



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

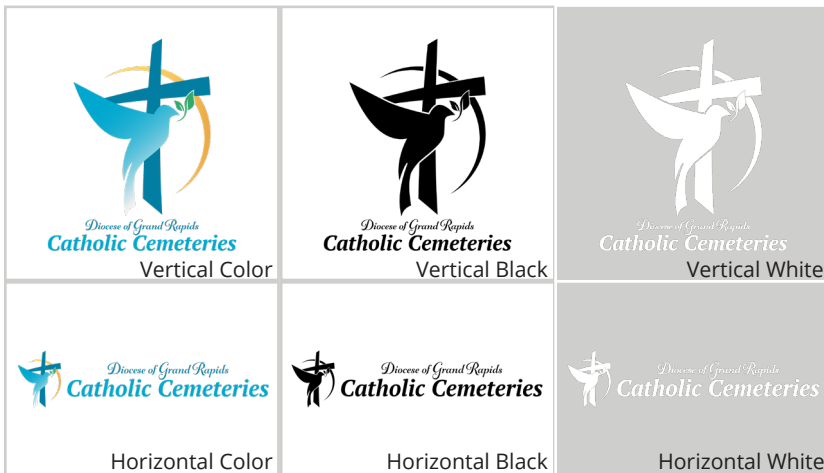
Available on Adobe Font & Fonts.com-
need license

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

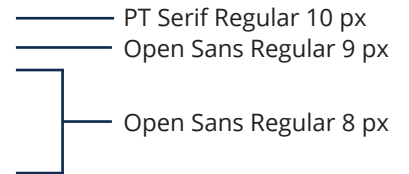
Title of Person

Diocese of Grand Rapids

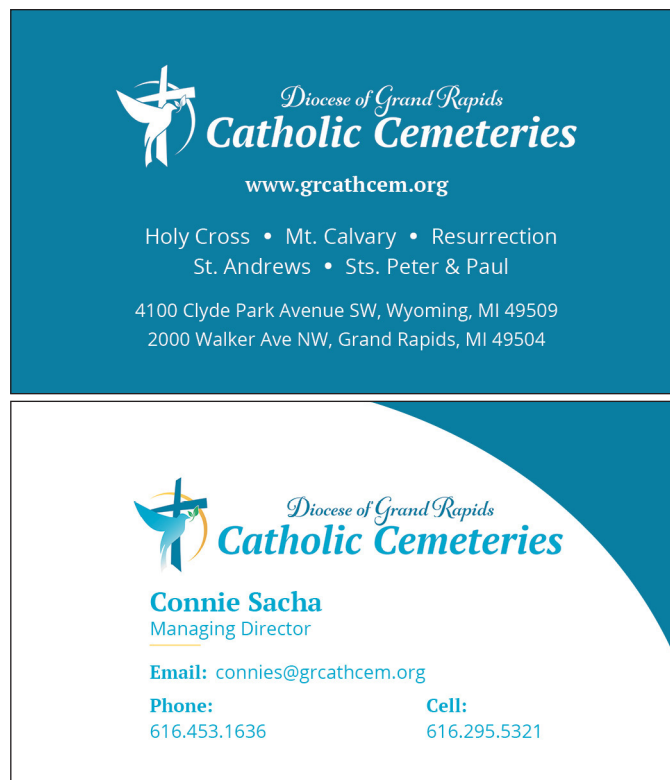
Catholic Cemeteries

www.grcathcem.org

616.453.1636 ext 100



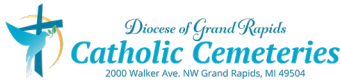
Business Cards



A10 Envelope



A7 Envelope





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