



CATHOLIC CHARITIES

CHERISHING THE DIVINE WITHIN ALL

Style Guide

version 1.0

Contents

Purpose of this guide	2
Brand signatures	3
Catholic Charities Primary logo	4
Catholic Charities Secondary logo	5
Division logos	6
Program logos	7
Logo file types	8
Minimum clear space	9
Incorrect usages	10
Taglines	11
Cross icon usage	12
Typography	13
Color palette	14
Stationery	15-16
Signage/Banners	17
Promotional Products	18
Email signature	19

Purpose of this guide

This guide to understanding and using the brand signatures (logos, colors, and typography) of Catholic Charities, its divisions and its many programs is essential reading for anyone responsible for communicating about the agency. Our brand signatures are our face to the world. They are a graphic expression of who we are and what we believe. They convey our personality and express our promise to those we serve. In developing our brand signatures, we determined that they must express our Catholic identity clearly, but we also sought to express an inclusiveness that would engage non-Catholics as most welcome partners in our work. Careful consideration has been invested in creating these brand signatures, and equal attention must be paid to applying them.

While Catholic Charities is an effective non-profit, we must also operate with the discipline of any well-managed for-profit organization. If we are to continue to succeed, we must maintain the power of our brand, which is widely recognized as among the best-run, most outcomes-focused of any non-profit organization in Maryland. We are also respected for our dedication to Cherishing the Divine within all. Because success in improving lives has fueled our growth and increased the scope of our services, we are an increasingly complex entity. Amidst such complexity, our challenge is to achieve a unity that binds us as one.

Catholic Charities must be understood not as a collection of stand-alone programs but as a single, powerfully capable organization.

Your compliance with the brand standards detailed in this guide make an important contribution toward achieving that goal. For questions about any branding or logo issue, please contact the Communications Department- Renee Johnson, Director of Creative Services, at 410-547-5436 or rjohnson@cc-md.org

Brand signatures

This style guide is intended to ensure consistent application of the Catholic Charities brand identity in internal and external communications. Brand signatures include the proper use of the logos, colors and typography. Examples of their use on stationery and other materials are shown in this style guide.

By requiring adherence to these standards, we help establish and maintain a strong visual identity in the marketplace. The brand signatures defined here are for Catholic Charities, its Divisions, such as Community Services, and its Programs that possess strong individual brand identities, such as Our Daily Bread Employment Center. A number of programs have also requested their own logo for their communication needs.

In addition to the standardized brand signatures, there are two taglines that are to be used consistently and exclusively. **CHERISHING THE DIVINE WITHIN ALL** is applied only to the Catholic Charities logo. The line should never be used as the tagline for Divisions or Programs. **CATHOLIC CHARITIES IN ACTION** is the appropriate tagline applied to Divisions and Programs. No taglines other than these two should ever be applied to our brand signatures.

Catholic Charities Primary Logo

The Catholic Charities logo is clean, simple and yet very unique. It consists of a cross icon that is subtly placed in the typography becoming both a symbol and the “T” in CHARITIES, The cross is grounded in the word “Charities” to make the important point that Jesus Christ, his teachings and our Catholic identity are the source of inspiration for the charitable work we perform. The logo has 3 versions, a stacked, horizontal and an alternate configuration and all include the tagline, **CHERISHING THE DIVINE WITHIN ALL**. The primary stacked configuration is preferred and should be used whenever possible. The horizontal or alternate configurations should only be used when space does not allow for the stacked configuration. Never attempt to recreate or alter the logo; always use the approved electronic files.

Stacked configuration (preferred)



Horizontal configuration



Alternate configuration



Catholic Charities Secondary Logo

The secondary logo for Catholic Charities includes “Baltimore”. This logo will be used in cases when Catholic Charities Baltimore needs to differentiate themselves from other Catholic Charities organizations. The logo has 3 versions, a stacked, a horizontal and an alternate configuration and all include the tagline, **CHERISHING THE DIVINE WITHIN ALL**. The primary stacked configuration is preferred and should be used whenever possible. The horizontal or alternate logo should only be used when space does not allow for the stacked configuration. Never attempt to recreate or alter the logo; always use the approved electronic files.

Stacked configuration (preferred)

CATHOLIC
CHARITIES
BALTIMORE

CHERISHING THE DIVINE WITHIN ALL

Horizontal configuration

CATHOLIC CHARITIES BALTIMORE
CHERISHING THE DIVINE WITHIN ALL

Alternate configuration

CATHOLIC
CHARITIES
BALTIMORE

CHERISHING THE DIVINE WITHIN ALL

Division Logos

Catholic Charities is a large organization and has created divisional units to help organize its many programs. The 4 divisions are: Child & Family Services, Community Services, Lifetime Services and Senior Communities. All division logos must include the specified tagline only. Never attempt to recreate or alter the logo; always use the approved electronic files.

