

About Our Logo

Salesian Missions strives to be the premier U.S. nonprofit organization dedicated to comprehensive ("holistic") youth education around the world, with a particular focus on the poor and underprivileged. Our graphic identity is designed to highlight the unique characteristics of our approach and the special nature of our organization. *Salesian Missions* is highly-regarded as an international leader and innovator when it comes to providing technical and vocational education, as well as a critical human development element for our students. The work of *Salesian Missions* not only affects the lives of the children we serve, but their families and neighbors. Our work expands the entire globe, and has made a difference in more than 130 countries. Our graphic identity captures the spirit of global outreach and a long history of helping the world's poorest children and their communities.

THE SIGNIFICANCE OF THE GLOBE

The classroom-style globe (on a stand as it would be displayed in a classroom) illustrates our emphasis on education that is at the heart of our work and our identity. The logo features a curved cross that is "hugging" the globe – portraying the loving nature of the *Salesian Missions* approach. The globe itself has a sense of movement to it (accomplished by how the design leans forward and to the right). This technique communicates how our work is forward-thinking, always evolving and responsive to the changes in the world.



THE MEANING BEHIND OUR COLORS

Blue was selected for the *Salesian Missions* logo because blue represents trust and integrity. The dark blue illustrates the strong history and excellent track record (a solid foundation). The brighter blue reflects the vibrant nature of our organization, always working toward positive goals (blue skies). Our tagline and campaign slogan appear in red, which symbolizes the blood of Christ as well as passionate love and caring.



OUR TAGLINE & SLOGAN

The official *Salesian Missions* tagline that accompanies the logo proclaims our purpose in a simple statement: "Our mission gives hope to millions of youth around the globe." The campaign slogan below our name is a call to action, asking the question "What's your mission?" The tagline and slogan serve to engage those who view it by inspiring them to reflect on what *they* are doing (or what they could be doing) to make the world a better place.