



# **BRAND GUIDELINES**

Updated April 2024



ARCHDIOCESE OF ST. LOUIS

# DISCLAIMER

## Important to Note

A brand guide is, by nature, a living and working document, meant to aid the visual brand of an entity and the members who use it. Our brand guide is under construction. It is important to keep in mind that a brand guide is never really final, as our brand will evolve over the years and particularly with the All Things New initiative and changes that will occur because of it.

The Office of Communications is always willing to send brand material to anyone who needs it. This is an informational and functional document, but it cannot replace the expertise of those most familiar with the brand. Please don't hesitate to reach out to the Office of Communications for clarification or with any questions.

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01

# INTRODUCTION



# INTRODUCTION

## Purpose

A brand is every association and experience, active and intentional. It is how people feel and think about something. In our case, it is how people feel and think about the Archdiocese of St. Louis. It is the awareness and relevance of our archdiocese in the minds of priests and religious, lay people, the Curia, and the community at large. We are not a business, and our people are not “consumers,” but a strong brand can help us communicate who we are—the Church of St. Louis—and who we are called to become as disciples of Jesus Christ. A brand is built not only through effective communications or appealing logos; it is built through the total experience it offers. Our visual identity is simply a reflection of our brand.

Consistency is key to successfully conveying the Archdiocese of St. Louis’ “brand” to the world. A strong and consistent visual identity helps shape the way key constituents view our archdiocese, both now and in the future. That visual identity begins with this Archdiocese of St. Louis Graphic Standards Guide.

This guide will help the Archdiocese of St. Louis avoid confusion in a crowded landscape by helping us to clearly define the archdiocese and maintain the consistency necessary for effective communication to the public.

**For any questions or comments, contact the Office of Communications at [communications@archstl.org](mailto:communications@archstl.org).**

## MISSION STATEMENT

To be His Church and live His Gospel... joyfully striving to fulfill our Baptismal calling by prayer and worship, teaching and sharing our faith, serving others, and fostering unity in diversity, committing ourselves to be responsible stewards of all God’s gifts.



# INTRODUCTION

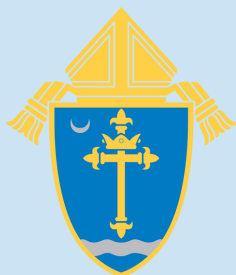
## Terms to know

### Curia

Technical name for a diocesan chancery, which includes a bishop and all the officials who assist him in the administration of the diocese. At times the term [refers to] the diocesan tribunals only but this usage is not uniform. Each diocesan curia should have its own norms and procedure, sometimes called the constitutions.

*Source: Catholic Culture*

### Archdiocesan Crest



The archdiocesan crest (coat of arms) is the official logo of the Archdiocese of St. Louis and is preferred for use on all official archdiocesan publications.

The coat of arms is an azure blue field with a gold crusader's cross, and a crown representing Saint Louis IX, King of France and patron of both the archdiocese and city of St. Louis. On the extremes of the cross are found the fleur-de-lis that recalls the French foundation of the city.

In the upper corner of the shield is a silver crescent moon symbolizing Mary, the Blessed Virgin, the state of Missouri, and the navigational direction of west. At the bottom of the shield a silver, or argent, wavy band symbolizes a body of water, specifically the Mississippi River.

When all the symbols are read together they suggest the description: West of a body of water, the Mississippi River, there is a diocese/city named for the Crusader King of France.



02

# LOGOS



# LOGOS

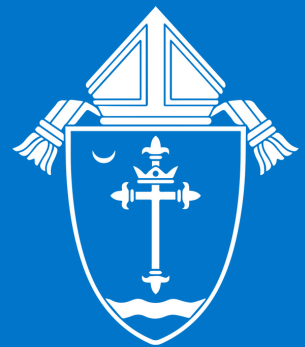
*Horizontal logo in white, for when placed on colored backgrounds*



*Horizontal logo in full color*



*Official crest without the words, in both full color and all white, for when placed on colored backgrounds.*



*2-line stacked vertical logo, in both full color and all white, for when placed on colored backgrounds*



**To obtain logos, please contact the  
Office of Communications.**



## Improper Usage



*Outdated version of the archdiocesan logo (has black outlines, which are no longer part of the design and the font is small caps, instead of ALL CAPS)*



ARCHDIOCESE OF ST. LOUIS



*Placing a drop shadow or any other effect behind the official archdiocesan logo*



ARCHDIOCESE OF ST. LOUIS



*Using a low resolution version of the official archdiocesan logo*



ARCHDIOCESE OF ST. LOUIS



*Changing the color scheme of the official archdiocesan logo*



ARCHDIOCESE OF ST. LOUIS



**03**

# COLOR PALETTE



# COLOR PALETTE

When talking about colors in design, there are some standard terms that are helpful to define. Please use this guide to make sure the colors used are consistent with the Archdiocese of St. Louis brand. The blue and gold colors should be used whenever possible as the primary branding color. Various tints of these colors can be used to complement the designs as needed (examples of 75%, 50% and 20% shown below).

