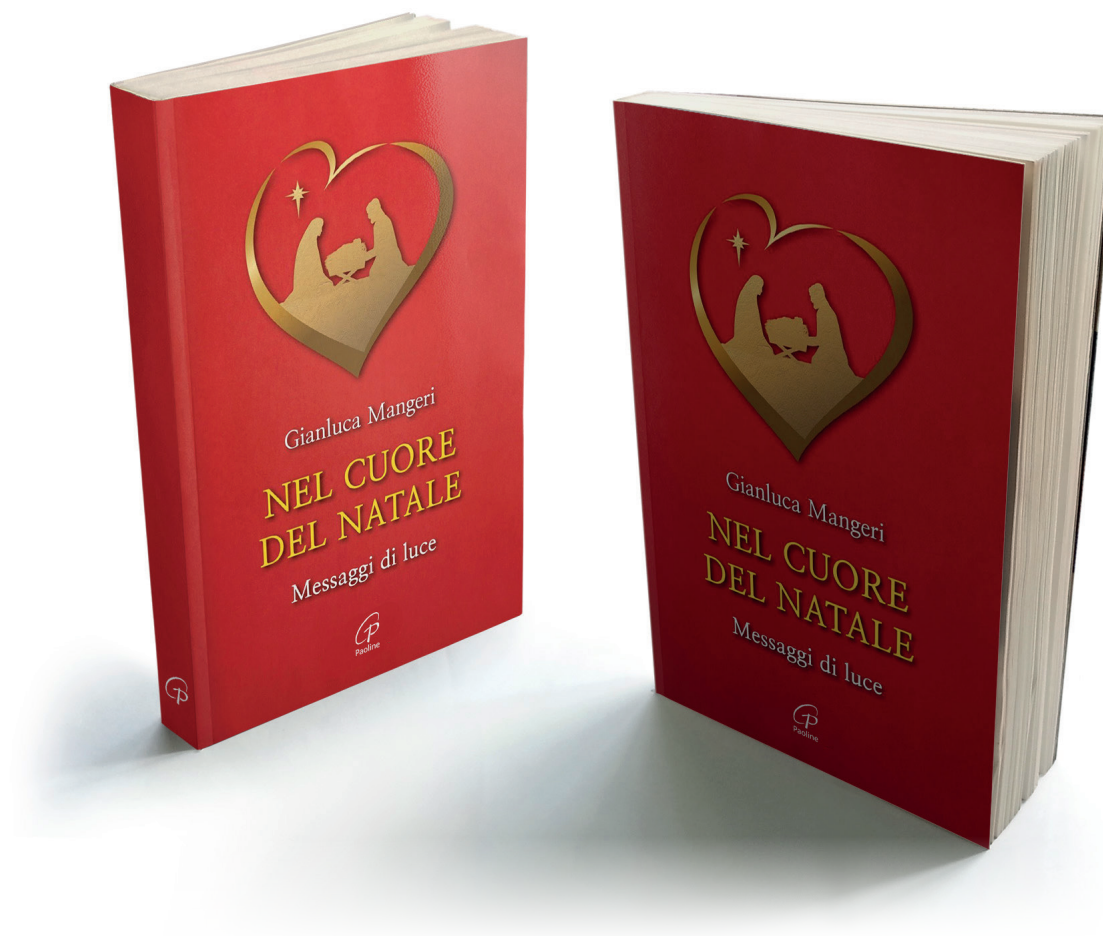
PUBLISHING

Notes on Graphic Settings

On the cover, the trademark is placed in the center, 10 mm from the base.

It is not necessary to place a second trademark on the back cover page.

The measurements of the trademark on the covers must have a proportional, albeit approximate, relationship with the size of the cover.

Base, cover color, binding of the volume may make it advisable to increase or decrease the trademark by a few mm.
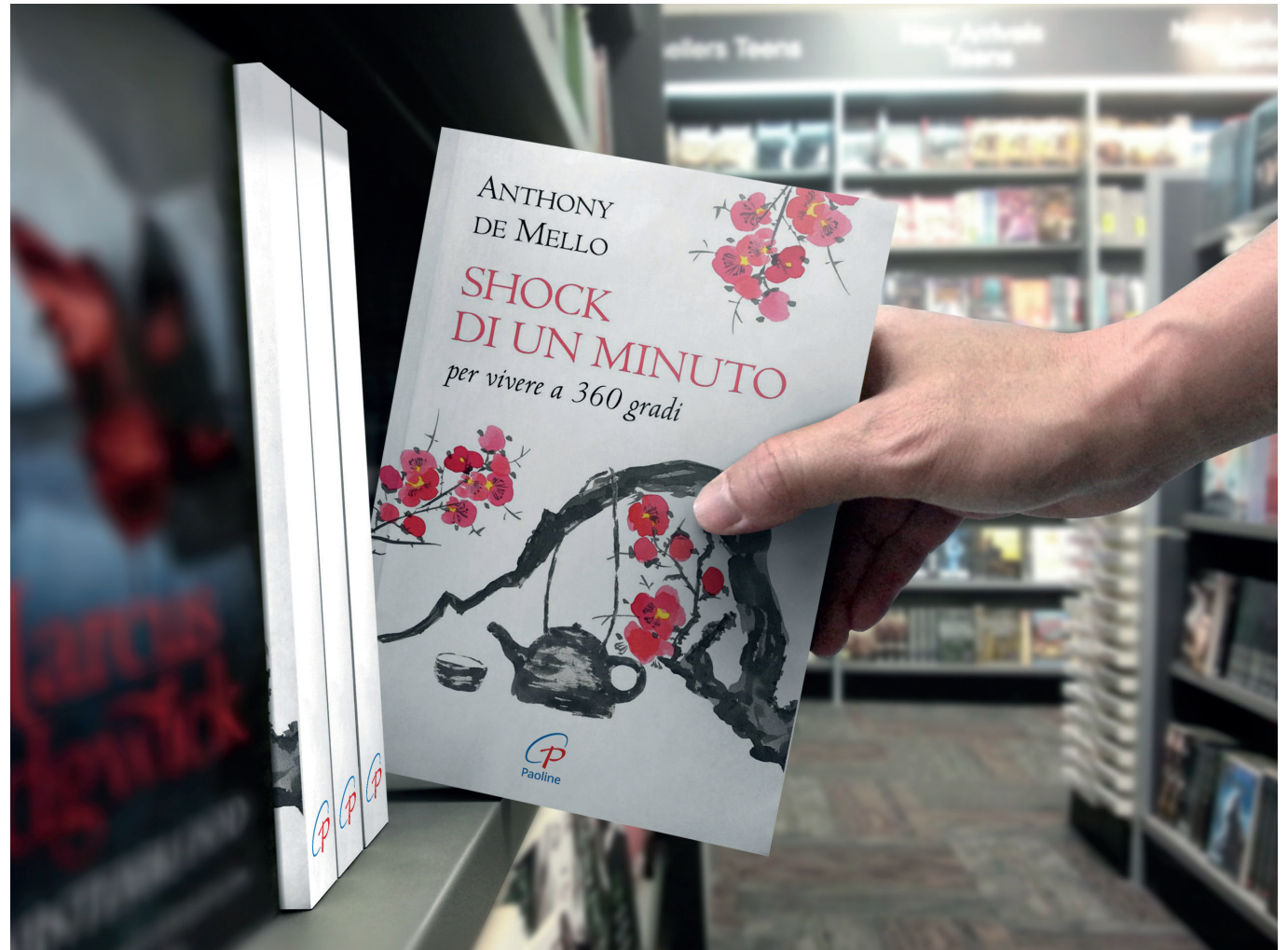
PUBLISHING

Cover

Choose the size of the trademark in relation to the format of the book as shown below.

