



Partner Co-Brand Guidelines.

Brand
ParishSOFT

Year
2026

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Introduction

Purpose

These guidelines define how ParishSOFT appears alongside partner brands in co-branded marketing, communications, events, and digital materials. Use these guidelines whenever both logos appear together.

Logo Usage

- Use only approved ParishSOFT logos
- Place logos side-by-side or stacked
- Maintain equal visual weight
- Follow clear space requirements
- Use correct logo for background

✓ Correct

ParishSOFT *Partner Logo*
by Ministry Brands®

Equal visual weight

ParishSOFT *Partner Logo*
by Ministry Brands®

Balanced spacing

⊘ Incorrect

ParishSOFT *Partner Logo*
by Ministry Brands®

Unequal sizing

ParishSOFT*Partner Logo*
by Ministry Brands®

Imbalanced spacing

Logo Usage

✓ Correct

ParishSOFT
by Ministry Brands®

Partner Logo

Equal visual weight

ParishSOFT
by Ministry Brands®

Partner Logo

Balanced spacing

✗ Incorrect

ParishSOFT
by Ministry Brands®
Partner Logo

Unequal sizing

ParishSOFT
by Ministry Brands®
Partner Logo

Imbalanced spacing

ParishSOFT Logo

The Wordmark Logo is the primary brand identifier used in all applications.
It's composed of the two brand words and the registered trademark symbol.

Main Logo



Logotype

Negative Logo

The Negative Logo version can be used when there's a dark or saturated background, and the primary logo version wouldn't contrast well.

Never use this version on white or light backgrounds. Instead, brand colors are recommended for backgrounds.

The image shows the ParishSOFT logo in white against a dark blue background. The word "Parish" is in a sans-serif font, and "SOFT" is in a larger, bold, sans-serif font. Below "SOFT" is the text "by Ministry Brands" in a smaller, sans-serif font. The entire logo is centered on the right side of the slide.

ParishSOFT

by Ministry Brands®