



Style Guide

Things to Avoid



Typography

Main Logo Font: **Abril Fatface**

ABCDE 12345

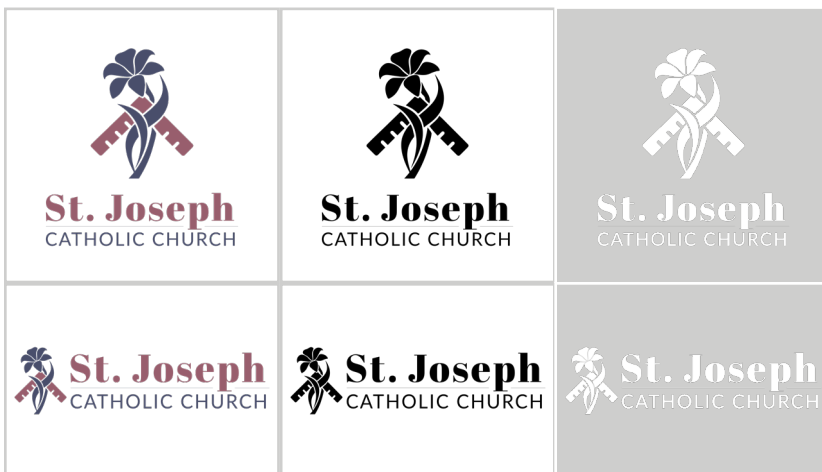
Available on Google Font- free to use

Secondary Logo Font: Lato Regular

ABCDE 12345

Available on Google Font- free to use

Logo Variations



Logo Colors



Deep Purple

CMYK: 77, 69, 37, 20

RGB: 74, 79, 108

HEX: #4A4F6C

Pantone: 4143 C



Rose Dust

CMYK: 38, 69, 43, 11

RGB: 152, 94, 109

HEX: #985E6D

Pantone: 4995 C



Raisin Black

CMYK: 86, 75, 53, 63

RGB: 25, 34, 49

HEX: #192231

Pantone: 433 C



Light Gray

CMYK: 30, 28, 24, 0

RGB: 181, 174, 177

HEX: #B5ADB1

Pantone: 4281 C

Facebook Profile



Email Signature

First Name Last Name
Title of Person
Diocese of Grand Rapids
Catholic Cemeteries
www.grcathcem.org
616.453.1636 ext 100

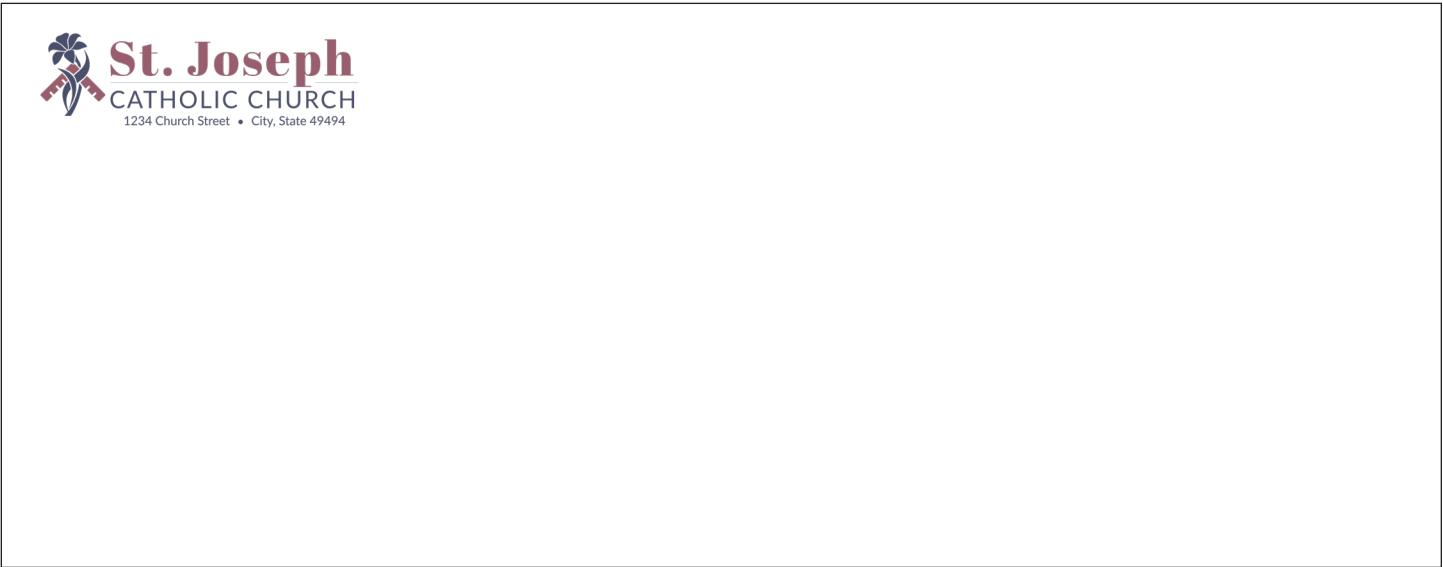
____ Lato Bold 10 px
____ Lato Regular 9 px
____ Lato Regular 8 px



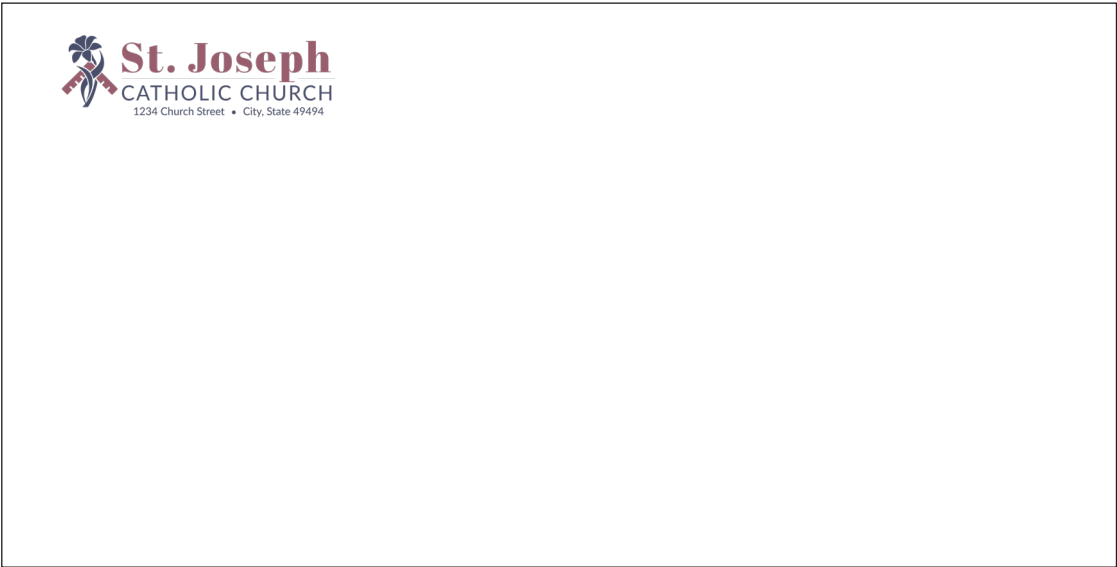
Business Cards



A10 Envelope



A7 Envelope



Letterhead