Position the trademark centered horizontally 10 mm from the bottom edge (15 mm in case of large formats).

In certain exceptions, if the graphic project requires it, the trademark may be positioned on the right or left, respecting the same distance from the margins (10 or 15 mm from the left edge in case of hardbacks).
Proceed with the graphic project always respecting the colors and the necessary spatial requirements indicated above.

10 mm

10 mm   10 mm

10 mm   10 mm
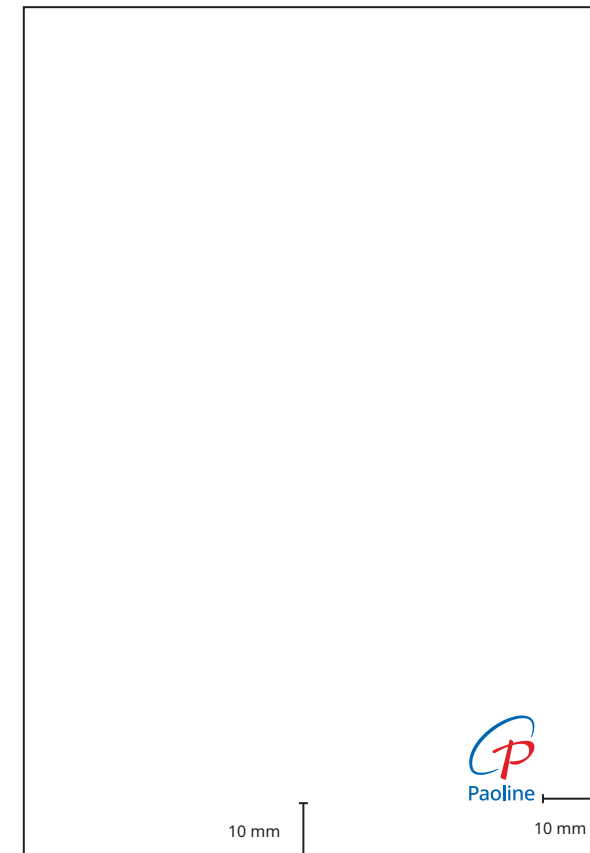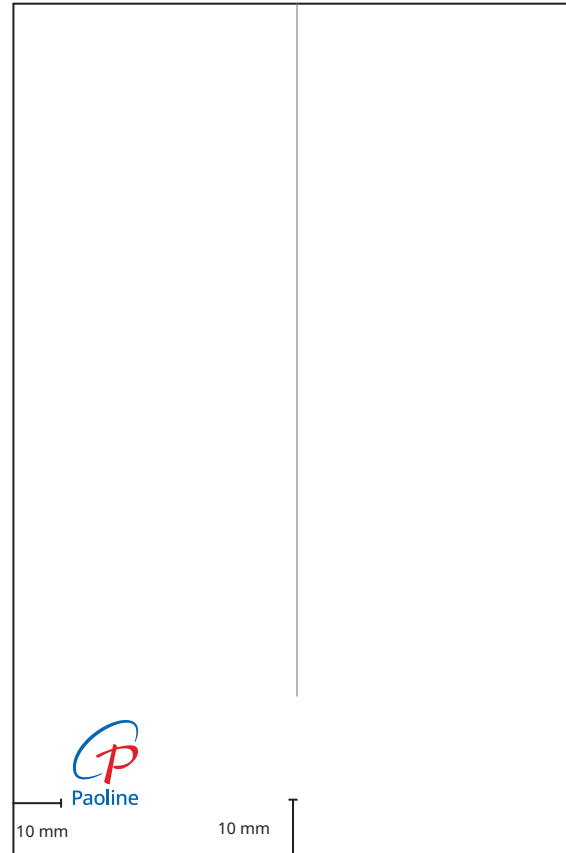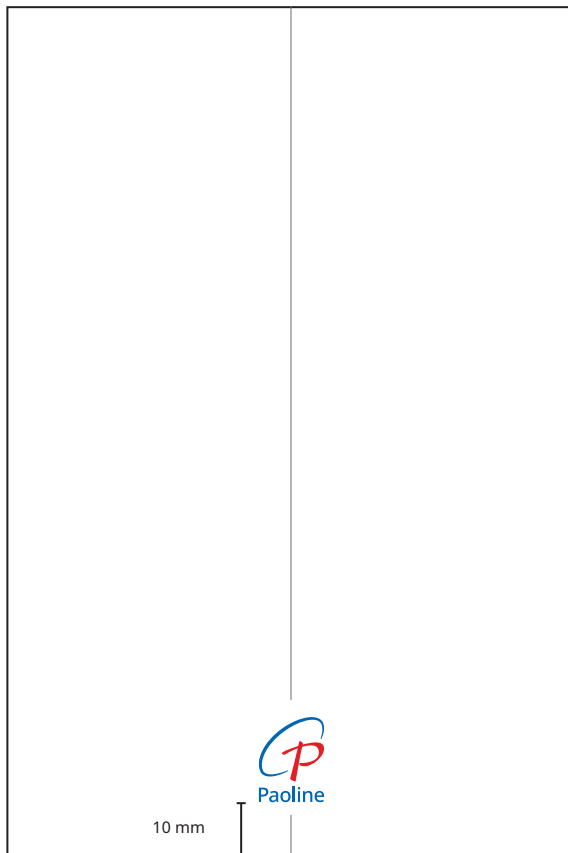
PUBLISHING

Cover

By way of example:

Cover	Trademark
8 x 11,5	± 12 mm
10,5 x 15	± 14 mm
12 x 16,5	± 15 mm
15,5 x 21	± 17 mm
17 x 24	± 20 mm
19,5 x 26,5	± 22 mm
210 x 290	± 24 mm

It is advisable never to apply a trademark larger than 25 mm in height, and never smaller than 8 mm in height.

In the event that the trademark is superimposed on a photo/illustration, keep in mind the indications given for the spatial requirements and colors.

