

# SHOWING OUR FAITH

Archdiocese of Milwaukee Branding Standards Guide



**ARCHDIOCESE**  
*of* **MILWAUKEE**

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## **Brand matters!**

The Archdiocese of Milwaukee has a visual identity, a brand. It's what people perceive about us, based on their experiences with us. It's how they react when they hear about us. And it's how they feel when they see our communications.

Paying attention to our brand helps us open our doors to the world and be recognized in a positive way. Even more important, our brand influences people's decisions to become active in our archdiocese and in the Catholic faith itself.

Our visual identity is a key element of our brand. Together, we can help people recognize and welcome communications from our archdiocese. With that in mind, please adhere to the standards in this guidebook to ensure we present ourselves clearly and consistently in print and electronically. If you have questions, contact the Communication Office.

Thank you for doing your part to share our faith.

## UNDERSTANDING OUR LOGO

The logo of the Archdiocese of Milwaukee reflects the essence of our Catholic identity and the richness of our faith. It projects strength, vibrancy and hope. Here's a closer look at the logo's key elements.



### Representing the Trinity

- A gentle wind is used for God the Father  
—1 Kings 19:12
- The host and cross represent God the Son
- The dove and flame represent God the Holy Spirit

### Symbolizing the sacraments

- The blue wave symbolizes initiation through baptism
- The host symbolizes encountering Christ in the Eucharist
- The red flame and dove symbolize receiving the Holy Spirit in confirmation

### Highlighting inspiration and salvation

- The flame and dove capture our openness to the Holy Spirit
- The cross signifies our redemption by God's love through Christ's death and resurrection

The stacked text and traditional font convey stability and purpose. All together, the logo elements show our archdiocese is ready to ignite, renew and energize.

## USING OUR LOGO: GENERAL GUIDELINES

The logo is to be used on all stationery, in print and via electronic communications (brochures, newsletters, web pages, etc.) and signage. Guard our brand! **Don't alter the logo except as described in this guide.**

- Use it in its entirety—don't add or subtract pieces.



- Use only the approved colors. (See page 4)
- Do not stretch or condense the logo.
- Do not add outlines, drop shadows, glows or other effects.

### Getting logo files

Files for electronic and print use are available at Y:\File Sharing\Communications\Logo. Use this artwork to ensure consistency.

### Maintain consistency

If you have questions on logo use, please contact the Communication Office.

~~ARCHDIOCESE  
of MILWAUKEE~~




## USING OUR LOGO: COLOR AND SIZE


### Color


It's essential to keep logo colors consistent. Here are color options for print and electronic use.




#### Color breakdowns:

 Red:  
C=3.1 M=94.9 Y=100 K=.39  
R=229 G=50 B=37  
Hexidecimal=#e53225

 Gold:  
C=0 M=37 Y=100 K=23  
R=200 G=138 B=18  
Hexidecimal= #c88a12

 Blue:  
C=85 M=50 Y=0 K=0  
R=27 G=117 B=188  
Hexidecimal=#1b75bc

 Black:  
C=0 M=0 Y=0 K=100  
R=0 G=0 B=0  
Hexidecimal=#000000

### Size

For layout flexibility, the logo is available in both horizontal and vertical layouts. To ensure the logo is legible, never size the horizontal logo any smaller than 1.5" inch wide (or 108 pixels if appearing on screen) and do not use the vertical version of the logo smaller than .75" inches wide (or 54 px if appearing on screen)

#### Horizontal version:

1.5" or 108px



#### Vertical version:

.75" or 54px



# USING OUR LOGO: POSITIONING

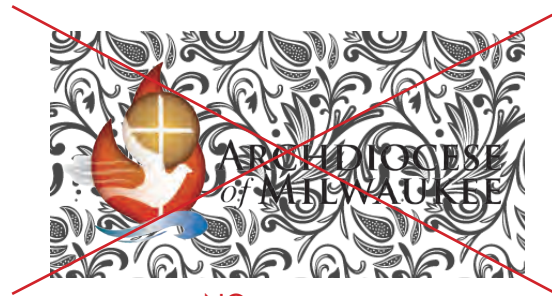
## Clear space

Give the logo room to breathe. Keep text and other visual elements out of the “clear space,” equal to the height of the stacked text. That measurement stays constant, as shown here.



## Background

Use the logo on a light background so all its elements are clear. If your application requires putting the logo on a non-solid background, contact the Communication Office to find the best way to display the logo.



