



ST. MICHAEL CATHOLIC CHURCH

Graphic Standards & Guidelines Manual

How to use the St. Michael Catholic Church brand to maintain a cohesive identity in all mediums of visual communication.

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Visual identity standards guide

Our brand is our most valuable asset in visual communications. It embodies the growth, openness, personality and forward momentum intrinsic to who we are and likely serves as the first impression of St. Michael Parish with any audience in person or online at stmichaelchurch.org.

The consistent application of a cohesive identity is crucial to supporting the message we carry.

Our brand is a tool and, when used correctly and consistently, it insures that every touch point reinforces the St. Michael Parish brand and communicates excellence. This guide contains constraints, rules and examples for maintaining a cohesive identity in all aspects of St. Michael Parish's visual communications.

Every employee, intern and volunteer plays a part in ensuring that visuals produced in-house (or with an outside vendor) under their supervision hold fast to these standards.

The Communications Team will provide strategic assistance on any branding applications that are unclear to you. We're here to help, and we are passionate about our brand.

Intro:

We are evolving our look and feel so that we present a consistent, modern and distinctive appearance across all mediums of visual communication.

What is a Brand?

Brand is not a collection of stuff or a logo. A brand is a collection of symbols, experiences and associations connected with an organization, product, service, etc. Simply, it is what people think of you when they come into contact with you or hear of you. Specifically, brand is 1.) an expectation of an experience and 2.) the emotional after taste after an experience. Ultimately, brand is attention to detail.

Mission:

We are called by the Lord to be a Spirit-filled, Gospel-directed and Life-giving community.

We gather to proclaim the gospel values inherent in worship, formation, service and stewardship.

Core Values:

Promote a liturgical life that is core to our purpose.

Promote a life-giving liturgy based on the documents of Vatican II.

Promote progressive development in Christian formation.

Believe that liturgy and formation leads us to answer our baptismal call to service, stewardship, and evangelism.

Embrace the diversity of individuals, realizing that all people have worth.

Our logo

Our logo symbolizes the concept of community. It represents our core values and mission statement. The following information covers using our logo properly and consistently

Limits & Padding

The logo should always have ample breathing room. Maintain a generous “safe” area on all sides of the logo. The logo can be shown with the border or without.



Artwork

Digital files with an .eps extension should be used for printed materials. Digital files with a .jpg (for most applications) or .png (for transparency) should be used for on-screen viewing. If you are sending artwork to a vendor, please consult with them for their preferred file format(s) prior to production. Files for the St. Michael Parish logo are available from the Communications Team.



Sizes

The minimum application size for print applications of the logo is .75 inches. Smaller uses of the logo will detract from the overall visual impact and cohesive branding.



Colors

Refer to the Colors section of this guide for details on colors.

ALTERNATE LOGOS

Other acceptable versions of our logo

White on black background



White on PMS 201 Background



PMS 201 Only



These logos should only be used when the following are considerations: one-color print jobs, large print cost(s), outdoor signage implementation for increased readability or a harsh clash of colors with any message series color scheme or other print piece. Do not use these logos “just because.” Please utilize minimally and with purpose. You are always encouraged to consult the Communications Team if you have questions concerning the proper printing of our logo.

BRAND ARCHITECTURE

We are a branded house, not a house of brands

A 'branded house' methodology simply means that St. Michael Parish is the brand, and all of our ministries are under that main brand. Ministries do not exist outside the context of St. Michael Parish; we are a unified body. Ministries are not their own brands, and, in turn, they do not need their own logos. The obvious exceptions to this are the School and the individually branded gatherings/environments - e.g.

Though the need for "sub-brand" logos would be extremely rare, it might be helpful to see examples of how we should think about individual ministries in relation to the St. Michael Parish brand

Typography

Everyday TYPOGRAPHY

These typefaces are St. Michael's handwriting and the public-facing personality of our identity

ST. MICHAEL CATHOLIC CHURCH

(Times New Roman) First character is to be Larger than remaining characters. If using Microsoft Word this setting is "Small Caps".

Any forms, letterhead, internal documents, Guest Services print pieces, etc. that you produce yourself should be set in Times New Roman for the heading of St. Michael. The Communications Team will provide basic Microsoft Word and/or Publisher templates for common uses. For all ministry-produced visuals, consider Times New Roman to be the "St. Michael font" and use it as your default font. Times New Roman is on any PC with Microsoft Word installed and standard on any Apple computer. Times New Roman is a standard font.

WEB TYPOGRAPHY

Typography choices for the web are subject to change with major redesigns.

Arial:

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Times:

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Verdana:

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

PRIMARY COLORS

These colors are St. Michael's communications palette for all mediums

Color Chips



PMS 201

CMYK: 0-100-63-29

RGB: 163-38-56

Web: #a32638