Dio è felicità

Paolo
De Martino

Paoline

PAOLO
CURTAZ

IL DIO
DI GESÙ

Pregare
il Padre nostro

Paoline
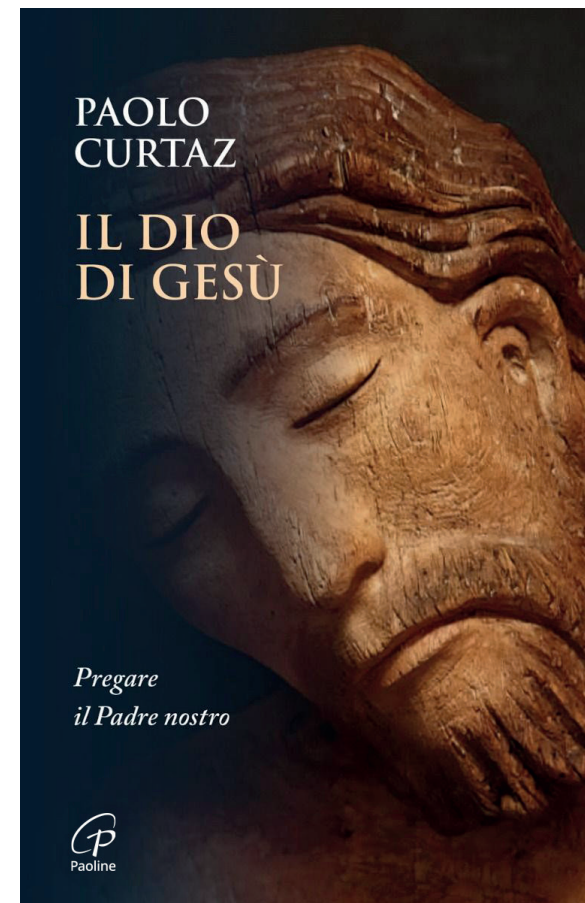
PUBLISHING

Cover with frames or decorative borders

In covers that have frames or decorative borders that infringe on the space generally occupied by the Pauline trademark (e.g. leather covers), it can be positioned:

- above the frame/border at a minimum distance of 6 mm. The same goes for the symbol on the spine;
- inside the frame/border with a minimum space of 10 mm on the sides of the symbol. In this case, the trademark must be aligned with the base of the frame/border.

In these cases, it is possible to use the trademark in gold or silver color.

The dimensions of the trademark will be those established based on the format of the book.
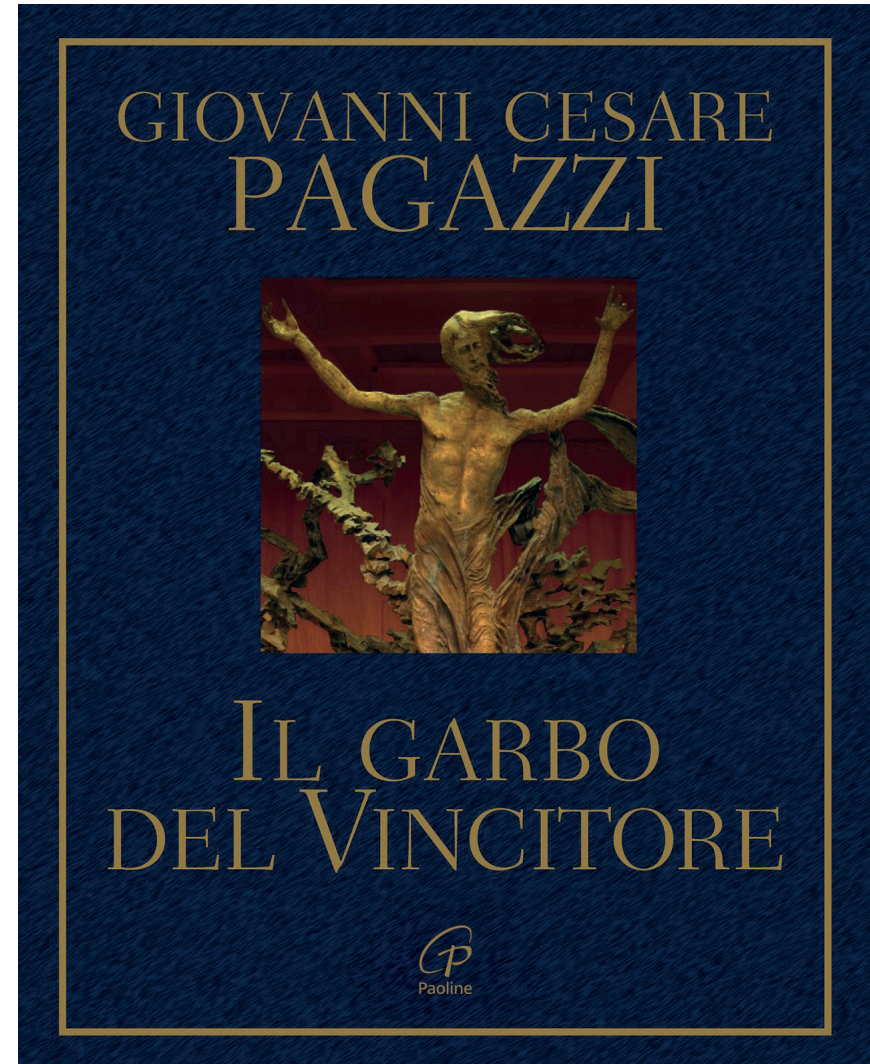
Cover

If for aesthetic reasons it is not appropriate to insert the trademark on the cover of the volume, it will be placed on the back cover positioned on the left or in the center, 10 mm from the edges (or 15 mm in the case of large formats).

Normally in this case the bar code is positioned on the right, 10 mm from the edge.
The relationship between the size of the trademark and the format of the book follows the same rules as for the cover.

Spine

Only the symbol (therefore without the logotype) is applied to the spine of the volumes, always centered horizontally.

The distance from the lower margin is 10 mm (or 15 mm in the case of hardcover or large formats). Never use the symbol in a vertical position. The symbol must have at least 1 mm of empty space on both the right and left.

The measurements of the trademark on the spines approximately follow this scale, in relation to the width of the spine.

Example:

Spine width	Trademark
from 7/9 mm	5 mm
from 10/11 mm	8 mm
approximately 12 to 15 mm	10 mm
approximately 16 to 25 mm	12 mm
approximately 25 to 30 mm	15 mm
over 30 mm	18 mm

If the spine is less than 7 mm it is preferable not to use the symbol, because it would be rendered too small and insignificant.

Within a series, the symbol will always have the same width, regardless of the variation in the thickness of the individual spines, i.e. the width defined for the thinnest spine will be maintained.

PUBLISHING

Application of the trademark on productions - Musical scores

Sheet music covers are generally quite varied, with full-page drawings or photos.

