

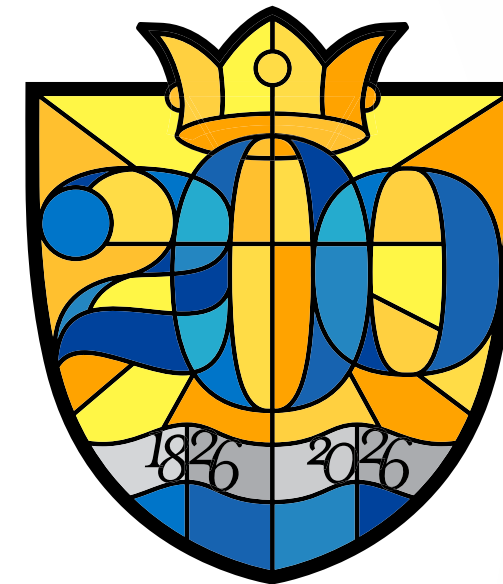
LOGO GUIDE

Archdiocese of St. Louis

Bicentennial Jubilee

To commemorate this truly historic event, we are proud to unveil a custom-designed logo. More than just an image, it's a powerful symbol meticulously crafted to embody the diverse voices and rich tapestry of our entire Archdiocese. Every element within its design has been thoughtfully considered to represent the two centuries of spiritual journey, growth and enduring commitment that define our past and inspire our future.

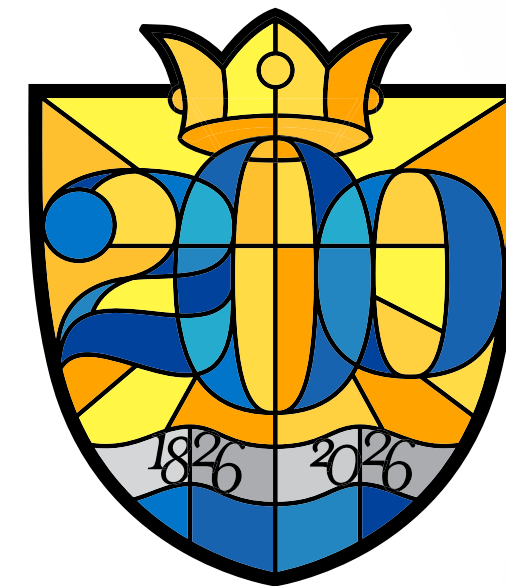
It is essential that this logo be prominently featured in all communications related to the Bicentennial Jubilee. Its consistent use will ensure that this historic milestone is recognized and celebrated with the dignity and reverence it deserves, fostering a sense of shared identity and collective pride across all parishes, schools and ministries within our Archdiocese. By embracing this logo, we collectively honor our rich heritage and enthusiastically embrace the promise of the next century of faith.



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Inspiration

The design is inspired by the radiant beauty of stained-glass windows found in our cathedrals and churches across the Archdiocese. Just as light transforms these windows into a mosaic of colors, our Catholic community is a mosaic of different cultures, parishes and ministries, all unified by the light of Christ. The crown connects to our local St. Louis identity, honoring our patron saint, St. Louis, King of France.



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Usage & Application

This logo is meant to be a unifying symbol. Use it consistently across all materials to build a memorable and proud identity for the Jubilee. Ensure that its application feels welcoming and inclusive, inviting all people to see themselves reflected in our shared story.

The full-color logo should be used in all possible cases, as it is designed to work on everything from banners and bulletin inserts to t-shirts and online campaign materials.

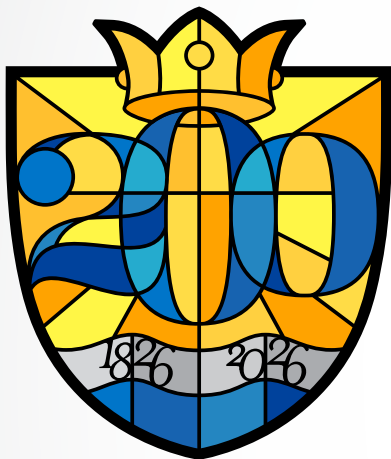
The full logo lockup includes our name, "The Archdiocese of St. Louis," which should be included whenever possible to provide context.



