CATHOLIC CHARITIES

CHERISHING THE DIVINE WITHIN ALL

Style Guide
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Purpose of this guide

This guide to understanding and using the brand signatures (logos, colors, and typography) of Catholic Charities, its divisions and its many programs is essential reading for anyone responsible for communicating about the agency. Our brand signatures are our face to the world. They are a graphic expression of who we are and what we believe. They convey our personality and express our promise to those we serve. In developing our brand signatures, we determined that they must express our Catholic identity clearly, but we also sought to express an inclusiveness that would engage non-Catholics as most welcome partners in our work. Careful consideration has been invested in creating these brand signatures, and equal attention must be paid to applying them.

While Catholic Charities is an effective non-profit, we must also operate with the discipline of any well-managed for-profit organization. If we are to continue to succeed, we must maintain the power of our brand, which is widely recognized as among the best-run, most outcomes-focused of any non-profit organization in Maryland. We are also respected for our dedication to Cherishing the Divine within all. Because success in improving lives has fueled our growth and increased the scope of our services, we are an increasingly complex entity. Amidst such complexity, our challenge is to achieve a unity that binds us as one.

Catholic Charities must be understood not as a collection of stand-alone programs but as a single, powerfully capable organization.

Your compliance with the brand standards detailed in this guide make an important contribution toward achieving that goal. For questions about any branding or logo issue, please contact the Communications Department- Renee Johnson, Director of Creative Services, at 410-547-5436 or rjohnson@cc-md.org
Brand signatures

This style guide is intended to ensure consistent application of the Catholic Charities brand identity in internal and external communications. Brand signatures include the proper use of the logos, colors and typography. Examples of their use on stationery and other materials are shown in this style guide.

By requiring adherence to these standards, we help establish and maintain a strong visual identity in the marketplace. The brand signatures defined here are for Catholic Charities, its Divisions, such as Community Services, and its Programs that possess strong individual brand identities, such as Our Daily Bread Employment Center. A number of programs have also requested their own logo for their communication needs.

In addition to the standardized brand signatures, there are two taglines that are to be used consistently and exclusively. **CHERISHING THE DIVINE WITHIN ALL** is applied only to the Catholic Charities logo. The line should never be used as the tagline for Divisions or Programs. **CATHOLIC CHARITIES IN ACTION** is the appropriate tagline applied to Divisions and Programs. No taglines other than these two should ever be applied to our brand signatures.
The Catholic Charities logo is clean, simple and yet very unique. It consists of a cross icon that is subtly placed in the typography becoming both a symbol and the “T” in CHARITIES. The cross is grounded in the word “Charities” to make the important point that Jesus Christ, his teachings and our Catholic identity are the source of inspiration for the charitable work we perform. The logo has 3 versions, a stacked, horizontal and an alternate configuration and all include the tagline, CHERISHING THE DIVINE WITHIN ALL. The primary stacked configuration is preferred and should be used whenever possible. The horizontal or alternate configurations should only be used when space does not allow for the stacked configuration. Never attempt to recreate or alter the logo; always use the approved electronic files.
The secondary logo for Catholic Charities includes “Baltimore”. This logo will be used in cases when Catholic Charities Baltimore needs to differentiate themselves from other Catholic Charities organizations. The logo has 3 versions, a stacked, a horizontal and an alternate configuration and all include the tagline, CHERISHING THE DIVINE WITHIN ALL. The primary stacked configuration is preferred and should be used whenever possible. The horizontal or alternate logo should only be used when space does not allow for the stacked configuration. Never attempt to recreate or alter the logo; always use the approved electronic files.
Catholic Charities is a large organization and has created divisional units to help organize its many programs. The 4 divisions are: Child & Family Services, Community Services, Lifetime Services and Senior Communities. All division logos must include the specified tagline only. Never attempt to recreate or alter the logo; always use the approved electronic files.

Stacked configuration (preferred)

COMMUNITY SERVICES
CATHOLIC CHARITIES IN ACTION

Alternate configuration

COMMUNITY SERVICES  CATHOLIC CHARITIES IN ACTION
Many of Catholic Charities programs will have their own signature logos. The signatures will vary in length but all will keep the same look and structure of the new branding. Below is an example of one of the programs to show how longer names will be treated. All program signatures must include the specified tagline only (CATHOLIC CHARITIES IN ACTION). Never attempt to recreate or alter the signatures; always use the approved electronic files.