To apply the trademark, the same instructions given for book covers are to be followed.
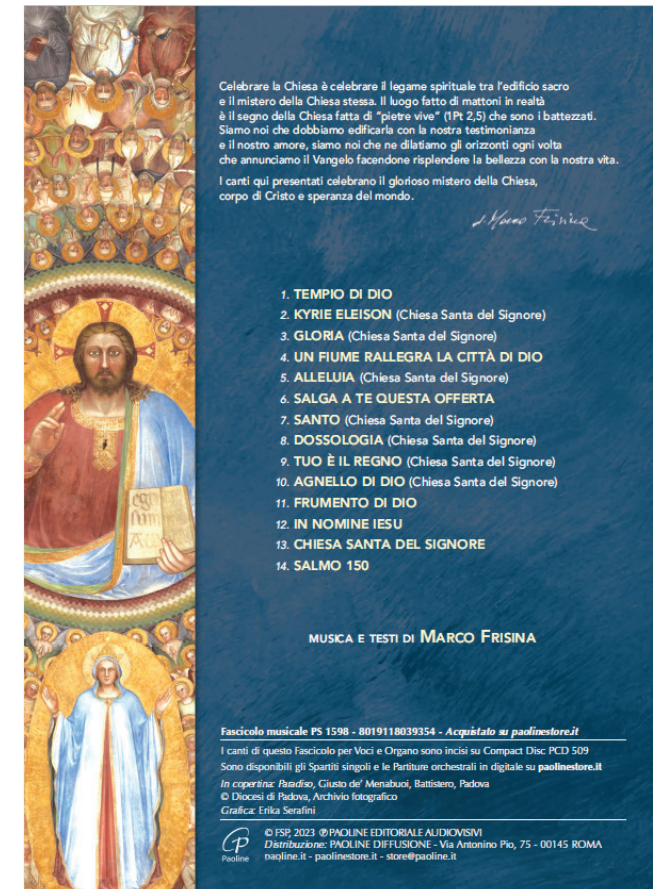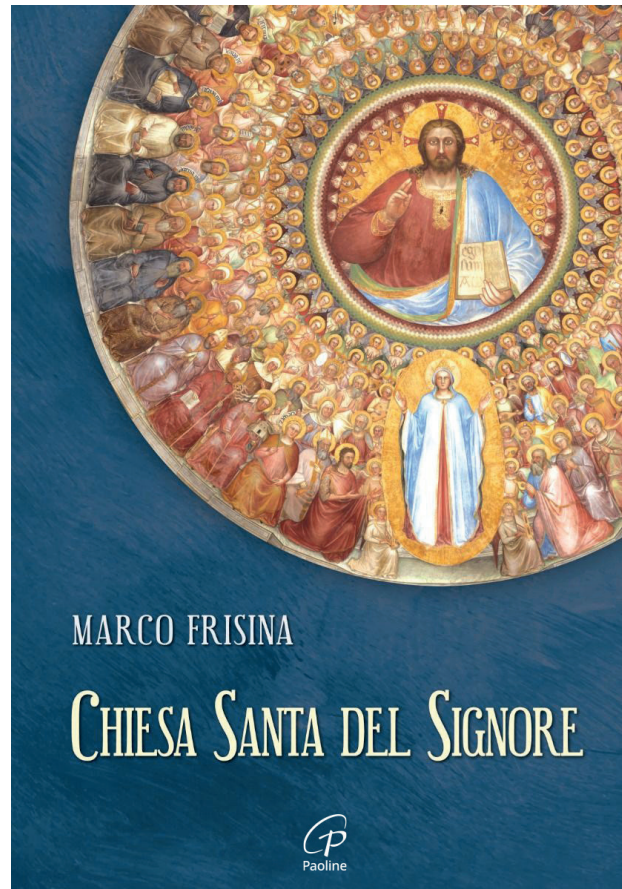
PUBLISHING

Application of the trademark on productions - CDs

Position the trademark in front, on the left, on the right or at the center, approximately 5 mm away from the base. Trademark height: 10 mm.

On the back cover, the trademark should preferably be positioned on the left.
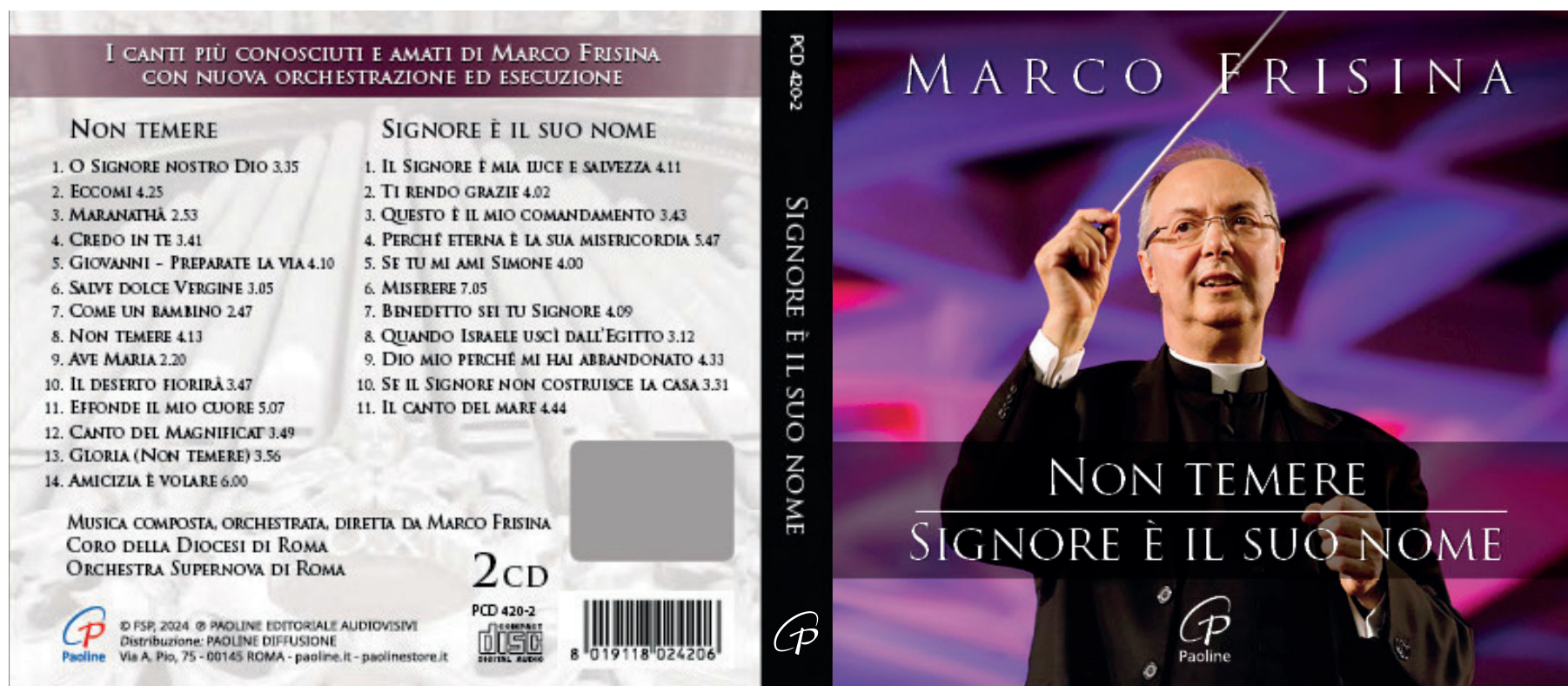
PUBLISHING

Application of the trademark on productions - CDs

PUBLISHING

Application of the trademark on productions - CDs

Preference should be given to using the trademark of the same size as the back of the packaging, and no less than 8 mm.