Stacked configuration (preferred)

COMMUNITY
SERVICES
CATHOLIC CHARITIES IN ACTION

Alternate configuration

COMMUNITY
SERVICES | CATHOLIC CHARITIES IN ACTION

Program Logos

Many of Catholic Charities programs will have their own signature logos. The signatures will vary in length but all will keep the same look and structure of the new branding. Below is an example of one of the programs to show how longer names will be treated. All program signatures must include the specified tagline only (**CATHOLIC CHARITIES IN ACTION**). Never attempt to recreate or alter the signatures; always use the approved electronic files.

Primary configuration (preferred)

OUR DAILY
BREAD
EMPLOYMENT
CENTER
CATHOLIC CHARITIES IN ACTION

Alternate configuration

OUR DAILY
BREAD
EMPLOYMENT
CENTER | CATHOLIC CHARITIES IN ACTION

Logo file types

The Catholic Charities logo is available in various file types for printing, presentations and online applications. To ensure proper reproduction, always use the appropriate file type as described in the chart below. For branding questions or logo issues, please contact the Communications Department—Renee Johnson.

for quality printing use:
EPS (VECTOR)

for web/PowerPoint presentations use:
JPG • PNG

for transparent backgrounds use:
EPS (VECTOR) • PNG

Primary Logo (preferred)

Division Logo

Color

Available as four-color process and two spot color PMS inks



Black

For use in B&W newspaper, or lower quality applications when color is unavailable



Grayscale

For use in B&W magazine, or higher quality applications when color is unavailable



Reverse (white)

For reversing to white out of solid background colors or photos. Always ensure adequate contrast and legibility.



Minimum clear space

Since there are a range of signatures, spacing requirements will vary. Signatures with more words will maintain the same minimum width but the type point size will be slightly smaller. This is to maintain a consistent space used for the signature. Keep a generous amount of clear space all around to keep the signature free from distracting elements. The formula for the minimum amount of space is 5x the cap height of the tagline (x). Use more space whenever possible, especially when there are other competing graphic elements near the logo.



The minimum clear space is 10mm or 5 times "X", measured by the cap height of the tagline (X).

Incorrect use examples

The following rules apply to ALL signatures used in Catholic Charities' branding.

Don't stretch or distort the logo



Don't put shadows or graphic elements behind the logo



Don't alter the size relationship of the logo and tagline



Don't attempt to recreate the logo with a similar typeface



Don't use the logo as part of a sentence, phrase or name



Don't print the logo on a complex background or photo



Don't print the logo in an unapproved color



Don't enclose the logo in a box or other shape



Don't print the logo on a color that provides insufficient contrast



Taglines

The Catholic Charities tagline is used to convey how and why we improve the lives of Marylanders in need. The Catholic Charities logo is the only one to use the tagline **CHERISHING THE DIVINE WITHIN ALL**. All other divisions and programs are to use the tagline **CATHOLIC CHARITIES IN ACTION** to identify their connection to Catholic Charities. All logos are designed with their appropriate tagline. Never attempt to switch or alter the taglines within the logos; always use the approved electronic files.

CHERISHING THE DIVINE WITHIN ALL

CATHOLIC CHARITIES IN ACTION

Catholic Charities logo with tagline



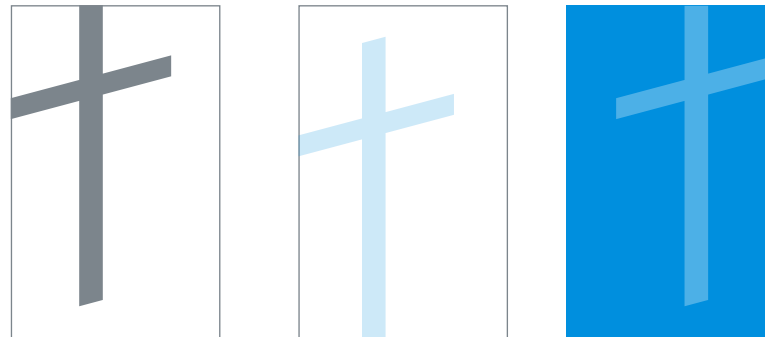
Program logo with tagline



Cross icon

The Catholic Charities signature consists of a cross icon that is subtly placed in the typography, becoming both a symbol and the “T” in CHARITIES. The cross icon can be used as a stand-alone graphic element, but should not be over used or placed randomly. When using the cross icon as a stand-alone, the preferred style is to place it in a corner or along the edge so part is bleeding off the edge.

