

# Brand Guideline

Victoria Mission College

# Welcome!

Welcome to the brand identity of Victoria Mission College, a beacon of African missions and transformation. Rooted in the Great Commission, our brand reflects the life-giving flow of the gospel—empowering, equipping, and sending missionaries from Africa to the world.

Just as Lake Victoria's waters nourish distant lands, VMC stands as a source of spiritual renewal, unity, and purpose. This guide defines the visual and conceptual identity that upholds our mission, ensuring consistency as we proclaim Christ and advance His kingdom.

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# Organisation Logo

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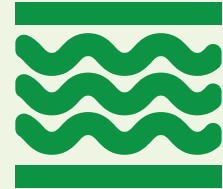
## ■ ORGANISATION LOGO

In brief, the logo icon reflects God's mission from **heaven to earth**, symbolized by the horizontal lines. The **three waves** represent the **flow of the gospel**, the **Triune God**, and the unity of God's grace and human effort in mission. The **green color** signifies **hope and transformation** through Christ's life-giving work.



# Logo Explanation

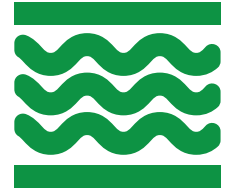
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- 1** The two horizontal lines above and below symbolize heaven and earth. Heaven is the beginning of mission, signifying God's rule and will, and the earth signifies the world where mission takes place.
- 2** At the same time, heaven and earth symbolize the new heaven and new earth, the Kingdom of God, which begins in Genesis 1:1 and ends in Revelation 22:1. Mission is the Kingdom of God being realized on this earth.
- 3** The three wave lines in the middle symbolize the flow of God's gospel. It is like the flow from Lake Victoria to the Nile and the world. It means the gospel of living water flowing to the world, as shown in Ezekiel 47:9 and John 7:37–38.

# Logo Explanation (Cont'd)

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- 4 The reason it is three is because mission is the ministry of the Triune God. Mission is the expression of the complete love and grace of the Triune God before it is the ministry of the church and the personal mission of the believer.
- 5 At the same time, the three waves symbolize the adaptation and creative union of human effort and God's grace, the church and missionaries, missionaries and the mission field, and also the meaning that Christ's mission of teaching, proclaiming, and healing must be carried out together.
- 6 The overall color is green because green represents hope and change. We hope, pray, and wait for the season of Christ's abundant new life to come to this land through missions.

# Logo Measurement

## 5 MEASUREMENT

Grid spacing  
Symbol (icon) to  
typography (text) ratio.  
Clear space (safe zone)  
Minimum Size



# Logo Variation

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## ■ WHITE BACKGROUND

The VMC logo has primary and alternate versions to ensure clarity across different backgrounds while maintaining brand consistency



## ■ WHITE BACKGROUND

With the navy blue background, the VMC logo still stands out with the icon in green and the rest of the other elements in white.





# Logo Variation

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## ■ MONOCHROME & SINGLE COLOR

This single-color version of the VMC logo is intended for black-and-white printing, low-contrast materials, or minimal design settings. It ensures the logo remains clear and recognizable when full color isn't an option.



# Typography

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## ■ PRIMARY TYPE

**DM Serif Display** – An elegant serif typeface that conveys tradition, trust, and clarity. Ideal for headlines and scripture references, it reflects VMC's deep theological focus and mission-driven identity.

Aa

PRIMARY TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
PQRSTUVWXYZ  
abcdefghijklmnopqrs  
tuvwxyz  
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy  
0123456789

# Typography

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## ■ SECONDARY TYPE

**Work Sans** - A clean, modern sans-serif with excellent readability and a professional yet approachable feel. Best suited for body text and general communication, supporting VMC's clarity and accessibility.

Aa

SECONDARY TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

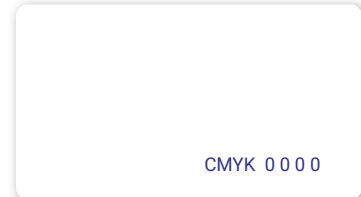
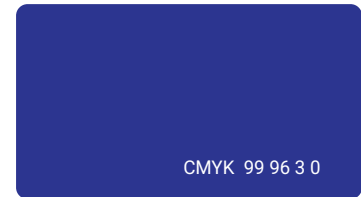
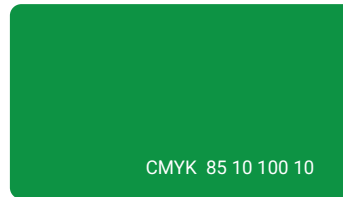
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# Brand Colors

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## ■ Brand Colors

- Green
- Deep Blue
- Light Yellow-Green
- White



# Website and Print



# Apparel

