

MOTHERS' UNION
DIOCESE OF CYPRUS & THE GULF

BRAND IDENTITY & USAGE MANUAL

MARY SUMNER'S BEGINNING

1876

150 YEARS OF
Mothers' UNION
Join us, Join in

THE YEAR MARY SUMNER BEGAN WHAT BECAME THE WORLDWIDE MOTHERS' UNION.

THE STANDARD

What this manual protects

A recognisable identity is an act of stewardship. These guidelines exist to prevent drift, improvisation and fragmented public materials.

- Logo use and affiliation marks
- Colours, typography and imagery
- Certificates and official correspondence
- Flyers, devotions, banners and resources
- Website, email and social assets
- Merchandise and member items

Every official item should look like it belongs to one regional Mothers' Union identity. The mark must not be altered. Colours must not be substituted. New sub-logos should not be created. Approved templates should be used as provided for certificates, letters, devotions, notices, banners, social posts, emails, publications and branch materials.



NEW HERITAGE IMAGE

For teaching, presentations and selected publications

ORIGIN

Mary Sumner, kept in view

The identity keeps Mary Sumner visible because Mothers' Union did not begin as an abstract organisation. It began with one woman gathering mothers to strengthen family life through faith, courage and practical support.

The restored colour portrait is used as a heritage image for teaching, formal publications and selected occasions. It reminds members that our Mothers' Union belongs to a story that began with Mary Sumner and continues wherever members gather to love, serve and strengthen family life.

"We have bound ourselves together to love and help one another."

THE REGIONAL BEGINNING

Across the world, Mothers' Union is recognised not because every branch looks exactly the same, but because every branch belongs to the same story.

From Sydney to Canada, from village parishes to cathedral congregations, the deeper question is not how to look modern, but how people recognise who we are.

This identity begins with that answer. It does not attempt to reinvent Mothers' Union, compete with its history or borrow authority from passing trends.

Instead, it gives visible form to what has long been present: faith lived in action, relationships carried across generations, and a movement sustained by service rather than spectacle.

Mothers' Union Cyprus & The Gulf stands within that worldwide movement, yet it is not a borrowed presence. It is this movement taking shape here, across islands, cities, parishes, homes, languages and journeys. The identity must therefore do two things at once: recognise the inheritance and make room for the region to speak in its own voice.

These guidelines are designed to support a clear, consistent and dignified use of that identity across print and digital materials.



MEANING

A mark that gathers many into one

The symbol is built from two ideas held together

The **M** stands open and architectural. It carries the meaning of welcome, entry and recognition: a movement people can come into, belong to, and know as Mothers' Union.