Alternate Applications

When it is not possible to use the full-color logo, use one of these simplified versions. The reversed logo should be used on dark backgrounds, and the one-color version should be used for small or complex applications, like fine embroidery or small digital outputs.

4 Color Process



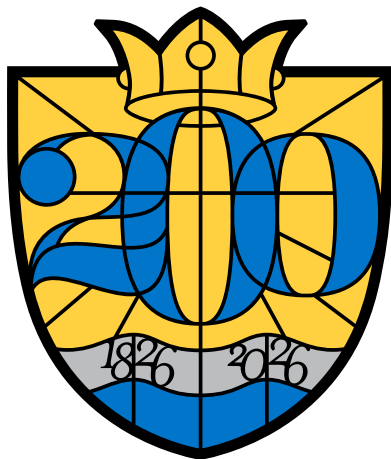
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4 Color Process



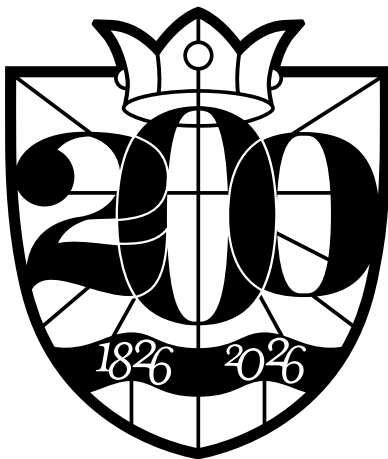
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4 Color Spot



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1 Color



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Reversed



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Below this line are for smaller applications.



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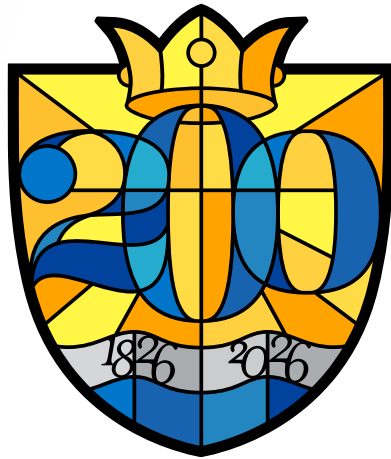


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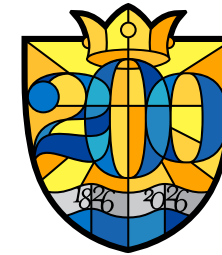


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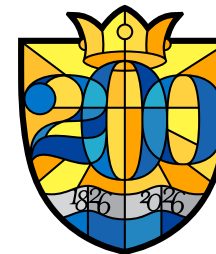
Alternate Applications Cont.



A version of the logo without our name can also be used for specific applications that are produced by the Archdiocese of St. Louis and are therefore already associated with our brand. Examples of these applications include social media posts, website content, apparel and branded merchandise, or event materials.



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For applications with horizontal proportions (i.e. web banners), these alternate versions may be used.

CLEAR SPACE & MINIMUM SIZE

Maintain a clear space around the logo of approximately the height of the crown in our logo. This clear space guideline applies to any version of the logo.

The minimum size guideline should be applied to print and digital applications. The minimum printable width for the logo lockup is 1.25 inches wide. The minimum width for digital applications is 108 pixels.



COLOR BREAKDOWNS

To help everyone create materials that are visually consistent with our Jubilee theme, we've developed a cohesive color palette. These colors are meant to reflect the "divine light" metaphor that is central to our celebration, connecting our radiant faith with the beautiful, lived reality of our community. When you're ordering materials or designing your own assets, please refer to this guide to ensure everything looks and feels united.

