



BLESSED SACRAMENT

ROMAN CATHOLIC CHURCH
WARREN, OHIO

BRAND STRATEGY



Our brand is more than our name or our logo. It's the total sum of everything we say and do. Our brand connects people to who we are as an organization and what we want to be known for. This guide will explain how to use our visual identity with confidence and clarity. Our guidelines have been designed to ensure consistency within our brand, help to create a strong, recognizable and innovative communication. The following pages demonstrate the flexibility within the identity and should be used to inspire and motivate creative expression in a consistent manner.

LOGO VARIATIONS

PARISH LOGO CENTERED



PARISH LOGO LEFT - ALIGNED



COLOR SCHEME

SATIN SHEEN GOLD

CMYK
C37 M99 Y62 K45

RGB
R107 G15 B48

WEB
#6B0F30

PANTONE
P 7421 C

CLARET

CMYK
C37 M99 Y62 K45

RGB
R107 G15 B48

WEB
#6B0F30

PANTONE
P 49-16 C

BATTLESHIP GRAY

CMYK
C49 M40 Y41 K4

RGB
R137 G138 B137

WEB
#898A89

PANTONE
Cool Gray 8 C

BLACK

CMYK
C37 M99 Y62 K45

RGB
R107 G15 B48

WEB
#000000

PANTONE
P 49-16 C

WHITE

CMYK
C37 M99 Y62 K45

RGB
R107 G15 B48

WEB
#6B0F30

PANTONE
P 49-16 C

Fonts



Cinzel and Lato are our brand fonts. They work together to compliment each other and our logo and they should be used as specified in this document.

Cinzel is the primary display font and should be used to call out important information. Lato provides many variations of weight and is a clean, legible font that should be used in the body copy of documents.

BLESSED SACRAMENT

ROMAN CATHOLIC CHURCH
WARREN, OHIO

CINZEL BOLD

CINZEL REGULAR

AA

CINZEL

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789|!@#%&*():">?

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789|!@#%&*():">?

Aa

LATO

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789|!@#%&*():">?

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789|!@#%&*():">?



BLESSED SACRAMENT

ROMAN CATHOLIC CHURCH • WARREN, OHIO

To Whom It May Concern: ———○ LATO | REGULAR | 10.5 PT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean nec erat justo. In vitae tempus elit. Sed porttitor tincidunt massa, eu sodales elit pretium sit amet. Sed iaculis sed ante id tristique. Nam eleifend, nibh in ullamcorper vulputate, risus metus ornare odio, vitae posuere turpis libero id sem. Vivamus vulputate lorem mi, vitae faucibus dui consequat in. Interdum et malesuada fames ac ante ipsum primis in faucibus. Integer ut suscipit felis. Cras vitae purus enim. Morbi vitae aliquet ante, non vulputate orci. Suspendisse tristique malesuada arcu eu placerat. Nam hendrerit diam quis augue hendrerit venenatis.

Curabitur porta, velit non vestibulum dignissim, ante magna volutpat augue, faucibus posuere sapien magna ac ex. Nunc blandit, urna nec eleifend vulputate, urna dolor sollicitudin lectus, ac eleifend erat erat non purus. Praesent ac rutrum dui, at rutrum tellus. Mauris euismod arcu sit amet sapien cursus elementum sit amet nec nisl. In vulputate suscipit tortor quis vulputate. Donec dui mi, congue in consequat in, tempor vel neque. Donec efficitur iaculis fermentum. Integer eleifend massa nec justo dapibus dictum. Phasellus ac elit est. Donec at odio at est auctor hendrerit in a lectus. Phasellus tempor magna sit amet felis pretium congue. Vestibulum blandit risus at metus ultricies imperdiet. Nulla lobortis ex sed nisi semper semper.

Etiam lacus erat, luctus ac gravida id, commodo nec eros. Cras sagittis mi non metus egestas, ullamcorper cursus velit porttitor. Nullam ipsum nunc, aliquet id felis quis, venenatis laoreet lorem. Curabitur id purus egestas, faucibus sapien a, facilisis sapien. Suspendisse potenti. Curabitur eget pretium libero. Pellentesque ipsum enim, eleifend nec dolor a, aliquam tempor sapien. Aenean tincidunt risus nec erat iaculis, sit amet laoreet mauris efficitur. Integer nec tincidunt sapien. Aenean pulvinar condimentum feugiat. Mauris vel tincidunt est. Nam rhoncus, nulla feugiat tempus aliquam, nulla sem pretium metus, id condimentum ligula sapien et quam. Praesent ultricies nulla ornare dapibus vestibulum. Cras cursus sapien id lacinia tincidunt. Sed metus nibh, lobortis quis ultricies vitae, dapibus quis mauris.

Sincerely, ———○ LATO | REGULAR | 10.5 PT

3020 REEVES ROAD NORTH EAST, WARREN, OH 44483
WWW.WARRENCATHOLIC.ORG/BSPP
(330) 372-2215

LATO | SENTENCE CASE | REGULAR | 10 PT

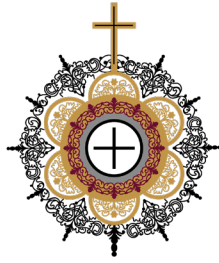


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BLESSED SACRAMENT SOCIAL PROFILES, EMAIL, & BUSINESS CARD

FACEBOOK PROFILES



**BLESSED
SACRAMENT**
ROMAN CATHOLIC CHURCH
WARREN, OHIO

EMAIL SIGNATURE



FIRST NAME LAST NAME
Title of Person
Blessed Sacrament Catholic Church
www.warrencatholic.org/bsp
(330) 372-2215

PARISH BUSINESS CARD



**BLESSED
SACRAMENT**
ROMAN CATHOLIC CHURCH
WARREN, OHIO



BLESSED SACRAMENT
ROMAN CATHOLIC CHURCH
3020 REEVES ROAD NORTH EAST, WARREN, OHIO

FIRST NAME LAST NAME
Title

P: (330) 372-2215
F: (330) 372-2216

email@warrencatholic.org
www.warrencatholic.org/bsp

ENVELOPES

A10 ENVELOPE



0.25" MARGIN

A7 ENVELOPE



ENVELOPES + CARD DESIGN

5 X 7 CARD



BLESSED SACRAMENT
ROMAN CATHOLIC CHURCH • WARREN, OHIO

A2 ENVELOPE



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