THE OPEN ARCH



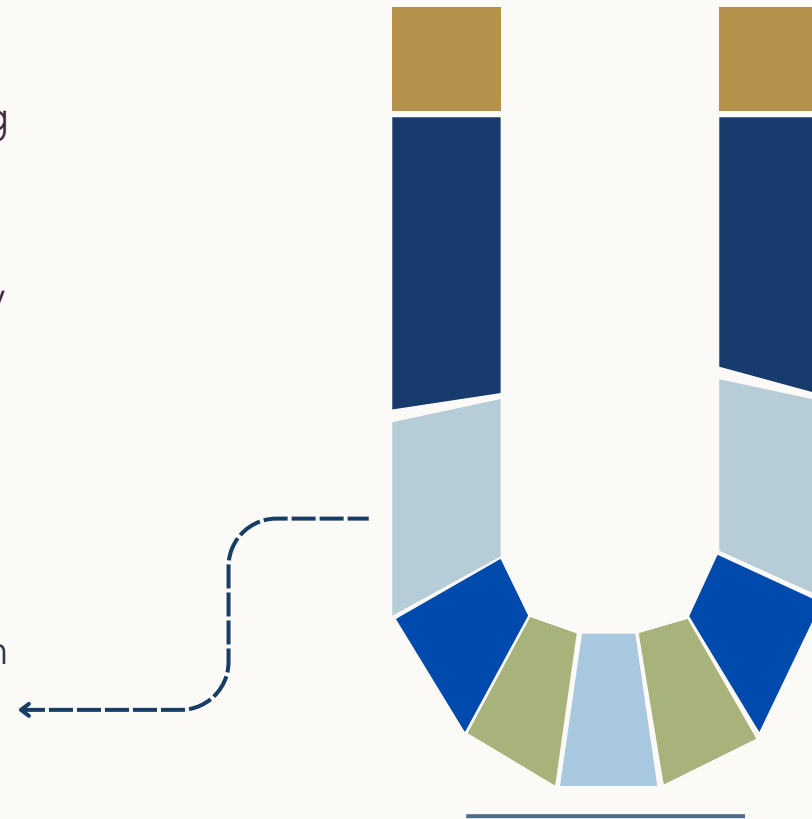
MEANING

A mark that gathers many into one

The **U** is held within the mark rather than standing apart from it. Its shape recalls a cradle, a vessel and a woven place of care. It gives the identity its quieter meaning: Mothers' Union does not simply gather people; it holds, nurtures and strengthens family life.

The mosaic pieces inside the U carry that meaning further. Different in shape and colour, they suggest the many lives that form our Mothers' Union: women and families from different backgrounds, places, cultures and traditions. No single tile carries the whole story. Together, they become one recognisable expression.

THE HELD CRADLE



AUTHORITY MARK

The seal

The seal is the authority mark of Mothers' Union Cyprus & The Gulf, reserved for certificates, formal notices, approvals and archival use. It should not be used as decoration for everyday flyers or social posts.

Its sand-toned ground gives warmth and place. The stars suggest guidance and the desert sky, while the olive branches speak of peace, reconciliation and hope.

The two quadrifoil flowers bring order, balance and completeness, guarding the seal with quiet formality.



Avoid for: everyday WhatsApp graphics, casual posts and small thumbnails.

GOLD-RULE USAGE

The ceremonial lock-up

Reserved for official, ceremonial and stationery applications. It gives formal material a recognisable signature without turning every item into a poster.

Use for certificates, formal letters, notices, programme covers and brand manual title pages. Avoid for everyday WhatsApp graphics, quick social posts or small digital marks.



LOGO SYSTEM

The logo family

Use only the approved public set. The wider raw export set remains internal so the identity stays recognisable and protected.



Primary horizontal

Default for website, letterhead and formal documents



Official seal

Certificates, approvals and archival use



Gold / foil

Ceremonial foil, embossing and special print use



Primary stacked

Formal covers and vertical layouts



Reverse

Dark backgrounds only



Icon-only

Favicon, watermark and small device

Prohibited logo usage

These rules are not suggestions. They protect recognisability and authority.



Do not recolour the logo.

MOTHERS' UNION

Do not change the font or redraw the wordmark.



Do not stretch, compress or distort.

MOTHERS' UNION



Do not alter the relationship between elements.



Do not place on complicated black-and-white images.



Do not place on complicated colour images.



Do not create branch logos or local lockups.



Do not use AI-generated or remixed logos.



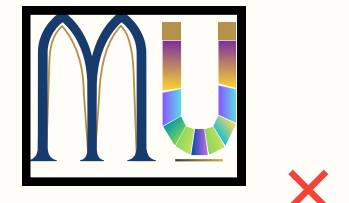
Do not combine MU, Worldwide and Diocesan logos casually.



Do not create patterns from the logo.



Do not use low-resolution screenshots.



Do not add shadows, glows, outlines or filters.

VARIATIONS

Choose by context,
not preference.



Horizontal

Digital headers and documents



Stacked

Formal publications and covers



Formal gold-rule

Certificates and programme covers



Seal

Certificates, approvals, archival



Icon

Favicon and small badges



Solid

Black & white print

CONSTRUCTION

Fixed relationships

The symbol, wordmark and descriptor have a fixed relationship. Do not rebuild the logo manually from separate text and image pieces.

