ST. MARGARET *of* YORK
CATHOLIC CHURCH

Branding & Style Guide

Logos & Usage

Our logo is a symbol of our parish

ST. MARGARET *of* YORK
CATHOLIC CHURCH

Main Logo

ST. MARGARET *of* YORK
CATHOLIC CHURCH

The logo is the combination of the icon and word mark. The logo may also appear in all white or all black.

Icon

The icon is a simplified mark based on the idea of an open door meant to welcome and invite the people in. In color it appears with the blue on the left and the red on the right side. This mark may also appear in all white or all black.

Alternative Logo

ST. MARGARET *of* YORK
CATHOLIC CHURCH

The alternative logo is the combination of the icon and full word mark. The alternative logo should be used when the main logo will not fit or looks awkward in a layout. The logo may also appear in all white or all black.

Word Mark

ST. MARGARET *of* YORK

The word mark is the parish's name set in Goudy. If the layout is too horizontal to use the main logo, the word mark may be used in its place. It always appears in black or white.

Full Word Mark

ST. MARGARET *of* YORK
CATHOLIC CHURCH

The full word mark is the parish's name set in Goudy with Catholic Church set in Helvetica. When in color it appears in black and gray. Otherwise is appears in all black or white.

Logos Variations

In addition to the color logos, the logo may also appear in all white or all black variations.

Logo Spacing

Don't crowd the logo. The logo should always have some breathing room around it that is about half the size of the width of the logo icon on all sides at minimum.

Logos on Images

When using the logo on an image make sure there is enough contrast between the logo and the background colors so that the logo doesn't get lost in the background.

No

Not enough contrast between the logo and the background. The blues of the logo blend into the background.

Yes

Not enough contrast for the color logo, therefore the white version of the logo offers the best contrast ratio in this case.

No

Logo gets lost in the busy and vibrant floral background.

Yes

By placing the logo in a less busy area of the image, the logo is able to stand out.

Typefaces & Fonts

Our typefaces for everyday use.

Barlow

The typeface used for body copy and select headline treatments is Barlow. It is a regal serif that is used to contrast the serif letters of a headline. Approved weights are: Barlow Regular, Barlow Light, Barlow Medium, Barlow Semi-Bold and Barlow Bold. When appropriate to do so the italic versions of these weights may be used.

Barlow | Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Barlow | Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Barlow | Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Barlow | Semi-Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Barlow | Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Lobster Two

The typeface used for almost all headline treatments is Lobster Two.

Lobster Two | Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Lobster Two | Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5
6 7 8 9 0

Lobster Two | Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Lobster Two | Bold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Alternative Typefaces & Fonts

Crimson

Crimson is an alternative choice that may be used for headline treatments or body copy. Approved weights are: Crimson Roman, Crimson Italic, Crimson Semi-Bold, Crimson Semi-Bold Italic, Crimson Bold, and Crimson Bold Italic.

Crimson | Roman

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Crimson | Semi-Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Crimson | Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Crimson | Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Crimson | Semi-Bold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Crimson | Bold-Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Additional Typefaces

Arial (san-serif) or Times New Roman (serif) may be used when the prefered typefaces are not available.

Photography & Imagery

Photography is a key component to representing the brand visually.

Photography is a key component to representing the brand visually. Images of parishioners should capture moments that are special to the St. Margaret of York community.

All shots should be as nicely lit and high resolution as possible, showing the best of the parish.

Photo Basics

*Using Adobe Photoshop to achieve a unified look*

Color Photography

• In Adobe Photoshop, navigate to the Adjustments toolbox located on the right hand side of your screen and choose the Levels option.
• In the Levels, click the Auto button, then adjust the middle shadows by pulling the arrow towards the right a little but not too much. The image should get darker as you pull the arrow.
• Next, go back to the Adjustments tool box and select Hue/Saturation.
• Using the Hue/Saturation tool adjust the saturation by increasing until it looks brighter. • This is generally somewhere between +20 and +40 depending on the lighting of the original photo. Keep in mind photo editing is more of an art than a science.

Black and White Photography

• In Adobe Photoshop, select Image from the navigation bar located at the top of the screen.
• Next, hover over Mode and select Grayscale. It will ask you if you want to discard the color, choose yes.
• Once the image is in grayscale mode, navigate to the Adjustments toolbox located on the right hand side of your screen and choose the Levels option.
• In the Levels, click the Auto button, then adjust the middle shadows by pulling the arrow towards the right a little but not too much. The image should get darker as you pull the arrow.
• Finally if needed, use the Adjustments toolbox and select the Brightness/Contrast tool and adjust accordingly. Keep in mind photo editing is more of an art than a science.