NO patterns

## USING OUR LOGO: FORMATS

**The Archdiocesan logo is available in English and Spanish** and various formats to provide the greatest amount of flexibility for reproducing the logo.

### 4-Color

This is the preferred format of the Archdiocese of Milwaukee logo. Always use this version of the logo when possible.

Used for: 4-color printing, video, online, email, social media

### Grayscale

Use this version when unable to print in 4-color, but need the detailed representation of the logo.

### 1-Color

Use this version when printing in 1-color or when printing capabilities are limited and unable to reproduce the detailed version of the logo.

Used for: Embroidery, screen printing, faxed documents

### 1-Color Reversed

Use this version when the logo must appear on a dark background. This version of the logo must remain white and cannot be represented in a different color.



## USING OUR LOGO: FILE FORMATS

Follow the guide below to figure out what file format to use for producing the best results.

FILE DESCRIPTION:		USED FOR:	
		ELECTRONIC/ WEB	PRINT
JPEG	JPEG is best for full-color images and photos when you need to keep the file size small and don't mind giving up some quality for a significant reduction in size. <b>For internal office use this will be the format most commonly used. It is supported by Microsoft programs and reproduces well on laser and ink jet printers.</b>	X	X
PNG	PNG file sizes are small and support transparency in the background. Use this file type when inserting the logo onto a colored background.	X	X
PDF	PDF files retain the original document formatting and can be easily shared across platforms and computers. Microsoft programs also recognize this format and are able to be reproduced on laser and ink jet printers.	X	X
GIF	GIF files are compressed. They are mainly used for logos and graphics with solid areas of color. For this reason the simplified 1-color version of the Archdiocesan logo is the only version that is available in .gif format.	X	
TIFF	TIFF files are very large because they are not compressed so there is no loss in quality. Use this file if dealing with a professional printer who needs a HI-RES version of the logo.		X
EPS	EPS is a vector file that can scale to very large and small sizes without losing image quality. A special program is needed in order to read this file format, but it is the format most often requested by large format professional printers.		X



## USING OUR LOGO: EXAMPLES

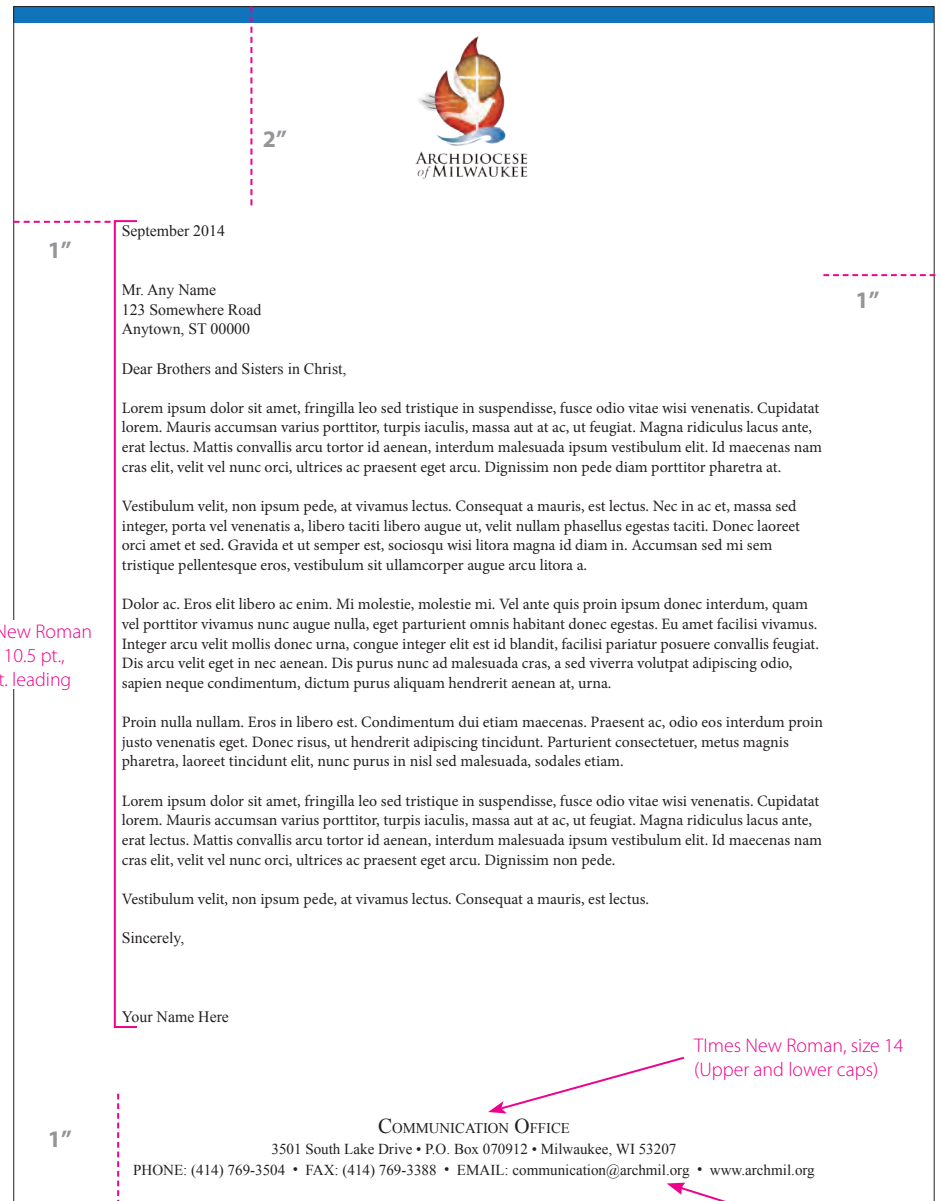
It is important that all communications coming from the Archdiocese of Milwaukee maintain a consistent look.