The trademark will be positioned according to the graphic design, always respecting the colors and the necessary spatial requirements indicated above.
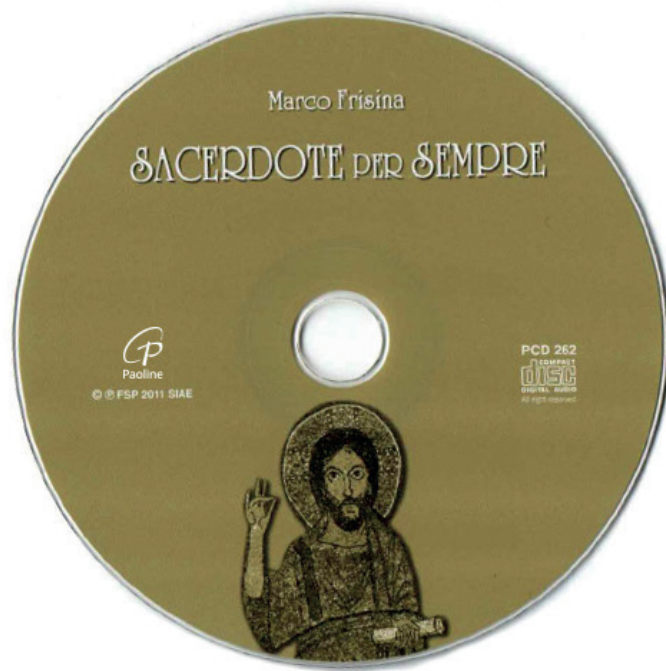
PUBLISHING

Data applications in the back of productions

The back of productions is quite varied.
For the application of the data, we suggest two compositions: horizontal and vertical.

Both styles are to be concluded with the website specifications.

Use the font Noto Sans Regular.

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Horizontal data application

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Vertical data application

5.0

DIGITAL

Social profile image

Format
Profile image: 960x960 px

File format: PNG

160 px

960 px

160 px

DIGITAL

Facebook

Format

Cover image: 1200x444 px
Mobile visible part: 1200x674 px

Profile image format: 960x960 px

File format: PNG

Any text should be placed in the central part of the cover (1200x444 px), to avoid being cut off.
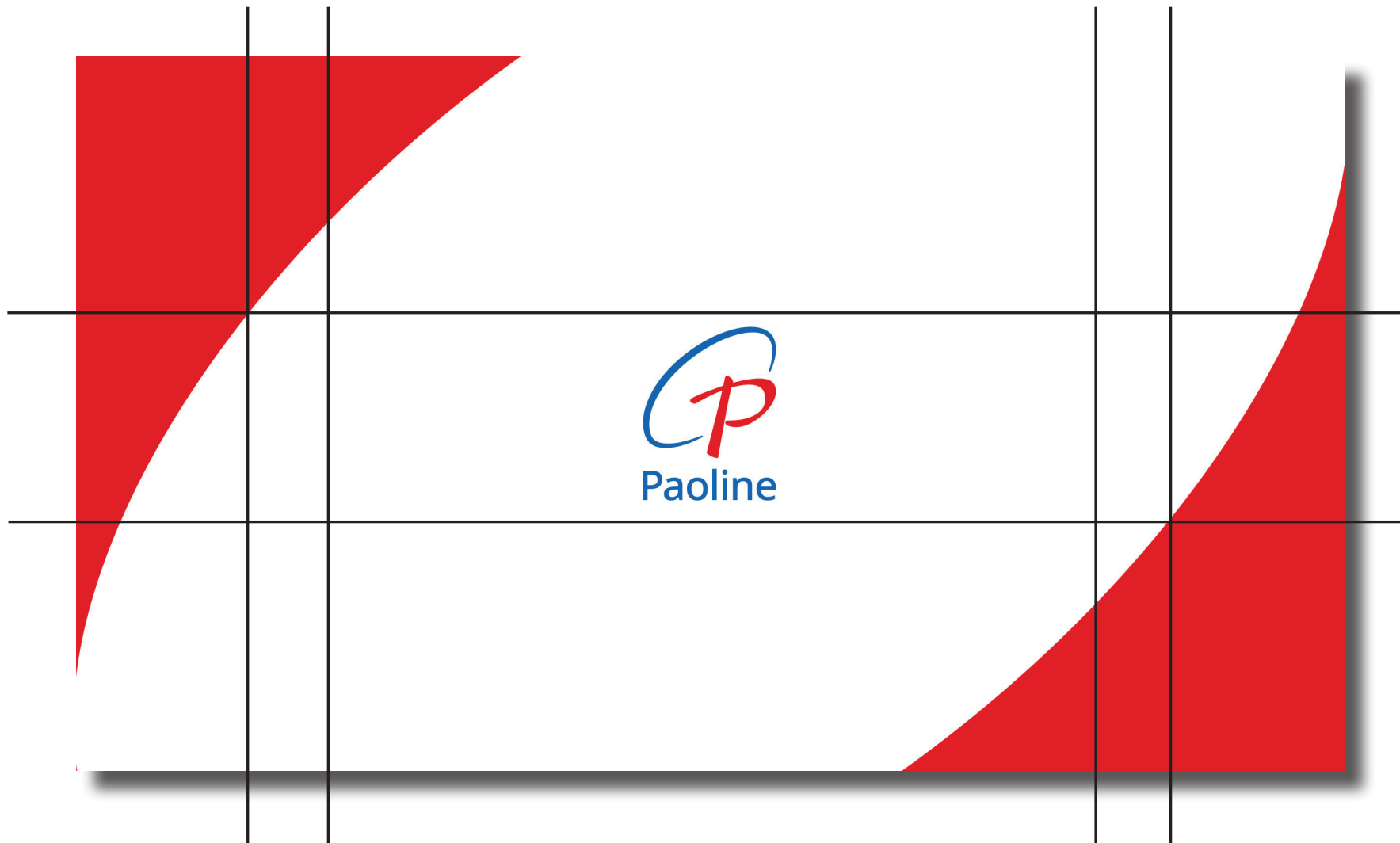
1200px
674px
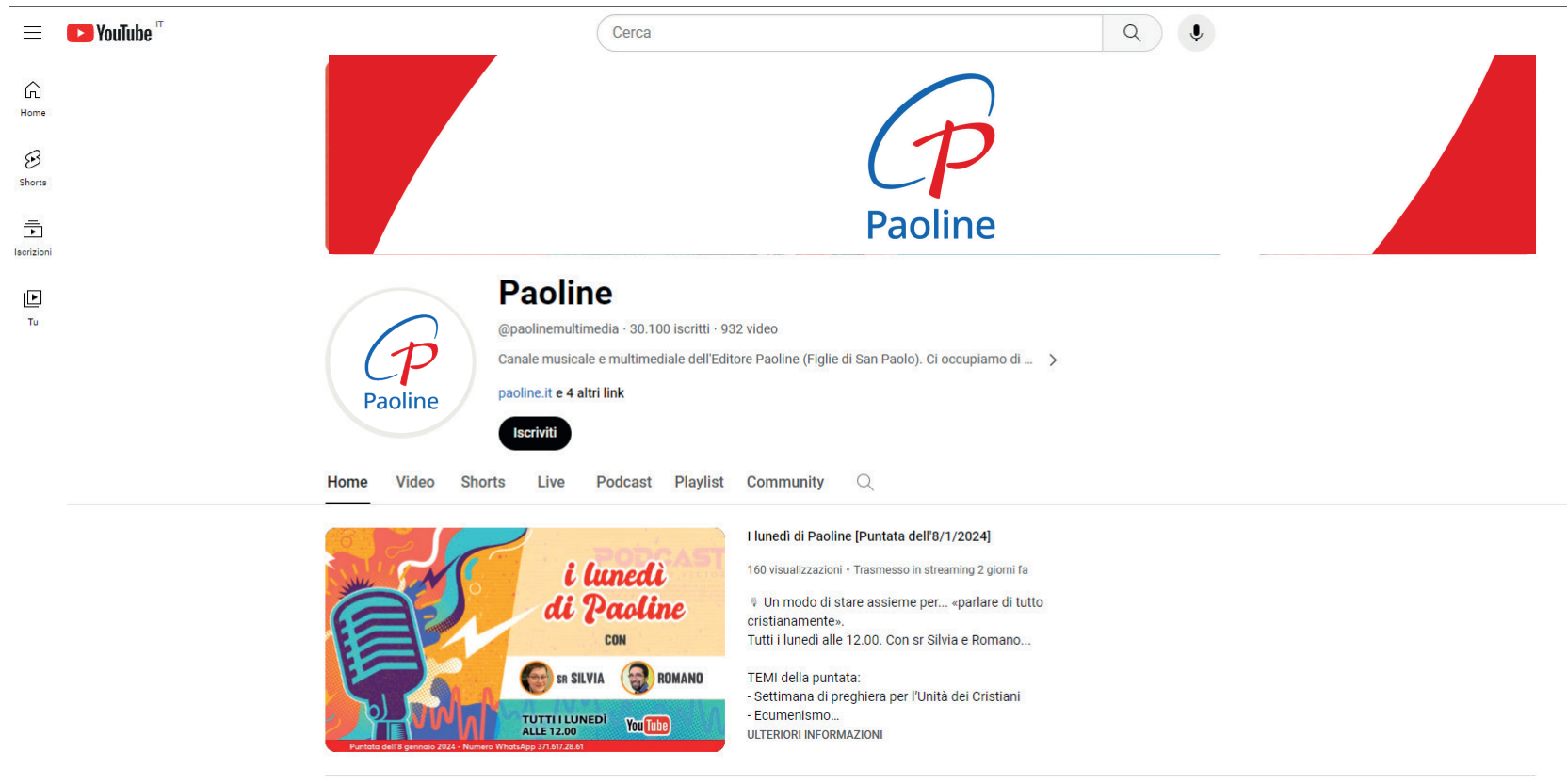Mobile
Tablet