There are other programs that can be used that will follow a similar process to achieve a similar look and feel such as Affinity Photo and Gimp Shop
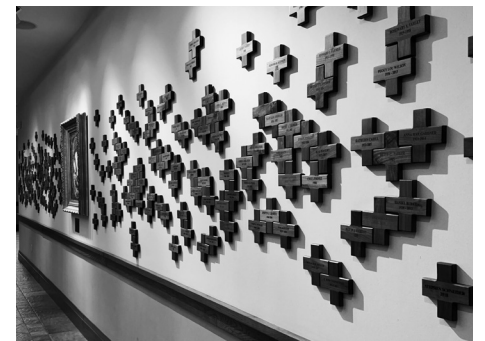
Colors

Our colors help express our brand.

Primary
Red honors our patron St. Margaret Clitherow who was a martyr. Blue represents the divine.

Secondary
Secondary colors support and complement the primary colors and should be applied in combination with the primary colors.

Use of Colors Outside the Palette
Any colors introduced from outside the primary and secondary palette are discouraged. They should have deliberate meaning and be applied as temporary elements only, i.e. event or season-related.

Color Basics

Q&A about color use and when to use each type

What are PANTONE® Colors?
PANTONE® Colors reference a specific color.

What is the difference between Coated and Uncoated PANTONE® Colors?
Coated and uncoate swatches attempt to mimic the appearance of the ink as it would appear when printed. There is no actual difference. Coated means glossy papers and uncoated means matte papers.

What is CMYK?
CMYK stands for Cyan, Magenta, Yellow, and Black. CMYK also commonly known as process colors.
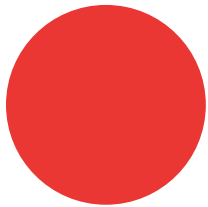
What is RGB?
RGB stands for Red, Green, Blue. These colors are used for web and digital projects.

What are Hex Codes?
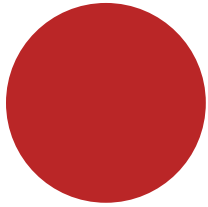Hex codes are color command lines used on a website.

Primary

Our primary colors consists of red and blue. Red is for our patron who was a martyr. Blue is symbolic of divinity of our Lord, Jesus.
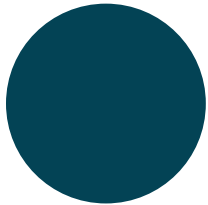
SMOY Red

CMYK | 2, 92, 87, 0
RGB | 192, 49, 52
#BF3134

SMOY Dark Red

CMYK | 5, 94, 88, 22
RGB | 154, 35, 43
#99232A

SMOY Blue

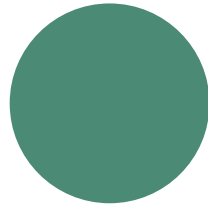CMYK | 98, 55, 42, 43
RGB | 38, 63, 80
#253E4F

Secondary

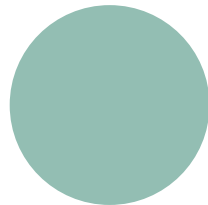Secondary colors assist the primary color palette. These colors should be used sparingly and should never become the predominate color for St. Margaret of York.

SMOY Cream

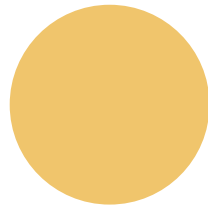CMYK | 5, 6, 14, 0
RGB | 242, 238, 222
#F2EDDD