Primary configuration (preferred)

OUR DAILY BREAD EMPLOYMENT CENTER

CATHOLIC CHARITIES IN ACTION

Alternate configuration

OUR DAILY BREAD EMPLOYMENT CENTER

CATHOLIC CHARITIES IN ACTION
The Catholic Charities logo is available in various file types for printing, presentations and online applications. To ensure proper reproduction, always use the appropriate file type as described in the chart below. For branding questions or logo issues, please contact the Communications Department—Renee Johnson.

<table>
<thead>
<tr>
<th>Logo file types</th>
<th>Primary Logo (preferred)</th>
<th>Division Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Color</strong></td>
<td><strong>GALLAGHER SERVICES</strong></td>
</tr>
<tr>
<td></td>
<td>Available as four-color process and two spot color PMS inks</td>
<td>CATHOLIC CHARITIES IN ACTION</td>
</tr>
<tr>
<td></td>
<td><strong>Black</strong></td>
<td><strong>GALLAGHER SERVICES</strong></td>
</tr>
<tr>
<td></td>
<td>For use in B&amp;W newsprint, or lower quality applications when color is unavailable</td>
<td>CATHOLIC CHARITIES IN ACTION</td>
</tr>
<tr>
<td></td>
<td><strong>Grayscale</strong></td>
<td><strong>GALLAGHER SERVICES</strong></td>
</tr>
<tr>
<td></td>
<td>For use in B&amp;W magazine, or higher quality applications when color is unavailable</td>
<td>CATHOLIC CHARITIES IN ACTION</td>
</tr>
<tr>
<td></td>
<td><strong>Reverse (white)</strong></td>
<td><strong>GALLAGHER SERVICES</strong></td>
</tr>
<tr>
<td></td>
<td>For reversing to white out of solid background colors or photos. Always ensure adequate contrast and legibility.</td>
<td>CATHOLIC CHARITIES IN ACTION</td>
</tr>
</tbody>
</table>

For quality printing use: **EPS (VECTOR)**

For web/PowerPoint presentations use: **JPG • PNG**

For transparent backgrounds use: **EPS (VECTOR) • PNG**
Minimum clear space

Since there are a range of signatures, spacing requirements will vary. Signatures with more words will maintain the same minimum width but the type point size will be slightly smaller. This is to maintain a consistent space used for the signature. Keep a generous amount of clear space all around to keep the signature free from distracting elements. The formula for the minimum amount of space is 5x the cap height of the tagline (x). Use more space whenever possible, especially when there are other competing graphic elements near the logo.

The minimum clear space is 10mm or 5 times “X”, measured by the cap height of the tagline (X).
### Incorrect use examples

The following rules apply to ALL signatures used in Catholic Charities’ branding.

<table>
<thead>
<tr>
<th>Don’t</th>
<th>Don’t</th>
<th>Don’t</th>
</tr>
</thead>
<tbody>
<tr>
<td>stretch or distort the logo</td>
<td>put shadows or graphic elements behind the logo</td>
<td>alter the size relationship of the logo and tagline</td>
</tr>
<tr>
<td>CATHOLIC CHARITIES</td>
<td></td>
<td>CATHOLIC CHARITIES</td>
</tr>
<tr>
<td>CHERISHING THE DIVINE WITHIN ALL</td>
<td></td>
<td>CHERISHING THE DIVINE WITHIN ALL</td>
</tr>
<tr>
<td>Don’t attempt to recreate the logo with a similar typeface</td>
<td>Don’t use the logo as part of a sentence, phrase or name</td>
<td>Don’t print the logo on a complex background or photo</td>
</tr>
<tr>
<td>CATHOLIC CHARITIES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHERISHING THE DIVINE WITHIN ALL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don’t print the logo in an unapproved color</td>
<td>Don’t enclose the logo in a box or other shape</td>
<td>Don’t print the logo on a color that provides insufficient contrast</td>
</tr>
<tr>
<td>CATHOLIC CHARITIES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHERISHING THE DIVINE WITHIN ALL</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The Catholic Charities tagline is used to convey how and why we improve the lives of Marylanders in need. The Catholic Charities logo is the only one to use the tagline *CHERISHING THE DIVINE WITHIN ALL*. All other divisions and programs are to use the tagline *CATHOLIC CHARITIES IN ACTION* to identify their connection to Catholic Charities. All logos are designed with their appropriate tagline. Never attempt to switch or alter the taglines within the logos; always use the approved electronic files.
Cross icon