1200px
444px
Desktop

350 px

Paoline
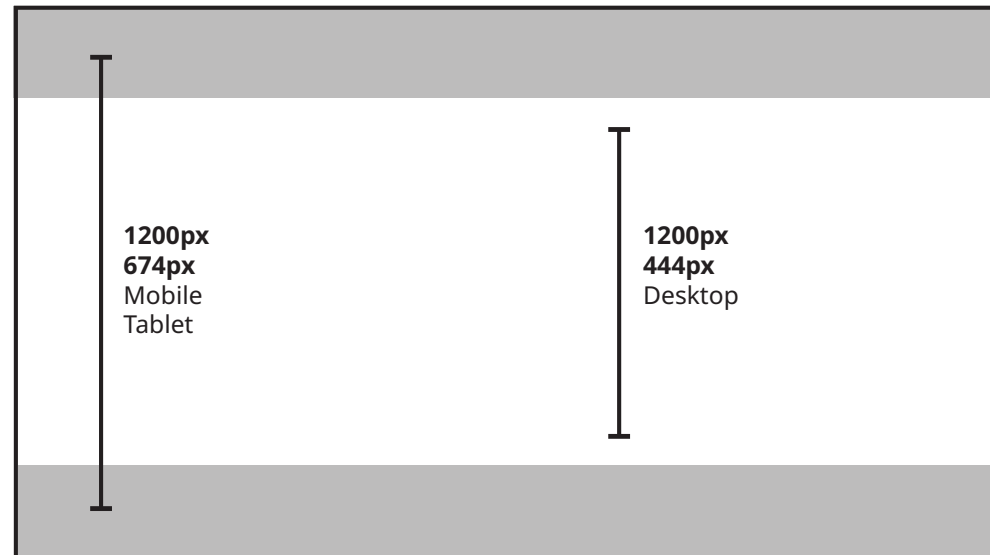
DIGITAL

Facebook

Example of a Facebook page

DIGITAL

X

Format

Cover image format: 1500x500 px

Profile image format: 960x960 px

File format: PNG

350 px
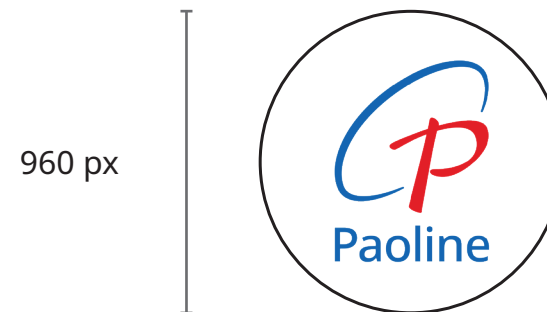
960 px

DIGITAL

X

Example of profile page X
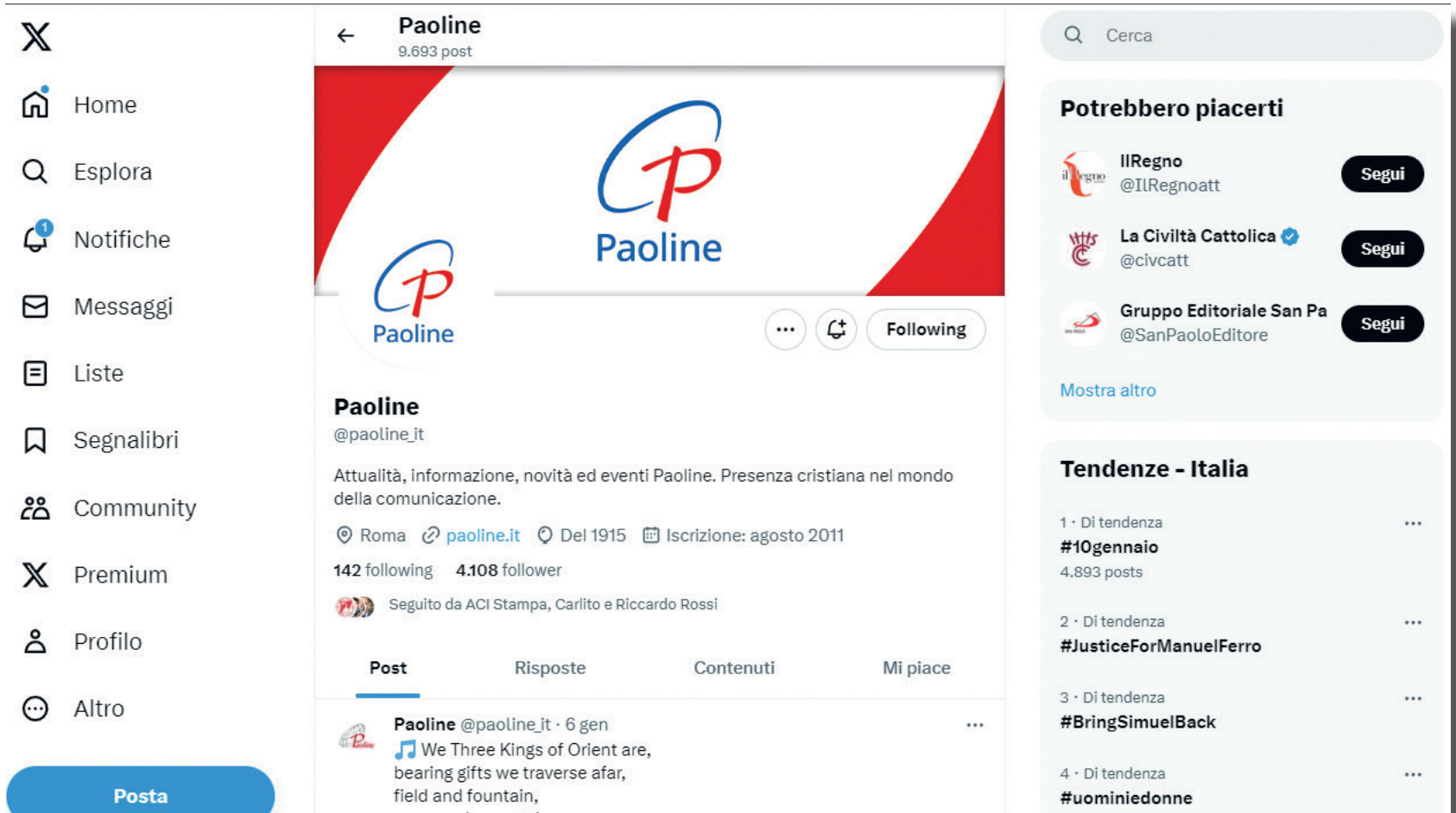
DIGITAL

YouTube

Format
Tablet display: 1855x423 px
Mobile display: 1546x423 px
TV display: 256x1440 px
Desktop display: 2560x423 px

Profile image format: 960x960 px
File format: PNG

Any text should be placed in the central part of the cover
(1546x423 px), to avoid being cut off.

