



Style Guide

Things to Avoid



Typography

Main Logo Font: **Clemente**

ABCDE 12345

Available on dafont.com- free to use

Secondary Logo Font: **Avenir**

ABCDE 12345

Available on MyFonts- Paid License

Logo Variations



Logo Colors



Dark Blue

CMYK: 98, 86, 41, 38

RGB: 24, 43, 79

HEX: #163F51

Pantone: 534 C



Gold

CMYK: 7, 28, 97, 0

RGB: 237, 183, 37

HEX: #edb725

Pantone: 143 C

Gradient Colors



Dark Cornflower Blue

CMYK: 98, 88, 27, 13

RGB: 39, 59, 114

HEX: #273b72

Pantone: 7687 C



Purple Blue

CMYK: 91, 76, 3, 0

RGB: 48, 84, 160

HEX: #3054a0

Pantone: 7684 C



Light Blue

CMYK: 55, 29, 0, 0

RGB: 115, 158, 212

HEX: #739ED4

Pantone: 5625 C

Facebook Profile



Email Signature

First Name Last Name
Title of Person
St. Stephen Catholic Church
www.st-stephen.org
(616) 784-0677

_____ Avenir Bold 10 px
_____ Avenir Regular 9 px
_____ Avenir Regular 8 px



Business Cards



A10 Envelope



A7 Envelope



Letterhead

