




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

**BOLD**

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

Aa

MONTSERRAT

REGULAR

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

MEDIUM

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



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

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum finibus risus at nibh iaculis volutpat. Vivamus non pretium mi. Nam tempor quam ac efficitur ultricies. Proin lectus nunc, tincidunt non mi ut, rutrum dapibus nibh. Fusce facilisis velit mollis est sodales, porta luctus augue gravida. Duis a lobortis enim. Sed porta sapien at ipsum condimentum pellentesque sed nec ex. Sed at ante id nisi fringilla fringilla. Nulla neque eros, mattis a viverra quis, consequat in nibh. Praesent auctor quam ut sollicitudin mattis. Vestibulum pulvinar sodales mattis. Cras cursus consectetur dictum.

Mauris lacus purus, finibus et justo vel, tincidunt congue risus. Etiam nunc est, porta in tellus non, suscipit ornare sem. Ut eget nunc enim. Nulla ullamcorper, nisl in sollicitudin lobortis, ligula turpis accumsan velit, ut ultricies enim quam sed ipsum. Sed vitae ligula vel tortor feugiat semper. In rutrum laoreet nunc, et rhoncus tellus tempus quis. Curabitur est nisi, varius ut ante facilisis, mollis ultrices lorem.

In euismod urna tristique molestie mattis. Morbi facilisis a nulla eget consequat. Ut ultrices ligula eu lacus faucibus, id interdum tellus placerat. Cras faucibus arcu a ex pellentesque tristique. Vivamus non quam et nisl vestibulum convallis in eget neque. Sed aliquam, ligula in sodales rhoncus, quam metus molestie leo, id blandit ex felis in urna. Etiam diam libero, iaculis sed nibh id, ullamcorper molestie neque. Integer egestas a dui et sollicitudin. Sed sit amet erat pharetra, rhoncus ante ultrices, dignissim libero. Ut ligula odio, malesuada non lectus id, auctor viverra sem.

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

112 S CEDAR STREET, GRAND ISLAND, NE 68801  
WWW.STMARYSGI.COM  
P: (308) 384-2523 E: (308) 384-2527



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112 S CEDAR ST, GRAND ISLAND, NE 68801  
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## ST. MARY'S SOCIAL PROFILES, EMAIL, & BUSINESS CARD

### FACEBOOK PROFILES



### EMAIL SIGNATURES

#### FIRST NAME LAST NAME

Title of Person  
St. Mary's Cathedral  
www.stmarysgi.com  
(308) 384-2523 ext 100



#### NOMBRE Y APELLIDO

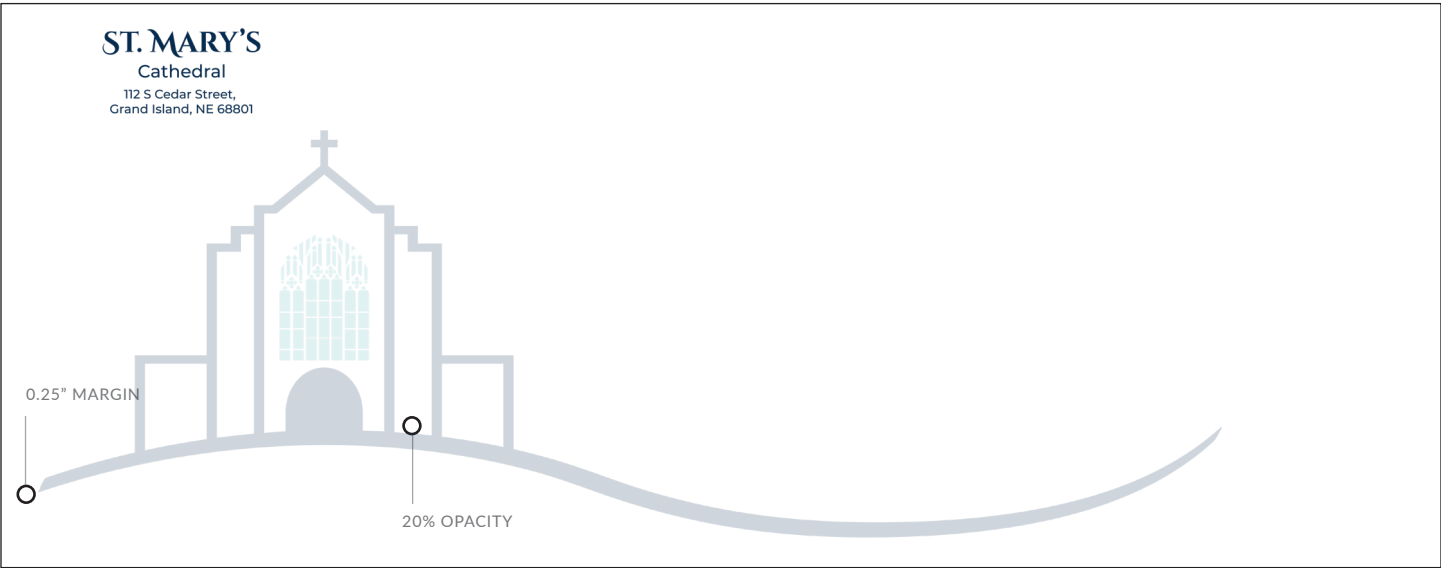
Título  
Catedral de Santa María  
www.stmarysgi.com  
(308) 384-2523 ext 100



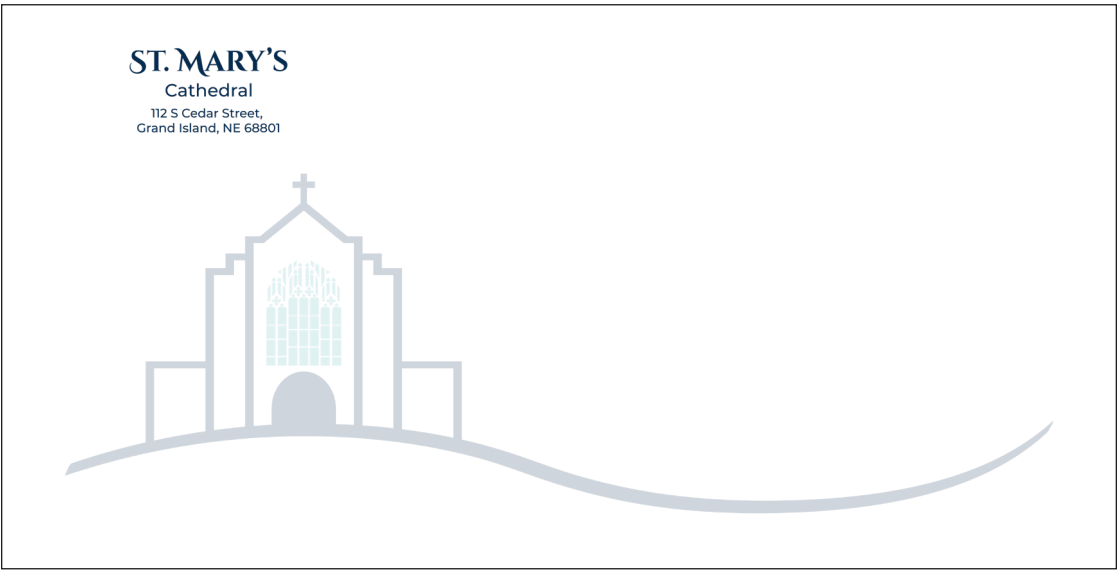
### PARISH BUSINESS CARDS



A10 ENVELOPE



A7 ENVELOPE



5 X 7 CARD



A2 ENVELOPE