TV
2560 x 1440

Desktop Max
2560 x 423

Tablet
1855 x 423

Desktop Min & mobile
1546 x 423

AREA VISIBILE SU TUTTI I SUPPORTI

1546 x 423
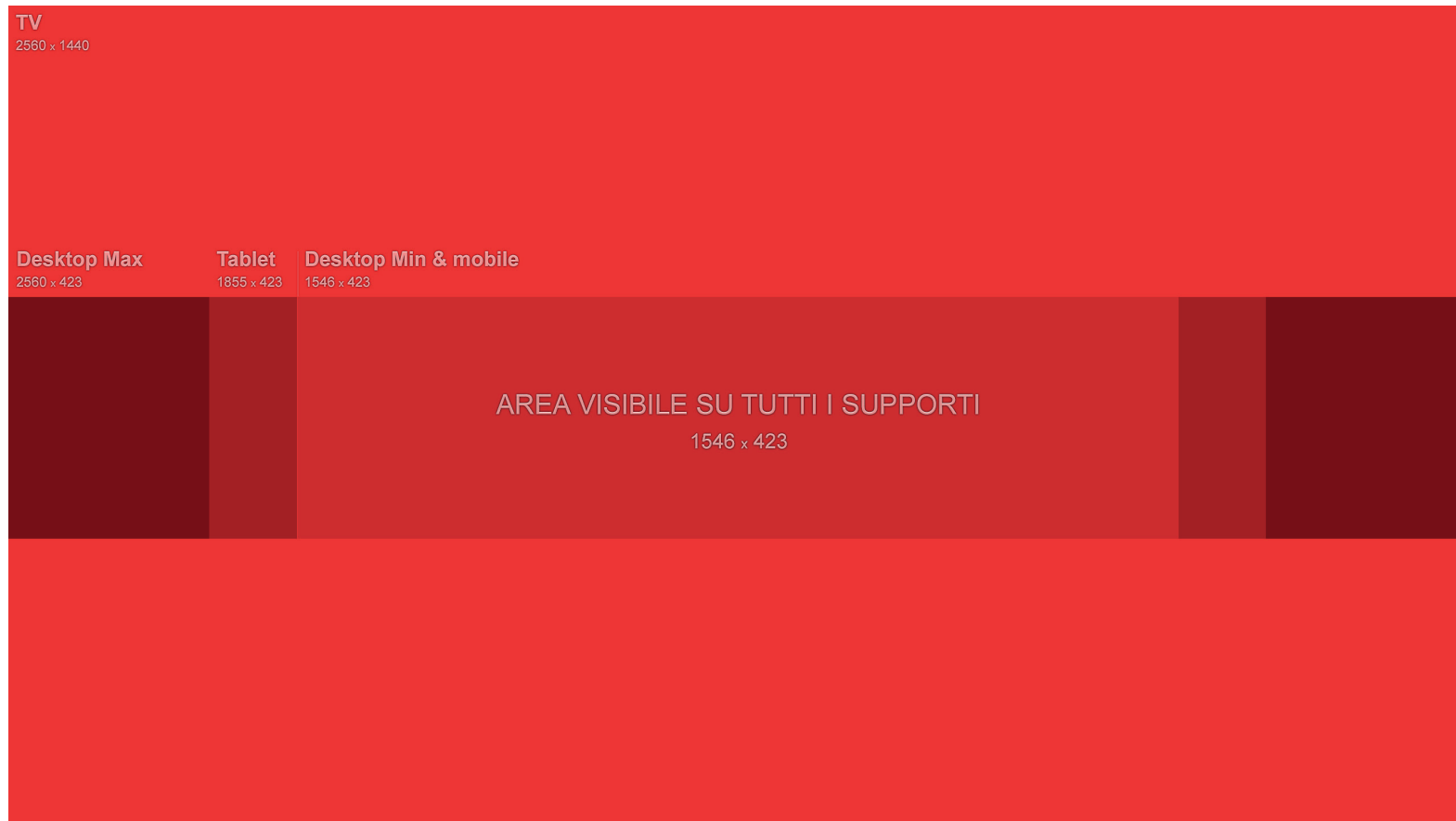
DIGITAL

YouTube

Format
Cover: 2560x1440 px

DIGITAL

YouTube

Example of a YouTube channel

DIGITAL

Social profile image – Book centers

Format
Profile image: 960x960 px
File format: PNG

Official Pauline book centers must use the
logo with the specification "BOOK CENTER"

140 px

960 px

140 px
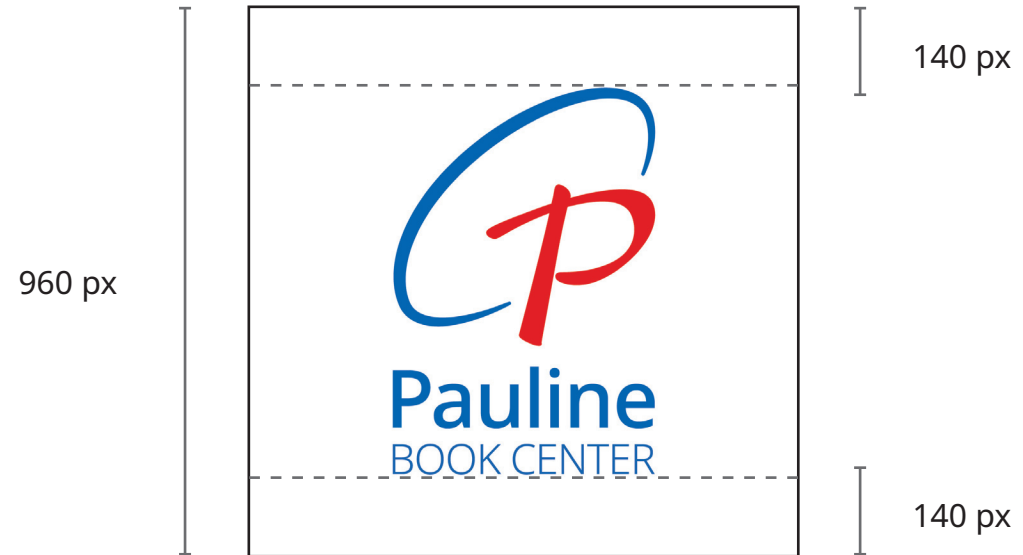
# DIGITAL

Social account name

Only the official account in each country can use the name "Pauline" to identify their social account.

