

# SAINT LUKE

## A CATHOLIC CHURCH

Branding Guidelines and Graphic Standards



# Table of Contents

## 2 About the Mark

- Faith of the Mustard Seed

## 3 Using the Logo

- Landscape
- Vertical

## 5 Color

- Color Palette

## 7 Typography

- Primary Typeface
- Secondary Typeface

## 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 seed 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 | Landscape

The standard version of the logo appears horizontally, and should be used when space is available. Multiple alternatives, created for both light and dark backgrounds, are available for various applications.



## Using the Logo | Vertical

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.

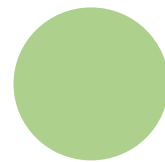


## Colors | Color Palette

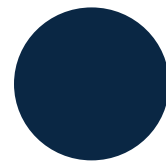
Color is a strong and emotional component to any brand. With Saint Luke, people will expect to see a welcoming, vibrant color palette on all company materials.

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.

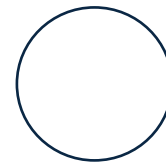
### Primary Palette



HEX #a6d387  
CMYK 34, 3, 57, 0  
RGB 175, 208, 141



HEX #0a2844  
CMYK 99, 82, 45, 47  
RGB 10, 40, 68

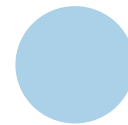


HEX #ffffff  
CMYK 0, 0, 0, 0  
RGB 255, 255, 255

### Secondary Palette



HEX #e68e32  
CMYK 8, 51, 94, 0  
RGB 230, 142, 50



HEX #acd0e7  
CMYK 31, 3, 3, 0  
RGB 172, 208, 231



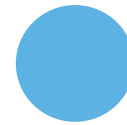
HEX #f7dd4a  
CMYK 4, 8, 83, 0  
RGB 247, 221, 74



HEX #d4e0de  
CMYK 8, 0, 5, 9  
RGB 212, 224, 222



HEX #d12f27  
CMYK 12, 96, 99, 3  
RGB 209, 47, 39



HEX #5fb3e4  
CMYK 58, 14, 0, 2  
RGB 95, 179, 228

## 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 | Secondary Typeface

### 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

### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

### Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*