SMOY Green

CMYK | 72, 28, 60, 8
RGB | 169, 192, 181
#A8C0B4

SMOY Light Green

CMYK | 37, 4, 26, 10
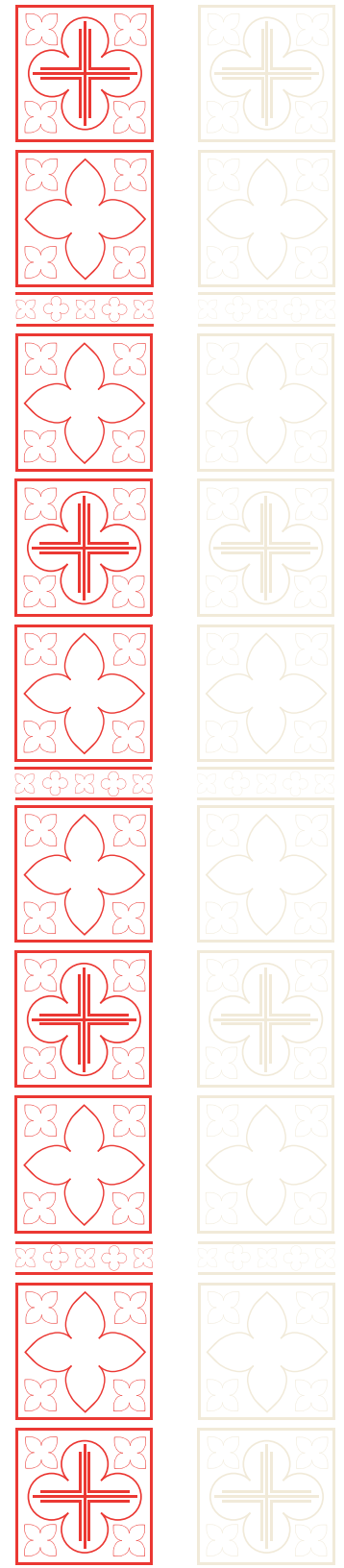RGB | 99, 135, 113
#638771

SMOY Yellow

CMYK | 6, 22, 67, 0
RGB | 228, 203, 112
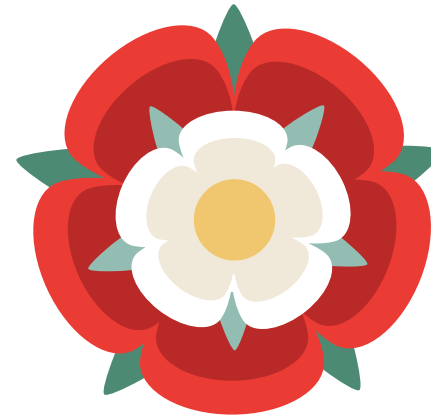#E3CB6F

Decorative Elements

Decorative elements enhance the brand.

The decorative ribbon pattern is inspired by the ornate patterns carved into the lower part of the St. Margaret of York altar shrine located on the church campus.

Pattern

Our pattern brings depth to our brand and created strong brand recognition

Tudor Rose
St. Margaret Clitherow, our patron Saint was from York, England. The Tudor Rose pays homage to her heritage as it is the traditional floral heraldic emblem of England and the national flower of England.

Crown of Martydom
St. Margaret is among the 40 martyrs of England and Wales. As a witness of the faith, the Crown of Martydom is a crown of glory.