Book center accounts must necessarily use the term "Pauline Book center" followed by the name of the city in which they are located.

Pauline Book center "name of the city"

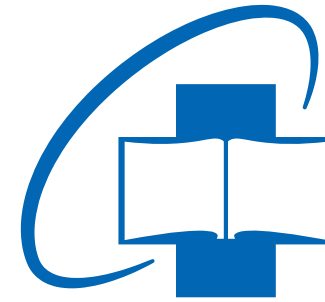If there is more than one bookstore in the same city, a specification of where each is located should also be added.

Pauline Book center "city name" - "specify"
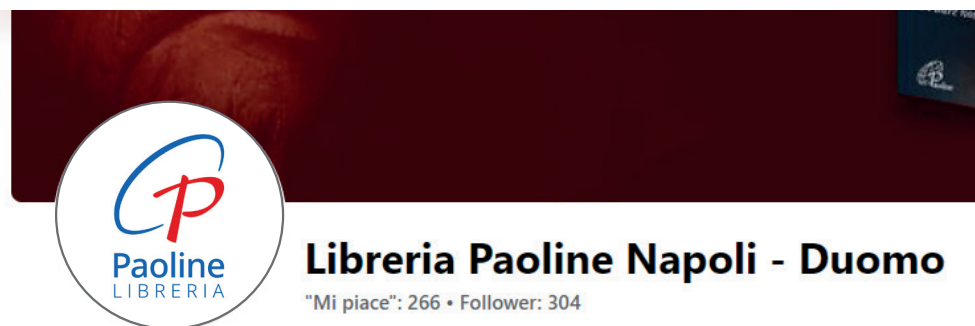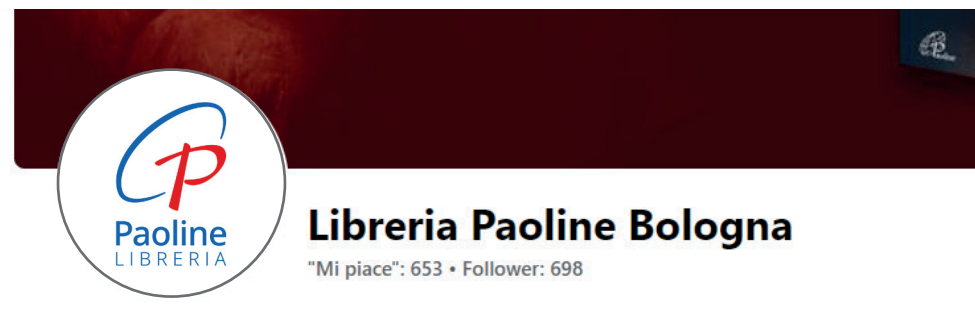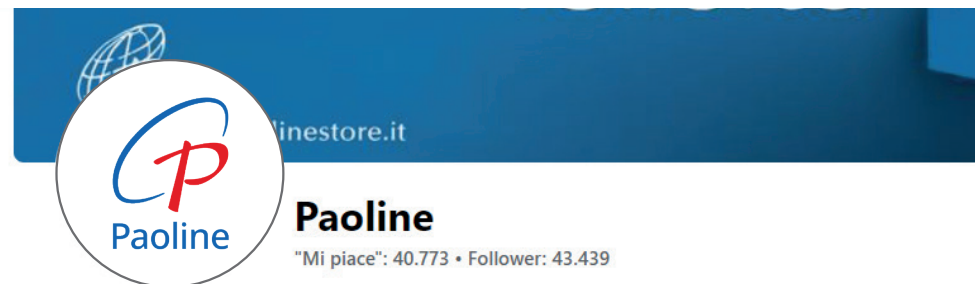
Pauline

Daughters of St. Paul

CREDITS

Paulines: Innovators by vocation