- Export as one complete logo file for website use.
- Do not separate the MU icon from the wordmark in Wix/Canva.
- Use transparent SVG/PNG where possible.
- Do not stretch, compress or retype the name.



LOGO TOTAL WIDTH - LOCKED PROPORTIONS

VISIBILITY

Minimum sizes are not ideals.

Use sizes that keep the mark legible. If the descriptor cannot be read, use another version. Minimum sizes are the smallest acceptable use; formal pages should normally use more generous scale and space.



Horizontal logo

Print: 42 mm wide
Screen: 190 px wide

Stacked logo

Print: 28 mm wide
Screen: 140 px wide

Icon-only mark

Print: 12 mm wide
Screen: 64 px wide

Seal

Use only when readable Avoid
small social thumbnails

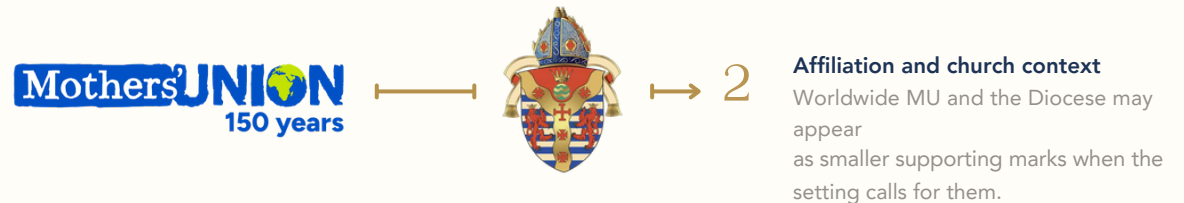
AFFILIATION

How marks relate

- Our mark normally appears first and largest.
- Do not force all three marks onto every item.
- Worldwide MU may appear as a smaller affiliation mark on formal or explanatory material.
- The Diocese crest/logo may appear only where the regional church context is useful.

Recommended relationship

Use together with care; do not crowd every mark onto every item.



Preferred footer wording:
Part of the worldwide Mothers' Union.

Typical scale guide

Core MU mark		clearest
Worldwide MU		supporting
Diocesan crest		context

Mothers' Union



Cathedral Navy



Vesper Plum



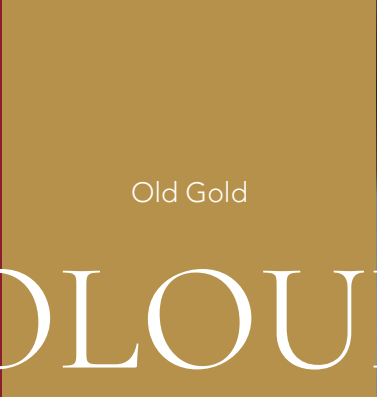
Cyprus & The Gulf



Royal Burgundy



Old Gold



Sea Glass



Midnight Cathedral



COLOUR WORLDS



Ocean Blue



Light, paper, ceremony and place



Living Teal



Warm Ivory



Olive Grove



Soft Cream



Primary colours

The primary palette carries the identity and should lead most materials.

Use these colours first for stationery, publications, notices, certificates and formal layouts.

Only essential colour information is shown here: name, HEX value and primary use.

Check colour consistency with a designer or printer before production. Paper stock, finish and print method can change how colours appear.

Cathedral Navy

#122C4F

Main authority colour

Old Gold

#B6914B

Rules, seals and formal detail

Warm Ivory

#F4F0E8

Main paper colour

Vesper Plum

#3D243F

Formal depth colour

Secondary colours

Supporting colours add atmosphere, place and flexibility.

Use secondary colours to extend the system without replacing the primary palette. They should support image-led pages, section breaks, quieter panels and regional material.