Proper use



Improper use

Don't use less than 100% opacity for the grey cross.



Don't use the icon with any of the approved signatures.



Don't center icon
Don't use white icon at 100% opacity



Typography

For general use, in creating documents, emails, etc., Catholic Charities employees should use the Arial font. Headlines should be set in at least 18pt Arial Regular and body text should be 9 or 10pt Arial Light or Regular.

The Gill Sans typeface has been chosen as the preferred typeface for Catholic Charities' online and printed communications. When Gill Sans is unavailable, Helvetica or Arial may be substituted. For large amounts of text, the Perpetua typeface is preferred. When Perpetua is not available, Times New Roman may be substituted. Neutra Text typeface is only for logos and is NOT to be used for any other type of communication. *Arial and Times New Roman are standard fonts on all computers.*

Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gill Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Perpetua

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Perpetua Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Perpetua Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Color palette

The effective use of color is critical in conveying the brand personality of Catholic Charities. In addition to the blue and gray used in the logos, an extended family of colors has been created for use in all communications/projects. These colors reflect the color palette of the Catholic Charities website. Deeper hues are more appropriate for large solid areas, while brighter hues should be used sparingly or as highlight colors. Screentints may also be used as needed.



PMS 430C
cmyk: 33.18.13.40
rgb: 124.135.142
hex: 7C878E



PMS 279C
cmyk: 68.34.0.0
rgb: 65.143.222
hex: 418FDE

DEEPER HUES



P Black 7C
cmyk: 38.35.33.92
rgb: 61.57.53
hex: 3D3935



PMS 271C
cmyk: 49.44.0.0
rgb: 149.149.210
hex: 9595D2



PMS 689C
cmyk: 24.89.5.37
rgb: 137.59.103
hex: 893B67

BRIGHTER HUES



PMS 583C
cmyk: 26.1.100.10
rgb: 183.191.16
hex: B7BF10



PMS 7409C
cmyk: 0.31.100.0
rgb: 240.179.35
hex: F0B323



PMS 144C
cmyk: 3.51.100.0
rgb: 237.139.0
hex: ED8B00



PMS 485C
cmyk: 0.95.100.0
rgb: 218.41.28
hex: DA291C

SCREEN TINTS



PMS 427C
cmyk: 7.3.5.8
rgb: 208.211.212
hex: D0D3D4



PMS 277C
cmyk: 35.9.0.0
rgb: 171.202.233
hex: ABCAE9



PMS 684C
cmyk: 3.22.2.1
rgb: 228.198.212
hex: E4C6D4



PMS 586C
cmyk: 10.0.59.0
rgb: 224.226.124
hex: E0E27C



PMS 1205C
cmyk: 0.3.43.0
rgb: 248.224.142
hex: F8E08E

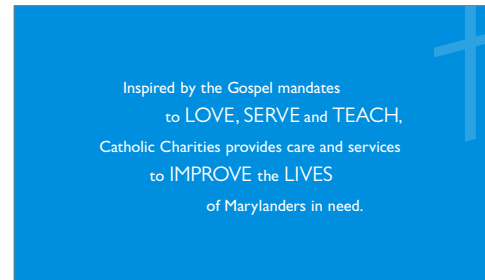
*Note: CMYK build values are based on
Pantone COLOR BRIDGE COATED values.
See Color Bridge UNCOATED book for those builds.*

Stationery

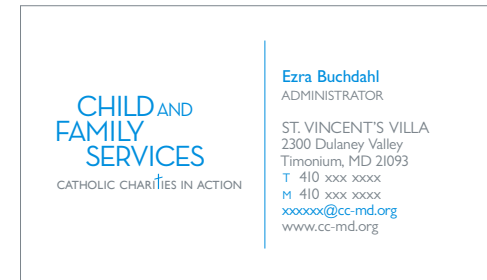
The Catholic Charities mission statement is placed on ALL business cards and letterhead. The mission statement is not to be edited or replaced with another message.