SECONDARY COLORS USED IN FULL LOGO	HEX = #25abce	HEX = #fff646	HEX = #d4d6d8
	HEX = #24a6c1	HEX = #ffdc46	HEX = #cbccce
PRIMARY ARCHDIOCESE BRAND COLORS	PMS = 3005 CP CMYK = c.100 m.46 y.2 k.0 RGB = r.0 g.117 b.201 HEX = #0075c9	PMS = 122 C CMYK = c.0 m.19 y.79 k.0 RGB = r.255 g.206 b.64 HEX = #ffd040	PMS = Cool Gray 4 C CMYK = c.2 m.1 y.0 k.25 RGB = r.187 g.189 b.191 HEX = #bbdbdf
	HEX = #1763b0	HEX = #ffc02f	HEX = #aaacaf
SECONDARY COLORS USED IN FULL LOGO	HEX = #00429c	HEX = #ffa300	HEX = #878a8e

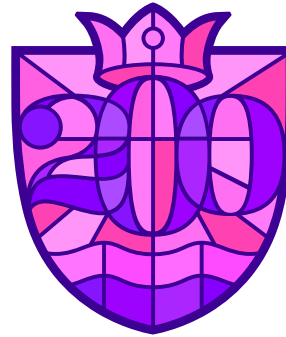
CMYK breakdowns should be used for printed materials. RGB or HEX color codes may be used in digital applications.

UNNACCEPTABLE USES

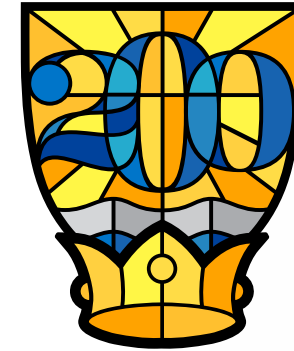
To preserve the integrity of the brand, it is imperative to avoid changing or distorting the Bicentennial Jubilee logo in any way. This applies to all versions of the logo. Here are a few examples of what not to do:



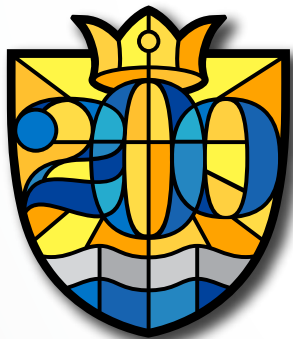
Do not stretch, skew or distort



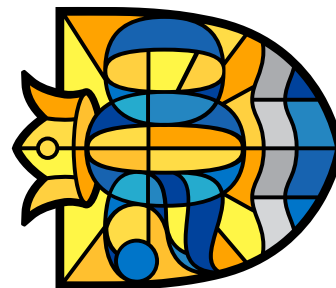
Do not change colors



Do not rearrange logo elements



Do not add special effects

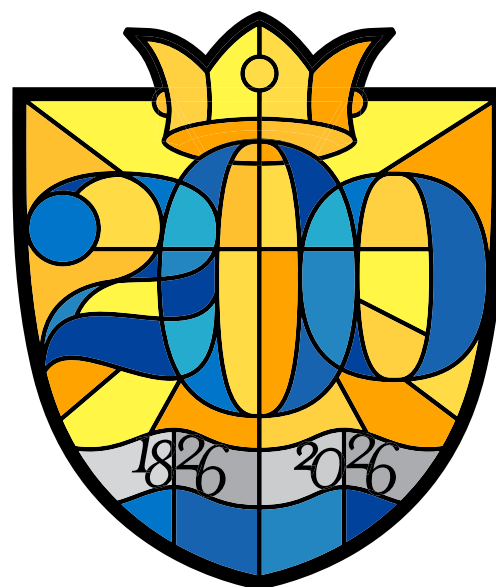


Do not angle or rotate



Do not outline

Thank you. We'll see you at the Jubilee!



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Questions?

Linda Putnam
lindaputnam@archstl.org