Meaning in use

-  **Soft Cream**
Clean ground, open space and quiet readability
-  **Sea Glass**
Calm light, tenderness and regional air
-  **Olive Grove**
Branch life, growth and grounded warmth
-  **Ocean Blue**
Passage, clarity and coastal depth

Use these colours with discipline. Midnight Cathedral is for deep reverse settings. Royal Burgundy is for ceremonial emphasis. Living Teal is a digital action colour.

Do not use Living Teal on certificates or formal print as decoration. Do not use Royal Burgundy as a general poster background.

Soft Cream
#FFDF8

Sea Glass
#BFD7E8

Olive Grove
#8B9271

Ocean Blue
#174C6A

RESERVED COLOURS

Midnight Cathedral
#070B12

Royal Burgundy
#8B1E2D

Living Teal
#2F8F94

Reserved colours are recorded here for consistency. They are not everyday decorative colours.

Colour hierarchy

Colour should build recognition, not decoration.

Organise the palette by role. Most work should feel light, paper-led and restrained, with navy and gold as the recognisable signature.

FOUNDATION



Warm Ivory, Soft Cream

Page grounds, paper surfaces, open space and calm layouts.

SIGNATURE



Cathedral Navy, Old Gold

Headings, key text, fine rules, seals and core recognition.

ATMOSPHERE



Vesper Plum, Sea Glass, Olive Grove, Ocean Blue

Depth, place and regional character without overpowering the page.

RESERVED



Midnight Cathedral, Royal Burgundy, Living Teal

Deep reverse, ceremonial emphasis and digital action only.

HEX values are the master reference. Add CMYK or Pantone equivalents only after professional print proofing.

Colour usage and combinations

Approved combinations help materials feel varied without fragmenting the identity.

House stationery

Use paper-led grounds with Cathedral Navy text and restrained Old Gold detail. This is the default for letterheads, notices and formal documents.



Warm Ivory + Cathedral Navy + Old Gold

Regional light

For welcome materials, branch stories and image-led pages. Keep the palette airy and calm, with colour supporting rather than overwhelming the page.



Soft Cream + Sea Glass + Ocean Blue + Olive Grove

Ceremonial register

For certificates, formal invitations and presidential correspondence. Burgundy should remain an emphasis, not become the whole page.



Warm Ivory + Vesper Plum + Royal Burgundy + Old Gold

Digital action

Use Living Teal for buttons, links and forms only. Pair it with light grounds and Cathedral Navy text to keep digital material on-brand.



Soft Cream + Cathedral Navy + Living Teal

Quick rule

Use the approved HEX values. Do not invent extra colours, use every colour on one page, or use Living Teal as print decoration.

THE WRITTEN VOICE

Typography order

Important rules

Do not mix multiple decorative fonts. Do not set long body text in Marcellus or Cormorant Unicae.

Do not introduce new fonts.

Do not substitute fonts by preference.

Do not use other fonts for local style or branch-made materials.

Marcellus

Large headings, covers, section titles

Avenir

Body copy, website text, explanatory notes

Avenir

Navigation, labels, buttons and small UI

Libre Baskerville / *EB Garamond Italic*

Prayer lines, quotations and heritage moments

Cormorant Unicae is a ceremonial accent only: seals, certificates, short motto-like lines or special heritage details.

Primary typeface: Marcellus

Marcellus gives the identity its formal, composed and recognisable voice.

Use for

- Main headings
- Section titles
- Formal publication covers
- Certificate headings

Do not use for

- body copy
- small labels
- long paragraphs
- crowded tables

H1 / PAGE TITLE

Marcellus

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 & ? ! / - —

H2 / SECTION HEADING

Faith in action, seen with care

Across homes, parishes and communities, the identity should feel composed, generous and recognisably Mothers' Union.

Recommended weight: Regular

Working typeface: Avenir

Avenir carries the practical voice of the brand: clear, warm and highly legible.

Use Avenir Light for body copy and longer reading. Keep the typography airy; avoid heavy weights unless absolutely necessary.

Use for

- Body copy
- Captions and labels
- Buttons and links
- Forms and practical instructions

Substitution rule

Do not substitute Avenir by preference. If Avenir is unavailable for technical reasons, contact the Design & Communications team before publication or production.