### Letterhead

One letterhead design has been developed and preprinted to be used by all archdiocesan offices; A Microsoft Word template is available at Y:\FileSharing\Communications\Letterhead. which allows each office to customize with their office name at the bottom, within a predesigned footer. The official font used for any Archdiocese of Milwaukee correspondence is Times New Roman.

### Business Card

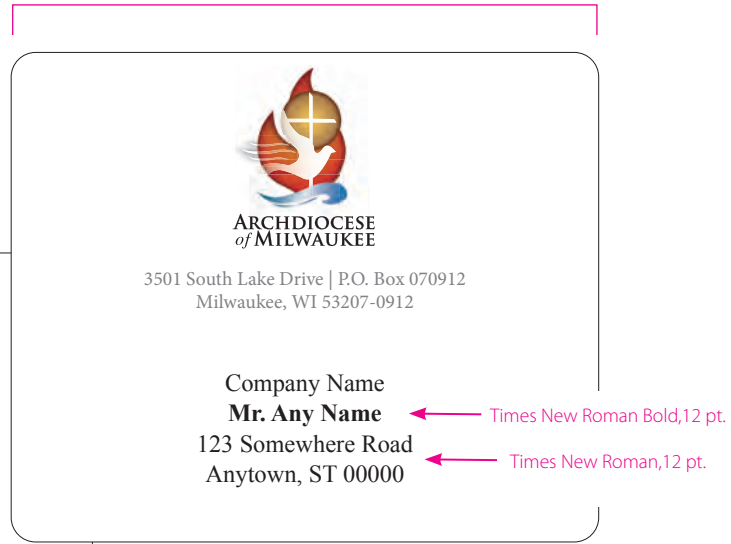
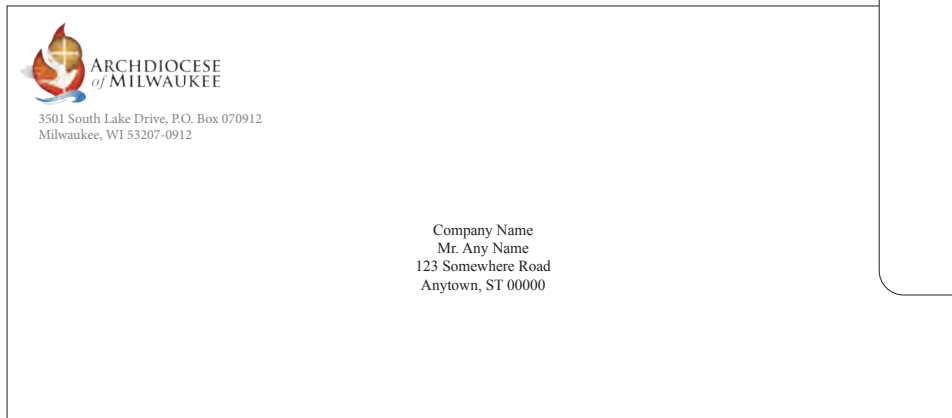
The business card uses two typefaces and the vertical version of the 4-color logo. The name of the cardholder should be Trajan Pro Bold at 12 pt and contact information should be Times New Roman at 10 pt. The card size is standard 3.5" x 2".