Business card



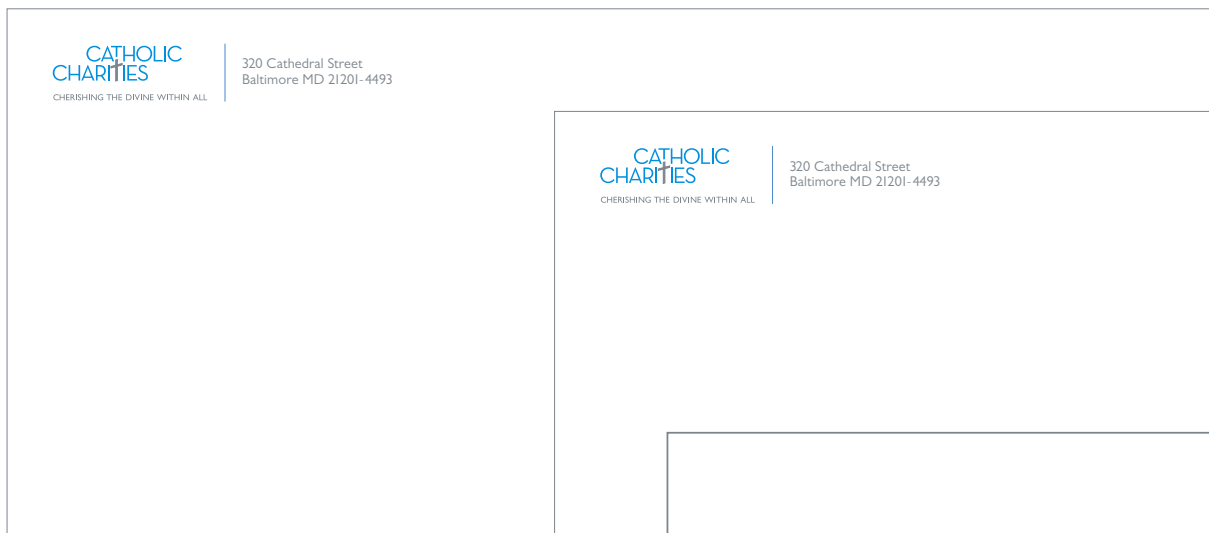
Business card reverse side



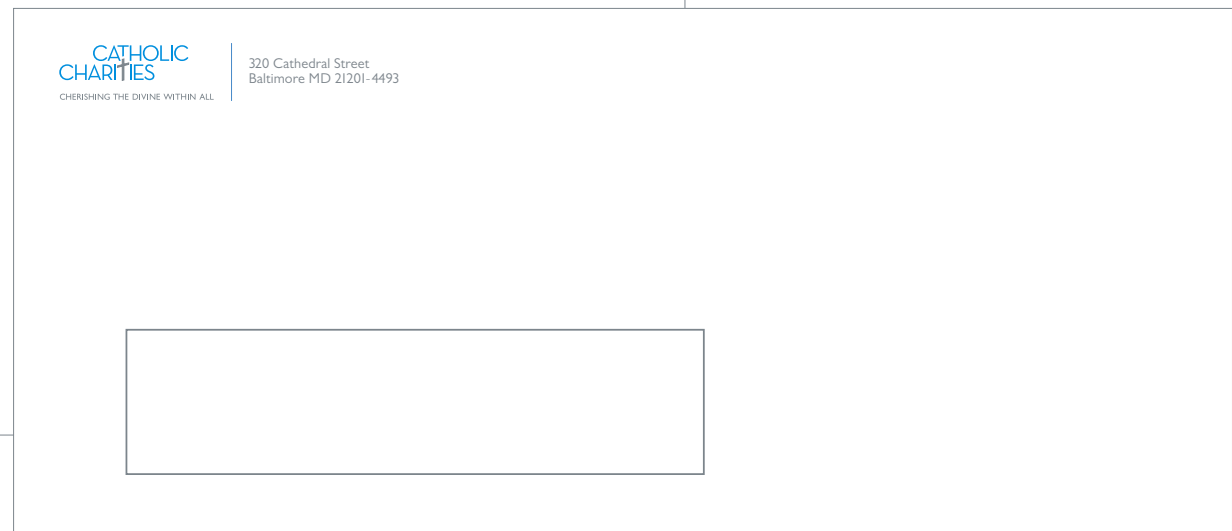
Division business card



Business card reverse side

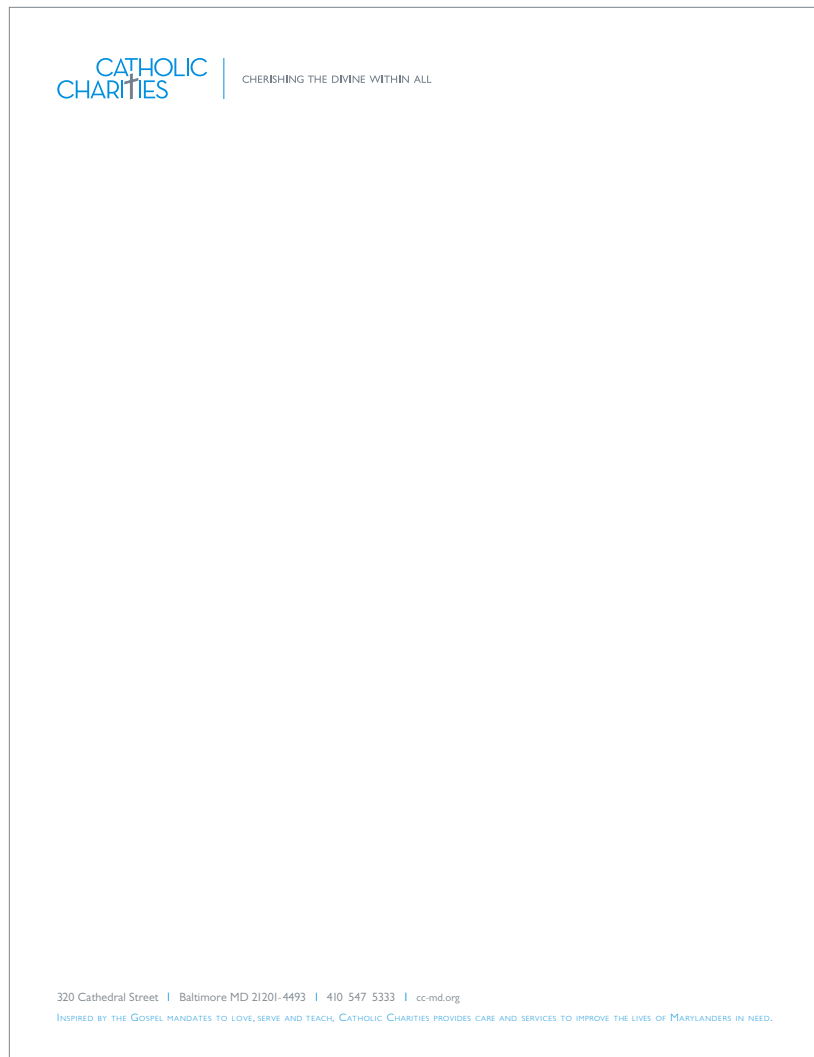


Standard #10 envelope



Standard #10 envelope with window

Stationery



Standard Letterhead



Standard Letterhead with specialized title and formatted text

Exterior Signage and Banners

Catholic Charities is installing new banners at many program locations.
The golden cross (PMS 7409) is to be used for signage and promotional products only.



24 x 30 Banner sign

Promotional Products

The entire logo with tagline is the preferred use, however the tagline may not reproduce well when printing it on fabrics, such as shirts. The tagline on hats is questionable, it depends on the production process. To keep things clean and readable do not include the tagline if the type is too small. The golden cross (PMS 7409) is to be used for signage and promotional products only. When using the golden cross, choose only deeper hue backgrounds to insure maximum contrast. Avoid using the golden cross on brighter hue backgrounds, such as white and other light colors (see pg. 14). Promotional materials should use colors or closely matching ones in the Catholic Charities color palette (pg. 14).



Email signature

This is an example of the email signature. Details to come on how to standardize the Catholic Charities email signature for the entire agency.

To: Douglass, Marianne
Subject: Catholic Charities

Ihil essunt, anis aute di cusamustem ut alibus a adipxae experum sollorr oriberit itatempor
quatenducia cus is eati mi, sam natur?

Nam ent apita si qui si utem re re consecerae nonsedist eaquaesto voluptam nos nimpore
quosandaes qui de volorro cusam sum, ipicae peruntu ribearum essimus sitatib erumet.

John Smith

Title, Program

T 410 xxx xxxx

M 410 xxx xxxx

jsmith@cc-md.org

320 Cathedral Street | Baltimore MD 21201-4493


cc-md.org

CATHOLIC
CHARITIES

CHERISHING THE DIVINE WITHIN ALL

*Inspired by the Gospel mandates to love, serve, and teach, Catholic Charities
provides care and services to improve the lives of Marylanders in need.*

Email signature



Inspired by the Gospel mandates
to LOVE, SERVE and TEACH,
Catholic Charities provides care and services
to IMPROVE the LIVES
of Marylanders in need.