The Catholic Charities signature consists of a cross icon that is subtly placed in the typography, becoming both a symbol and the “T” in CHARITIES. The cross icon can be used as a stand-alone graphic element, but should not be overused or placed randomly. When using the cross icon as a stand-alone, the preferred style is to place it in a corner or along the edge so part is bleeding off the edge.

Proper use

Improper use

Don’t use less than 100% opacity for the grey cross.
Don’t use the icon with any of the approved signatures.
Don’t center icon
Don’t use white icon at 100% opacity
Typography

For general use, in creating documents, emails, etc., Catholic Charities employees should use the Arial font. Headlines should be set in at least 18pt Arial Regular and body text should be 9 or 10pt Arial Light or Regular.

The Gill Sans typeface has been chosen as the preferred typeface for Catholic Charities’ online and printed communications. When Gill Sans is unavailable, Helvetica or Arial may be substituted. For large amounts of text, the Perpetua typeface is prefered. When Perpetua is not available, Times New Roman may be substituted. Neutra Text typeface is only for logos and is NOT to be used for any other type of communication. Arial and Times New Roman are standard fonts on all computers.

Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gill Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Perpetua

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Perpetua Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Perpetua Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
The effective use of color is critical in conveying the brand personality of Catholic Charities. In addition to the blue and gray used in the logos, an extended family of colors has been created for use in all communications/projects. These colors reflect the color palette of the Catholic Charities website. Deeper hues are more appropriate for large solid areas, while brighter hues should be used sparingly or as highlight colors. Screentints may also be used as needed.
The Catholic Charities mission statement is placed on ALL business cards and letterhead. The mission statement is not to be edited or replaced with another message.
August 29, 2012

Mr. Healthcare Consumer
111 Main Street
Baltimore, MD 22222-2222

Dear Angel,

Facilis imminere reprehenderit, noluptatem ab quidem in nisi, namque ut laborum, aperiam et doloremque.

Ut placeat repudiandae. Facere et repellat, animi quos autem repellendo quaerat.

Sincerely,

William J. McCarthy, Jr.
Executive Director
Catholic Charities
Catholic Charities is installing new banners at many program locations. The golden cross (PMS 7409) is to be used for signage and promotional products only.
Promotional Products

The entire logo with tagline is the preferred use, however the tagline may not reproduce well when printing it on fabrics, such as shirts. The tagline on hats is questionable, it depends on the production process. To keep things clean and readable do not include the tagline if the type is too small. The golden cross (PMS 7409) is to be used for signage and promotional products only. When using the golden cross, choose only deeper hue backgrounds to insure maximum contrast. Avoid using the golden cross on brighter hue backgrounds, such as white and other light colors (see pg. 14). Promotional materials should use colors or closely matching ones in the Catholic Charities color pallette (pg. 14).
Email signature

This is an example of the email signature. Details to come on how to standardize the Catholic Charities email signature for the entire agency.

To: Douglass, Marianne
Subject: Catholic Charities

Ihil essunt, anis aute di cusamustem ut alibus a adipsae experum sollorr oriberc itatempor quatenducia cus is eatis mi, sam natur?

Nam ent apita si qui si utem re re consecerae nonsedist eaqauesto voluptam nos nimpore quosandaes qui de volorro cusam sum, ipicae peruntu ribearum essimus sitatib erumet.

John Smith
Title, Program
T 410 xxx xxxx
M 410 xxx xxxx
jsmith@cc-md.org
320 Cathedral Street  T  Baltimore MD 21201-4493
cc-md.org

Inspired by the Gospel mandates to love, serve, and teach, Catholic Charities provides care and services to improve the lives of Marylanders in need.
Inspired by the Gospel mandates to LOVE, SERVE and TEACH, Catholic Charities provides care and services to IMPROVE the LIVES of Marylanders in need.