Avenir Light

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 XYZ
 0123456789 ?!%#@&

Mothers' Union Cyprus &
 The Gulf is part of a
 worldwide movement of
 members, prayer and
 practical service.

For body copy and long reading

Avenir Regular

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 XYZ
 0123456789 ?!%#@&

MEMBER ENQUIRY

Branch starter pack

Use for practical labels, forms, calls to action and short guidance.

[Start here](#)

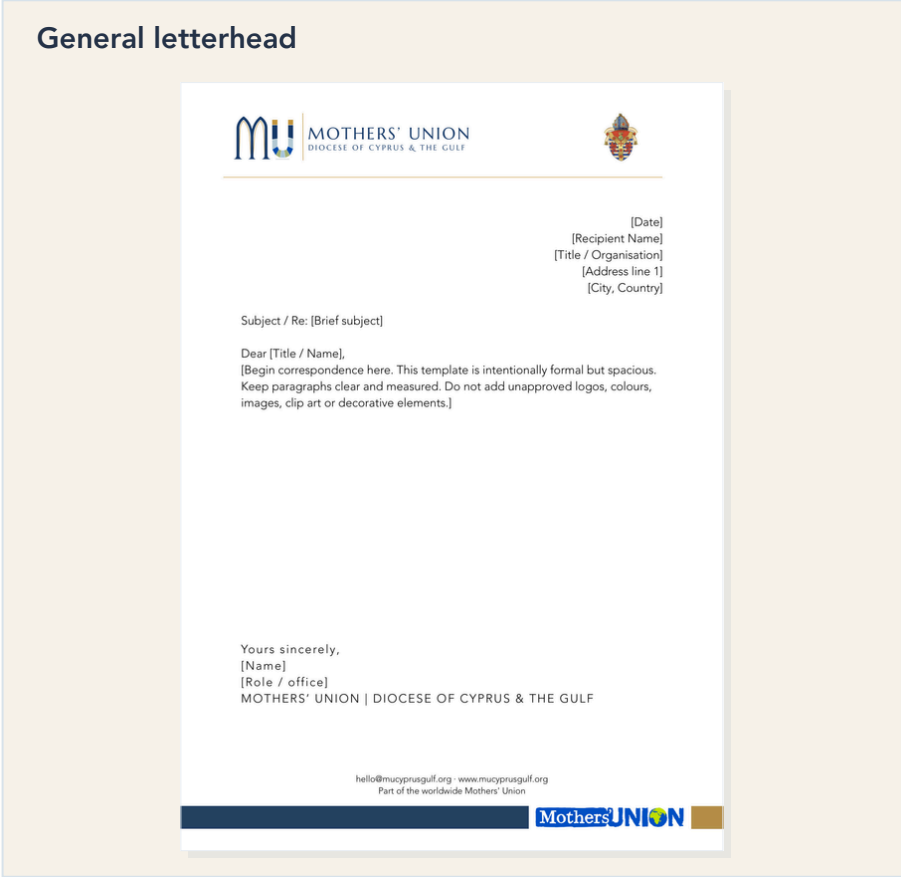
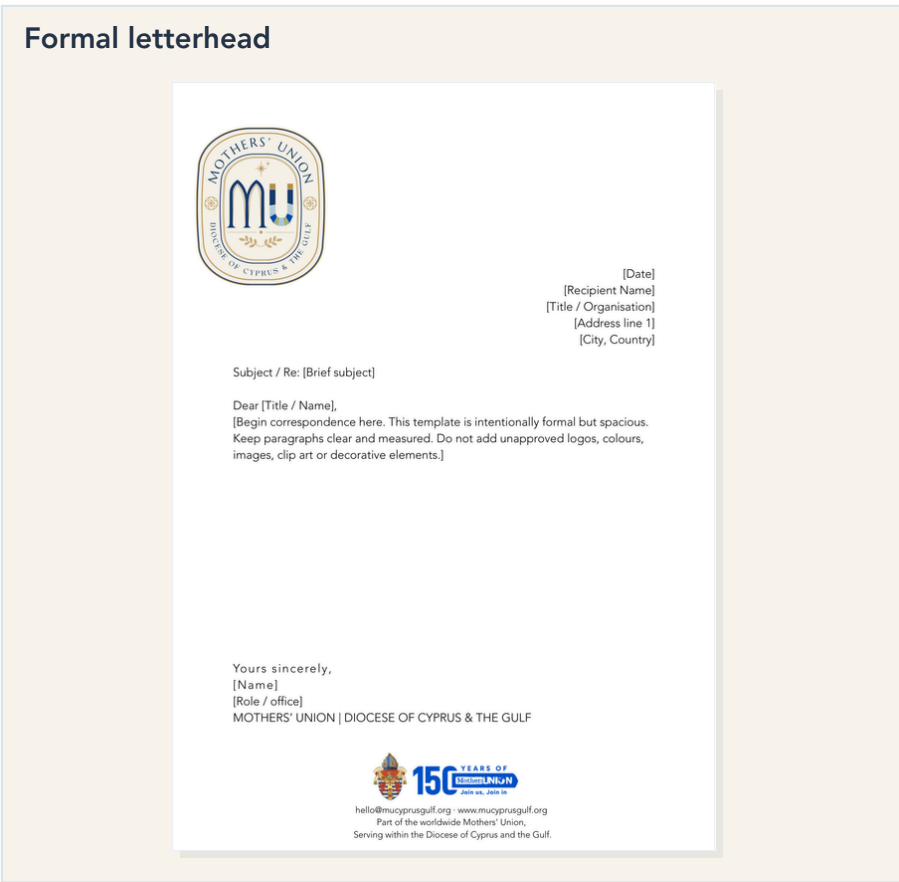
For labels, buttons and practical text

