SAINT LUKE
A CATHOLIC CHURCH

BRANDING GUIDELINES AND GRAPHIC STANDARDS

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About the Mark | Faith of the Mustard Seed

Saint Luke Parish is a community of believers in Christ Jesus that nurtures its relationship with God and others through acts of service, evangelism, and hospitality.

Based on Matthew 17:20, Jesus said, "If you have faith as small as a mustard seed, you can say to this mountain, move from here to there and it will move. Nothing will be impossible for you." The growth of the community springs from the mustard see as they seek to serve God in all things.

The stained glass that is central to identifying the church from others is incorporated and the "eye" or "host" found in the glass art is recalled as the seed from whence all parishoners grow.

Using the Logo |

For black and white publications, or when color is not an option, there is a one-color version of the logo available for use in black.

Using the Logo

ORIGINAL COLORS

4 COLORS

SAINT LUKE
A CATHOLIC CHURCH

2 COLORS

SAINT LUKE
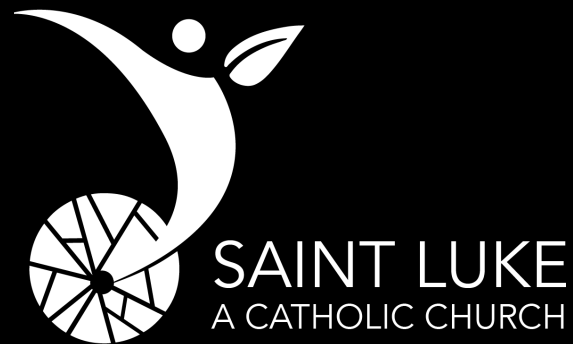A CATHOLIC CHURCH

1 COLOR

SAINT LUKE
A CATHOLIC CHURCH

Using the Logo | Full Knock-Out

The logo is also available in a full knockout version. The full knock-out version should be used in place of the original black and white logo when background color or photographic backgrounds make the original black and white logo illegible.

Using the Logo | Color Knock-Out

The logo is also available in a color knock-out version. The knock-out version should be used in place of the original logo when background color or photographic backgrounds make the original logo illegible.

Using the Logo

While the horizontal logo is the preferred version, there is also a vertical version of the logo provided to give greater flexibility for all applications. It may only be reproduced in the alternate colors listed in this manual.

Typography | Primary Typeface

Avenir

Typography is critical when creating clear and consistent brand communications. These typefaces, when used regularly across all our graphic communications, will provide a clear and recognizable brand voice. The primary typeface chosen to communicate the Saint Luke voice is Avenir. This font represents the Saint Luke brand because of its easy readability. This font should be used in all graphic communications.

Avenir offers many weights available to you which offer tremendous design flexibility in style and application. From headlines to bullet points to body copy, this typeface will cover all design needs.

Typography | Primary Typeface

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LIGHT OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HEAVY OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BLACK OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography |

Georgia

In a more limited fashion, a secondary typeface, Georgia, is available for use. This typeface can be used for lengthy blocks of body copy where a serif typeface may be preferred for readability. This typeface will work well with Avenir headlines and subheads.

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Colors | Color Palette

Color is a strong and emotional component to any brand identity. With Saint Luke, people will expect to see a welcoming and vibrant color palette on all company materials.

There are two color palettes associated with the Saint Luke brand – a primary and a secondary. The range of colors provided is meant to allow for the greatest flexibility in design while producing a harmonious brand color scheme.

Colors | Primary Palette

	PANTONE	CMYK	RGB
GRASS GREEN	367 C	**C** - 44 **M** - 0 **Y** - 84 **K** - 0	**R** - 154 **G** - 204 **B** - 91
MUSTARD	7752 C	**C** - 13 **M** - 20 **Y** - 96 **K** - 0	**R** - 227 **G** - 194 **B** - 48
SUNSHINE YELLOW	100 C	**C** - 7 **M** - 0 **Y** - 79 **K** - 0	**R** - 243 **G** - 235 **B** - 88
MARIGOLD	130 C	**C** - 0 **M** - 36 **Y** - 98 **K** - 0	**R** - 251 **G** - 173 **B** - 29
OBSIDIAN BLACK	Black C 6	**C** - 75 **M** - 68 **Y** - 67 **K** - 90	**R** - 0 **G** - 0 **B** - 0

Colors | Secondary Palette

	PANTONE	CMYK	RGB
MISTY TEAL	566 C	C - 28 M - 2 Y - 18 K - 0	R - 183 G - 219 B - 211
BRIGHT TERRACOTTA	7584 C	C - 16 M - 78 Y - 100 K - 5	R - 199 G - 88 B - 40
CALM FOREST	5625 C	C - 58 M - 36 Y - 56 K - 10	R - 113 G - 132 B - 114
CLEAR SKY	3105 C	C - 55 M - 0 Y - 14 K - 0	R - 101 G - 202 B - 218
DUSTY CHESTNUT	7615 C	C - 43 M - 58 Y - 60 K - 21	R - 131 G - 98 B - 88