## PMS

PMS stands for "Pantone Matching System." This is how professional printers communicate color so that one printer can print a brochure and another a banner and both use the same blue and gold.

## CMYK

CMYK stands for the 4 standard inks that a printing press uses: Cyan, Magenta, Yellow and Key (Black). CMYK or 4-color (process) printing is the most common form of printing. It allows for full-color printing of photos and pieces with a wide range of colors.

## RGB

RGB creates color on your computer screen and electronic media via the colors red, green and blue. RGB values will come in handy when you want to recreate your colors for on-screen presentation, word processing documents, etc.

## HEX

HEX, or hexadecimal, is the fancy way web designers represent RGB values on the web or within design software.

	75%	50%	20%		75%	50%	20%
<b>3005 CP</b>				<b>122 C</b>			
<b>100, 46, 2, 0</b>				<b>0, 19, 79, 0</b>			
<b>0, 117, 201</b>				<b>255, 206, 81</b>			
<b>#0075c9</b>				<b>#ffd040</b>			



**04**

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# TYPOGRAPHY



# TYPOGRAPHY

## Gill Sans

Aa

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

*Gill Sans (or Gill Sans MT) is a typeface that is fresh and modern, yet classic. It has much flexibility built in – there are a range of styles within the font family. It is to be used as the main sans serif font for any general archdiocesan materials that are not considered official documentation.*

## Palatino Linotype

Aa

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

*Palatino Linotype is a typeface that has been part of the archdiocesan brand for quite some time. It is the official font of the Archdiocese of St. Louis crest, and is to be used for official documentation and as a supplementary serif font to Gill Sans.*



**05**

# EMAIL SIGNATURES



# EMAIL SIGNATURES

Having a standard email signature reinforces the archdiocesan brand and message and helps promote our website. Do not use Outlook stationery or change the standard background or text colors. Email is fickle with how it displays non-text elements; it is almost impossible to format an email to appear the same across various platforms.

*All archdiocesan representatives should follow the same standard format for their email signature. If you need assistance setting up your signature, please contact the Office of Communications.*

Your signature should include **ONLY** what is included in the following:

- Your name in bold, Calibri, 11-point font
- Your title and physical address in Calibri, 11-point font
- Main phone number in Calibri, 11-point font (may include fax number, if necessary)
- Your email address
- Your Twitter handle, if you have one that is used for work-related messaging
- (OPTIONAL) tag line/quote in bold, Calibri, italicized, 10-point font

***Your standardized archdiocesan email signature should appear like the example below:***

First Last

Title

Archdiocese of St. Louis

20 Archbishop May Drive

St. Louis, MO 63119

p: 314.792.1234 | c: 314.123.1234 (or f:, or nothing at all)

youremail@archstl.org

@Twitter



*"Here is where a religious quote, Biblical passage, or event information may appear, if you so choose to have one"*

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# GRAPHIC ELEMENTS

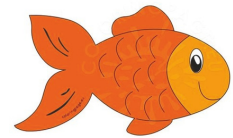
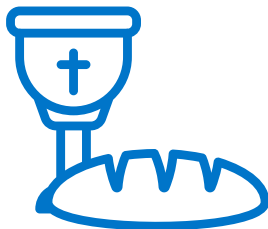




# GRAPHIC ELEMENTS

## Icons

When in need of icons/graphic elements to supplement designs, only minimalistic vectors should be used. See examples below of vector icons to use, instead of clip art. It is important to remember that clip art is an antiquated form of illustration and will only make the archdiocesan brand look irrelevant.



**For help in obtaining vector graphics,  
please contact the Office of  
Communications.**



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# CONCLUSION



# CONCLUSION

## Why this brand guideline is important

Having a consistent brand across the Archdiocese of St. Louis is important for several reasons:

First, it creates a cohesive look across all offices and agencies that will, in turn, establish a sense of reliability and trust among those we serve.

Second, following these updated brand guidelines will help us to stay relevant in the world. With things ever-changing, it's sometimes difficult to keep up. Having brand guidelines that are adaptable will help in answering the question of whether something is right or wrong in terms of our brand.

Third, the Catholic faith is built on beauty. We have beautiful churches, beautiful music and beautiful art. By promoting and maintaining that sense of beauty in our archdiocesan brand, we are contributing to the Church in that way. Let's be promoters of the good and beautiful together!

**For any questions, please contact the Office of Communications at [communications@archstl.org](mailto:communications@archstl.org).**

