




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 - ENGLISH



PARISH LOGO - SPANISH



COLOR SCHEME

PRUSSIAN BLUE

CMYK
C100 M84 Y41 K38

RGB
R16 G45 B80

WEB
#102D50

PANTONE
2767 C

MAXIMUM BLUE GREEN

CMYK
C58 M6 Y25 K0

RGB
R102 G188 B193

WEB
#66BCC1

PANTONE
7709 C

Fonts



Cinzel Decorative, Cinzel, and Montserrat 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 Decorative is the primary display font and should be used only for the logo. Cinzel should be used for headings on the website and other publications. Montserrat provides many variations of weight and is a clean, legible font that should be used in the body copy of documents.



AA

CINZEL DECORATIVE

AA

CINZEL

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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BOLD

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Aa

MONTSERRAT

REGULAR

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123456789|!@#\$%^&*():"'<>?

MEDIUM

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

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

112 S CEDAR ST. #5897, GRAND ISLAND, NE 68801
WWW.STMARYSGI.COM
(308) 384-2523



112 S CEDAR ST #5897, GRAND ISLAND, NE 68801
WWW.STMARYSGL.COM
(308) 384-2523

ST. MARY'S SOCIAL PROFILES, EMAIL, & BUSINESS CARD

FACEBOOK PROFILES



EMAIL SIGNATURE

FIRST NAME LAST NAME

Title of Person

St. Mary's Cathedral

www.stmarysgi.com

(308) 384-2523 ext 100



PARISH BUSINESS CARD



FIRST NAME LAST NAME

Title

P: (330) 372-2215

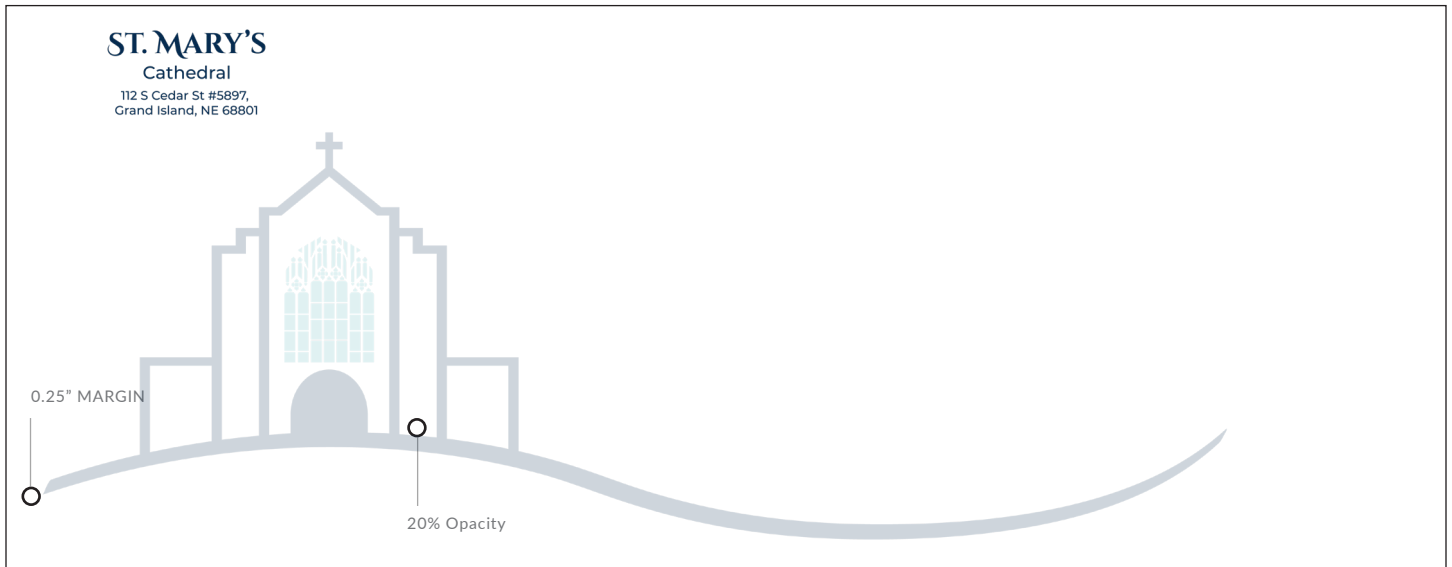
F: (330) 372-2216

www.stmarysgi.com

(308) 384-2523 ext 100

ENVELOPES

A10 ENVELOPE



A7 ENVELOPE



5 X 7 CARD



A2 ENVELOPE

