STYLE GUIDE FOR ST. ANNE ROMAN CATHOLIC PARISH

05.07.14

ST. ANNE
ROMAN CATHOLIC PARISH

CONTENTS

IDENTITY

ST. ANNE

ROMAN CATHOLIC PARISH

The St. Anne Logo

This mark, known to us as the
ST. ANNE Logo, depicts Saint Anne
cradling Virgin Mary in front of the
cross—foretelling the lineage and
ministry of Jesus Christ.

LOCKUPS

The ST. ANNE Official Logo

The *ST. ANNE Official Logo* is a lockup with both the *Word Mark* and *Icon Mark*. It is clear, bold, and concise. It clearly communicates the vision of ST. ANNE.

The ST. ANNE Horizontal Mark

The *ST. ANNE Horizontal Mark* is the logo with the type placed to the right of the *Icon Mark*. The *Official Logo* may not work as well in some situations due to space constraints or legibility issues where a horizontal area is only available. The *Horizontal Mark* may be used on it's own.

Please use very sparingly.

COLOR COMBINATIONS
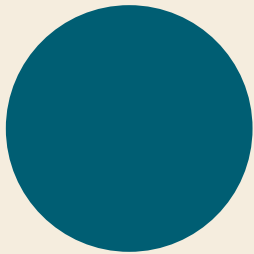
The ST. ANNE Official Logo

The *ST. ANNE Official Logo* is a lockup with both the *Word Mark* and *Icon Mark*. It is clear, bold, and concise. It clearly communicates the vision of ST. ANNE.
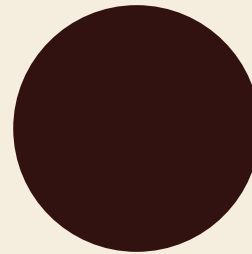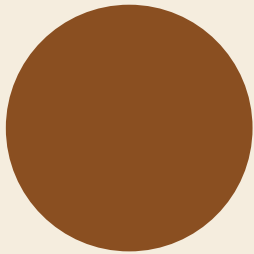
COLOR

Brand Color Value

Color is a very important part of building any brand. Use our brand colors in a way that is tasteful and consistent.
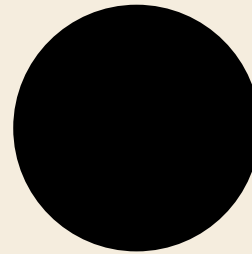
C: 93   R: 0   HEX: 005F72
M: 53   G: 94   PMS: 7705
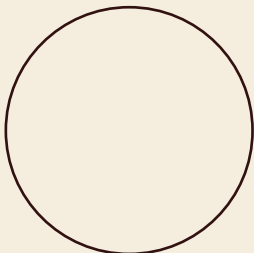Y: 41   B: 115
K: 18

C: 52   R: 49   HEX: 311110
M: 79   G: 18   PMS: 4625
Y: 72   B: 16
K: 77

C: 33   R: 138   HEX: 895022
M: 69   G: 79   PMS: 7573
Y: 100 B: 33   PMS METAL:
K: 28   8964

C: 40   R: 0   HEX: 000000
M: 30   G: 0   PMS: BLACK
Y: 30   B: 0
K: 100

C: 3   R: 245   HEX: F6ECDF
M: 5   G: 237   PMS: 141 (10%)
Y: 12   B: 222
K: 0

LOGO SIZE & SPACING

St. Anne Logo (1 inch minimum)

ST. ANNE
ROMAN CATHOLIC PARISH

1 in. min.

Minimum Size

The minimum application size for print applications of the logo is 1 inch in width. Smaller uses of the logo will detract from the overall visual impact and cohesive branding. Be sure sizing is always proportional, height to width.

St. Anne Logo (Clear Space)

ST. ANNE
ROMAN CATHOLIC PARISH

Clear Space

To ensure the prominence and clarity of the logo lockups, there must be some clear space around them. Take the 'N' of ST. ANNE and align it to the edges all around lockup to ensure minimum safe distance.

TYPOGRAPHY

Neutra Text

Lockup typeface

BOLD	**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 01234567890**

Helvetica Neue

Recommended for body copy

REGULAR	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 01234567890
REGULAR OBLIQUE	*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 01234567890*
BOLD	**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 01234567890**
BOLD OBLIQUE	***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 01234567890***
CONDENSED BOLD	**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 01234567890**
LIGHT	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 01234567890
LIGHT OBLIQUE	*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 01234567890*

LOGO DOs

Correct Usage

We've tried to account for all the scenarios in which the logo(s) may be needed. Use the spirit of this guide to help you make decisions not accounted in these examples.

Black Logo on Light Background

When limited to one color (B&W) try to use our Pure Black.

White Logo on Dark Background

When limited to one color (B&W) try to use our Pure Black.

Color Logo on Light Colors

When considering a color background, use our Copper, Blue, or Coffee brand colors.

Color Logo on Photography

Always look for clear space and areas free of complex imagery. The entire logo should be clearly visible.

LOGO DON'Ts

Incorrect Usage

We've tried to account for all the scenarios of the 'thou shalt not' of logo usage.

Rotation

Do not angle.

Proportion

Do not distort the logo horizontally or vertically when scaling.

Color

Use only approved colors. Do not use gradients.

Bevel, Emboss, & Shadows

Please do not use any filters or effects on logo.