



# GRAPHIC STANDARDS GUIDE

## WHAT IS BRANDING?

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In advertising, a “brand” is an intangible collection of perceptions that exist in the mind of the consumer. A brand is not a logo, a color scheme or a mission statement. A brand is not a rulebook, advertising, or simple attributes.

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 St. Francis of Assisi Catholic Church and School. 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. Francis of Assisi—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.

## WHAT ARE GRAPHIC STANDARDS?

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Consistency is the key to successfully conveying St. Francis of Assisi’s “brand” to Oakville and beyond. A strong and consistent visual identity helps shape the way key constituents view our parish, both now and in the future. That visual begins with the St. Francis of Assisi Graphic Standards Guide.

The message of our Mission... *Our parish purpose is to use our enthusiasm for our Catholic faith and compassion for others to nurture personal, spiritual growth and promote fellowship within and beyond our parish so that every parishioner may become holy. Enhance the Sunday experience - Embrace with a welcoming spirit – Engage everyone in parish life...* comes alive in a very real and meaningful way when people see our logo and other visual “marks” or symbols associated with St. Francis of Assisi.

## FOR WHOM IS THIS GUIDE INTENDED?

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This guide has been developed for use by all staff members, departments, ministries and organizations that are affiliated with St. Francis of Assisi Catholic Church and School. All are asked to follow these guidelines.

The guidelines are to be applied to all uses whether for advertising, signage, stationary, uniforms, vehicles, web content, or items that carry the St. Francis of Assisi brand.



# GRAPHIC STANDARDS GUIDE

## OFFICIAL 2-COLOR LOGO



## OFFICIAL 1-COLOR LOGO





# GRAPHIC STANDARDS GUIDE

## 1-COLOR BLACK/WHITE LOGO

Always use the 1-color version when printing in black and white.





# GRAPHIC STANDARDS GUIDE

## USE OF THE ST. FRANCIS OF ASSISI LOGO AND ORGANIZATION/MINISTRY NAMES

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There is only one logo for St. Francis of Assisi. Ministries and organizations do not have their own logos. Instead, they will use the St. Francis of Assisi logo with their appropriate organization/ministry name below the logo. See the samples below in both 1-color and 2-color.



ATHLETIC  
ASSOCIATION



# GRAPHIC STANDARDS GUIDE



## FRIENDS OF FRANCIS PRESCHOOL



# GRAPHIC STANDARDS GUIDE

## OFFICIAL COLORS FOR PRINT USE

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The two primary, official colors of St. Francis of Assisi Catholic Church and School are blue and yellow. The color matches are as follows:

Blue:

R-24 G-57 B-100

HTML color #183964

C-99 M-83 Y-35 K-23



Yellow:

R-208 G-168 B-24

HTML #d0a818

C-20 M-31 Y-100 K-1



## TYPOGRAPHY/FONTS

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The typography/font that is recognized as the official St. Francis of Assisi font is Trajan Pro Bold. It is a free font that is downloadable from a variety of searches on the internet. A sample follows:

ST. FRANCIS OF ASSISI CATHOLIC CHURCH AND SCHOOL

1234567890



# GRAPHIC STANDARDS GUIDE

## EMAIL SIGNATURES

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Having a standard email signature reinforces the St. Francis of Assisi brand and message and helps promote our website. There is no need to include your email address in the signature, since that information is included in the email's header information. Since 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. Therefore, for an original email, it is recommended to stick to the standard background and font colors on your email homepage.

All St. Francis of Assisi staff employees will have an email provided by the parish. The email will be [finitiallastname@sfastl.org](mailto:finitiallastname@sfastl.org)

All employees should set up their own email signature. If you need assistance setting up your signature, please contact your supervisor or the Rectory Communications office. Your signature should include the following:

- Your Name
- St. Francis of Assisi
- Your Title
- Main phone number and extension
- The sfastl.org website
- Links to our Social Media sites (Twitter and Facebook)
- A tag line (if applicable)
- The confidential and privileged transmission information

A sample email signature is listed below:

Jane Doe  
St. Francis of Assisi  
Executive Director  
314.487.5736 x555  
sfastl.org

[Follow us on Twitter!](#)

[Like our page on Facebook!](#)

*Thank you for supporting Catholic Education!*

### **Confidential & Privileged Transmission**

*The information contained in this email message and any attachments is confidential and is intended only for the use of the individual or entity names above. It may contain information that is privileged or exempt from disclosure under applicable law. If you are not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this email message in error, please immediately notify the sender by telephone and destroy all copies of this message and any attachments.*

Last Updated:  
9/17/2018



# GRAPHIC STANDARDS GUIDE

## LETTERHEAD TEMPLATES

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St. Francis of Assisi has standardized letterhead templates that implement the branding of the logo and individual departmental graphic elements. These templates make use of the header/footer feature in Microsoft Word and are stored on the H server under the 2015 Letterhead folder.

For the letterhead styles, the upper right hand text can be replaced and used with a different organization or ministry. For example, “parish office” could be replaced with “school office”, “preschool office”, “PSR office”, etc. Subsequently, the phone extension, email and mailing address (if applicable) should reflect the particular office that is stated on the letterhead.

## 2-COLOR LETTERHEAD



ST. FRANCIS OF ASSISI CATHOLIC CHURCH  
4556 TELEGRAPH ROAD | ST. LOUIS, MO 63129

PARISH OFFICE  
314.487.5736 x100 | PARISHOFFICE@SFASTL.ORG

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SFASTL.ORG



# GRAPHIC STANDARDS GUIDE

## 1-COLOR LETTERHEAD



ST. FRANCIS OF ASSISI CATHOLIC CHURCH  
4556 TELEGRAPH ROAD | ST. LOUIS, MO 63129

PARISH OFFICE  
314.487.5736 X100 | PARISHOFFICE@SEASTL.ORG

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SEASTL.ORG



# GRAPHIC STANDARDS GUIDE

## STANDARD ENVELOPE

(The majority of envelope printing will be black/white). For printing larger quantities of envelopes using the 2-color version, it is best to order through Central Purchasing.



ST. FRANCIS OF ASSISI CATHOLIC CHURCH  
4556 TELEGRAPH ROAD | ST. LOUIS, MO 63129

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4556 TELEGRAPH ROAD  
ST. LOUIS, MO 63129

## SOCIAL MEDIA

Social media are software applications or tools, which allow widespread communication through user-generated content. They are places where you can communicate online with your peers and friends, colleagues, or other groups such as national organizations, directly and immediately. Some examples of social media include Facebook, Twitter and YouTube. Before establishing a social media account for your organization or ministry, please contact the Rectory Communications office for the social media policy, allowable graphics, allowable formats and administrative rights policies.

## BUSINESS CARDS

St. Francis of Assisi produces their own business cards in-house. We print a 2-sided business card. The first side includes all pertinent contact information. On the back of the card is a scripture or quote that is tied to the individuals' position within the parish. Sample business cards are below.

### BUSINESS CARD SIDE 1



PARISH OFFICE  
M-F 8:30AM-12PM, 12:30PM-4:30PM  
PARISHOFFICE@SFASTL.ORG  
P. 314.487.5736 x100  
F. 314.487.3701

### BUSINESS CARD SIDE 2

"FOR IT IS IN GIVING THAT WE RECEIVE"  
-ST. FRANCIS OF ASSISI

ST. FRANCIS OF ASSISI CATHOLIC CHURCH  
4556 TELEGRAPH ROAD | ST. LOUIS, MO 63129 | SFASTL.ORG