Letterhead templates

Official correspondence templates for formal letters and regional communication.

Download editable templates from Resources.

DOWNLOAD FROM WEBSITE



Use notes

Monotone logo for black-and-white photocopying. 1.15 line spacing.

Left aligned, unjustified body text. 12 pt body text.

2 cm left and right margins. No paragraph indents.

VERIFICATION

Certificates and registers

Certificates are not designed locally by each branch. They are issued from the approved system. Each certificate carries a number, verification route and controlled signature process.

VERIFY A CERTIFICATE

MUCG-ENR-2026-001

Status: validandissued

Route: mucyprugulf.org/verify



APPLICATIONS

The proof of the system

The identity becomes real when it governs the website, certificate system, letters, devotions, member items, events and everyday resources.



MOTIFS

A restrained regional pattern

The motif system is not a clipart library. Use motifs as quiet borders, endpapers, watermarks or small structural devices. Avoid turning every page into a symbolic collage.

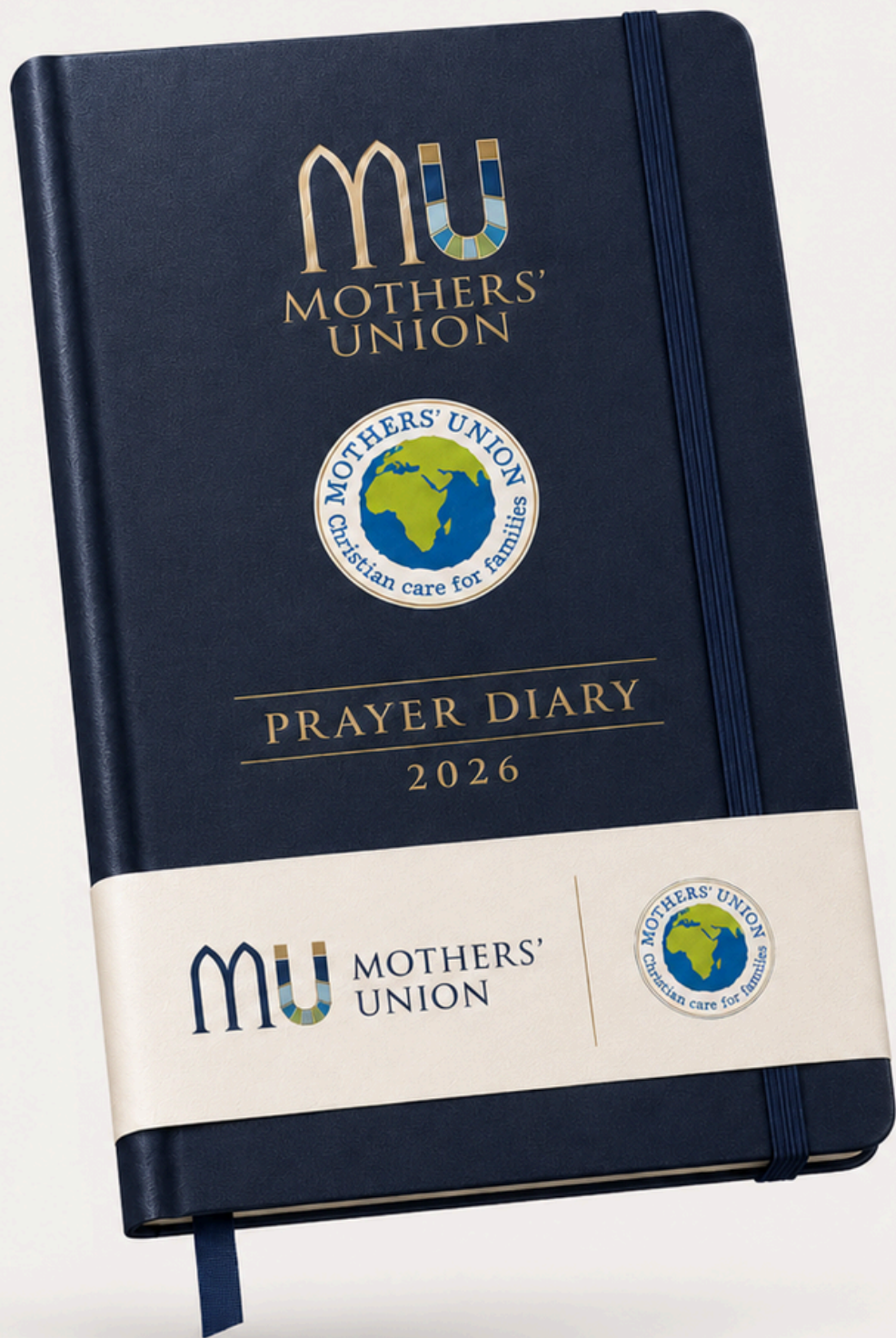


MEMBER ITEMS

Member recognition items













MOTHERS' UNION
DIOCESE OF CYPRUS & THE GULF

SEA GLASS
& LINEN

MOTHERS' UNION
DIOCESE OF CYPRUS & THE GULF

OLIVE
& MYRRH

MOTHERS' UNION
DIOCESE OF CYPRUS & THE GULF

CYPRESS
& FIG



in the wild, and
his tent in

is like
for water.

good,
y soul.

my soul.
ne's sake.

“He only is
my rock
and my
salvation,
my
fortress;
I shall not
be
shaken.”

Psalms 62:6

150 YEARS OF
Mothers' UNION
Join us, Join in
Lighting the way for generations to come

CONTACT

For high-resolution print-ready artwork, approved logo files, templates, banners implementation advice or guidance on using the visual identity, please contact:

communications@mucyprusgulf.org

All public-facing materials should use the official identity system so that Mothers' Union Cyprus & The Gulf is presented with consistency, dignity and care.



Mothers' Union Cyprus & The Gulf

Part of the worldwide Mothers' Union, serving within the Diocese of Cyprus and the Gulf.
