



Diocese of Grand Rapids
Catholic Cemeteries

Style Guide

Things to Avoid



Typography

Main Logo Font: ***PT Serif Bold Italic***
ABCDE 12345

Available on Google Font- free to use

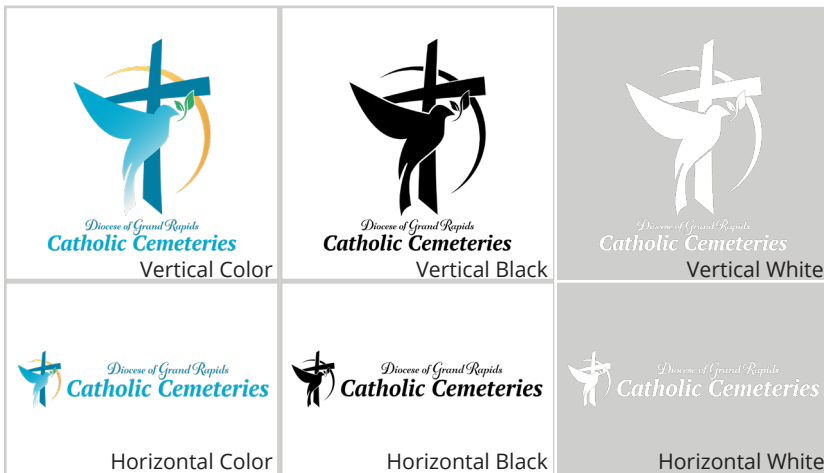
Secondary Logo Font: *Gioviale*
ABCDE 12345

Available on Adobe Font & Fonts.com-
need license

Tertiary Font (Website): Open Sans
ABCDE 12345

Available on Google Font- free to use

Logo Variations



Logo Colors



Deep Sky Blue
CMYK: 86, 40, 24, 2
RGB: 1, 126, 162
HEX: #017EA2
Pantone: 4158 C



Cerulean Crayola
CMYK: 75, 14, 11, 0
RGB: 0, 167, 206
HEX: #00A7CE
Pantone: 312 C



Leaf Green
CMYK: 77, 7, 78, 0
RGB: 49, 170, 107
HEX: #31AA6B
Pantone: 2417 C



Orange Part of Gradient
Orange CMYK: 7, 36, 84, 0
RGB: 233, 168, 71
HEX: #E9A847
Pantone: 4009 C



Yellow Part of Gradient
Yellow CMYK: 0, 15, 71, 0
RGB: 255, 214, 102
HEX: #FFD666
Pantone: 120 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

PT Serif Regular 10 px
Open Sans Regular 9 px
Open Sans Regular 8 px



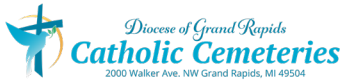
Business Cards



A10 Envelope



A7 Envelope





2000 Walker Ave. NW Grand Rapids, MI 49504
www.grcathcem.org
616.453.1636