Palm of Martydom
Historically, martyrs were often depicted with a palm in western Christian art, representing the victory of spirit over flesh.
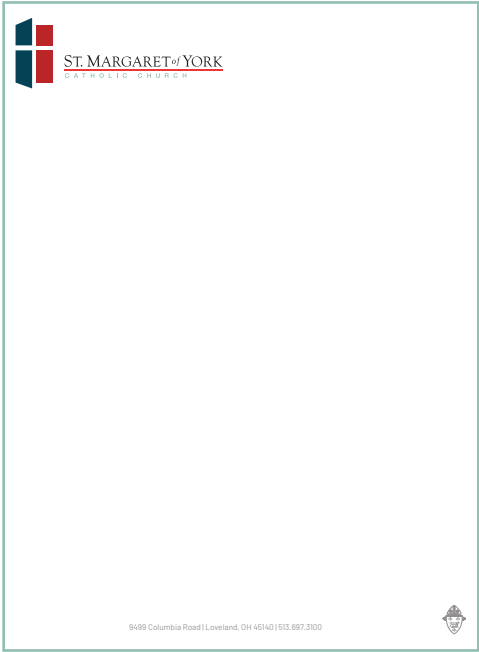
The Tudor Rose, Crown of Martydom, and the Palm of Martydom may also be uses as stand alone decrotative elements.
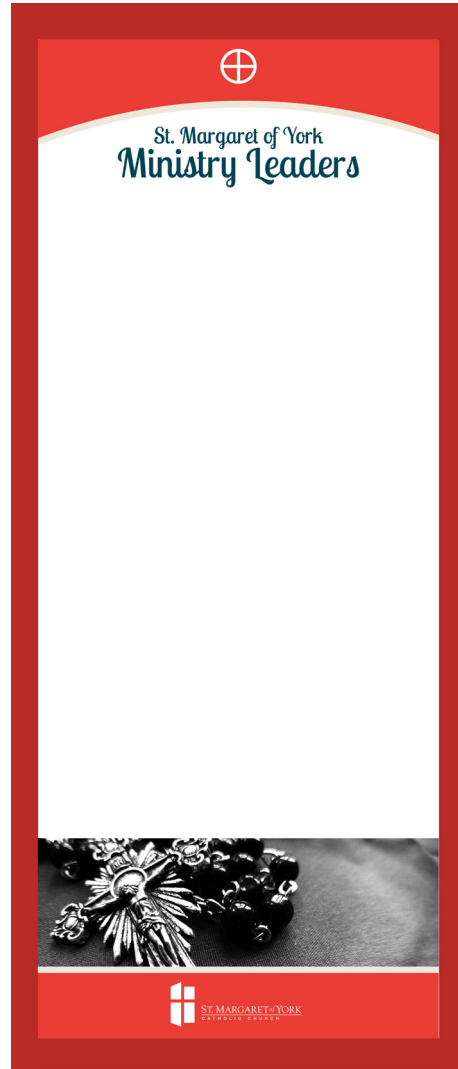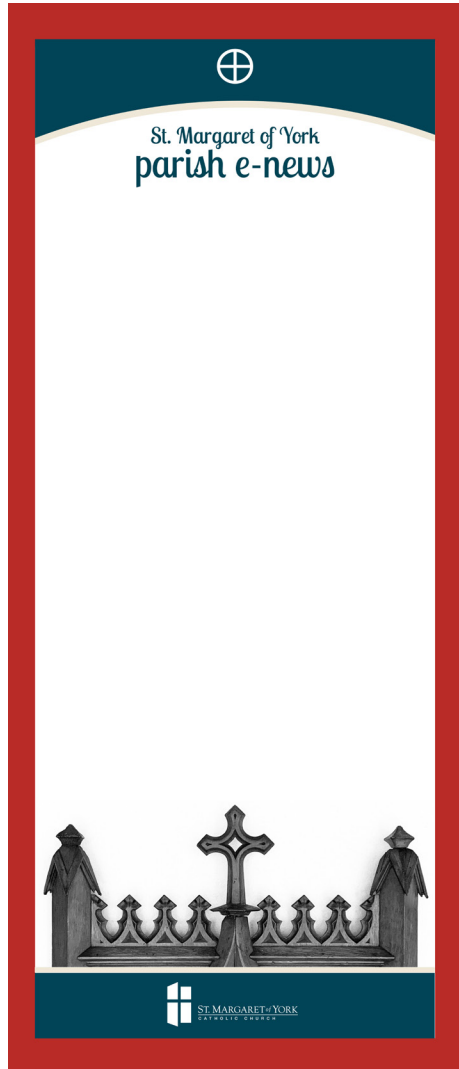
Stationary Designs
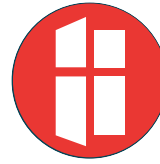
Physical and digital stationary .

ST. MARGARET of YORK

Letterhead & Business Cards

ST. MARGARET of YORK
CATHOLIC CHURCH

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ST. MARGARET of YORK
CATHOLIC CHURCH

John Smith
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ST. MARGARET of YORK

ST. MARGARET of YORK
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Emails

St. Margaret of York
parish e-news

ST. MARGARET of YORK
CATHOLIC CHURCH

St. Margaret of York
Ministry Leaders

ST. MARGARET of YORK
CATHOLIC CHURCH

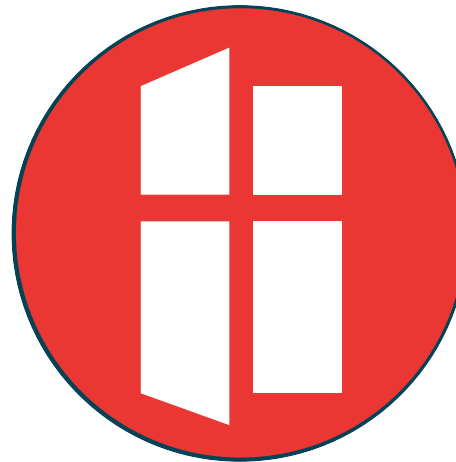# Signature

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Social Media Icon