One label design has been developed and preprinted to be used by all archdiocesan offices; A Microsoft Word template is available at Y:\File Sharing\Communications\Label which allows you to customize the name and mailing address. Place the mailing label in the center of the envelope or package.

### Envelopes and Mailing Label

The business envelope uses one typeface and the horizontal version of the logo. All information should be Times New Roman at 11 pt. The envelope is standard #10, 9.5" x 4.125." When mailing larger envelopes, apply a mailing label formatted with the vertical version of the logo.



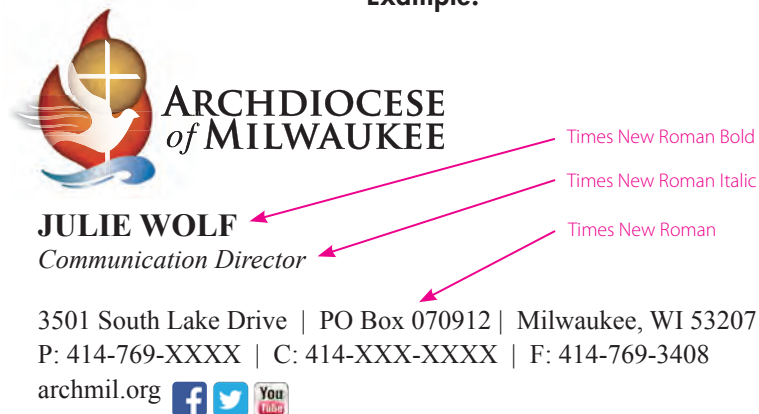
### Email Signatures

A standard, consistent, and clean email signature will present a more professional appearance for the Archdiocese of Milwaukee. The signature is designed to maximize contact information while promoting the archdiocese as a whole to those who receive the messages.

If you wish to add additional information to your email signature, please do so below the contact information and social media icons.

If you need assistance creating your email signature, please contact Margaret Erhart at ext. 3335.

### Example:



## USING OUR LOGO: BRAND HIERARCHY

### Brand Hierarchy

A brand architectural model was used to establish a strategic brand hierarchy for the entire Archdiocese of Milwaukee visual identity system. There are 3 categories within the Archdiocesan hierarchy:

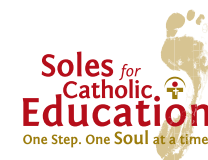
**Core brand:** The top tier, representing the Archdiocese as a whole. Uses one of the official logo formats outlined in this guide.

**Sub-brand:** An entity that is linked to the Archdiocese of Milwaukee's core brand for strategic and economic reasons uses a logo that may incorporate key elements of the core brand but does so in a way that establishes a more independent look.

### Additional Considerations:

Events, programs or functions of an archdiocesan office with a standing logo, may keep and use that logo for promotional purposes, E.g., CSA, Soles Walk, Theology on Tap. For specific guidance when 2 or more logos may need to be used, contact the Communication Office.

**Independent Brands:** Independent corporations like Catholic Charities and World Missions, parishes and Catholic schools use an understated visual connection to the Archdiocese. They may choose to display one of the archdiocese's logos in a smaller, less prominent area in their publications.



# USING OUR LOGO: SOCIAL MEDIA

## Social media

Social media platforms are restricting when it comes to size limitations. **For this reason, this is the only time where the Archdiocese's name may be removed from the logo.** All social media platforms will automatically display the organization's name next to the profile image so there is no need to repeat it within the image.

### Twitter Example:



### Facebook Example:



### YouTube Example:

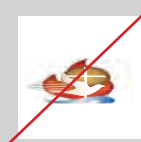


## Logo layout for social media use:



Logo must use correct RGB color format, and must fit within the given icon dimensions of the social media website.

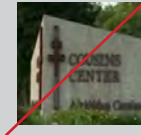
## Incorrect use for profile images:



Do not skew, stretch or use pixelated logo.



Do not crop. The logo must be shown in its entire form



Do not use images

## NOTE:

Only official offices of the Archdiocese are allowed to use the Milwaukee Archdiocesan logo. Other entities, i.e. parishes and schools, must request the Archdiocesan logo from the Communication Office.