# BRAND BOK

ww.stpatlou.org

St. Patrick Catholic Church Brand Guidelines 2020

Become part of a community called by God to grow in His love, to live life with a purpose and to commit ourselves to bring His love into the world.

## BRAND BOOK 2020

Welcome home.

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## RTRO

## **Story**

Since its early beginnings St. Patrick has always been, a beacon of Christ's love. A vibrant community that welcomes you home on your journey to a more intimate relationship with God. Any logo seeking to capture the heart of St. Patrick must begin with the parish's mission in mind.

### **Mission**

Capturing the heart of St. Patrick is exactly what this rebranding seeks to do. That's why our new logo is literally the heart of its predecessor. Renewing the design to focus on the foundation and core of our mission to the community. It reminds us of the strength and unity of our parish symbolized by the beloved Celtic Cross. As the four edges of the new design come together they imitate four people locking arms in an embrace. This represents God's love for us reflected in the love and support we share with one another. If you look carefully you will see that this outpouring of love is not contained within the circle and instead reaches outside of itself. Just as God's love reaches out to draw us closer to Him and sends us out as disciples to do the same for others.



## LOGO IDENTITY

## **Problem**

As our world moves into the greatest communication shift of the last 500 years it is crucial that our brand kit meets the demands of these changes. At the time our original logo was conceived platforms we currently use were unheard of such as streaming, smart devices, HD Video, mobile webpages, apps, and of course social media. Originally the only way for the community to interact with St. Patrick was in person on Sunday mornings at the Eastwood Community Center. Today, Instead of a single channel to reach our community, the city of Louisville and the people who live in this area with the beacon of Christ's love, we have multiple channels at all times. This is an amazing opportunity for our parish to welcome others home and to grow. It also requires a robust design to meet these new challenges head on. While the Eastwood Community Center was a fantastic space the needs of the parish grew to require the breathtaking campus we have today. In a similar way our brand kit needed a more dynamic infrastructure to adequately reflect the progression of our community.



## **Final Logo**

In order to maintain the integrity our St. Patrick brand deserves the highest level of care was used in the creation of the updated logo. The lines and points within the logo are smooth and transitions cleanly throughout. Careful attention was also applied in ensuring the sizing and alignment elements of the logo were accurately crafted. The logo has also been formatted in a way offering the most options for usage, including saving the artwork to other file formats. This format also allows the logo to be enlarged or reduced infinitely without losing quality. These needed updates make the logo extremely versatile across a wide variety of media and applications.



## LOGO IDENTITY

## **Logo Color Variations**

No matter the color, the logo is steadfast. Forest green and golden yellow are the primary colors, but there can also be secondary colors - light green and grey.









## **Logo Color Variations**

When needed the logo may also be depicted in black and white.



## BRAND COLORS

### **Color Palette**

The variety of colors will enable the brand to shine and convey St. Patrick's message. While forest green and golden yellow are the primary colors, the other colors will serve to communicate and organize the brand as needed.

## **FOREST GREEN**



PANTONE 7484 C

FOR WEB USE

R: 0 G: 91 B: 62

FOR PRINTING USE

C: 90 M: 38 Y: 83 K: 35

## **GOLDEN YELLOW**



PANTONE 109 C

**FOR WEB USE** 

R: 254 G: 211 B: 7 **FOR PRINTING USE** 

C: 1 M: 15 Y: 99 K: 0

## **LIGHT GREEN**



PANTONE 7725 C

**FOR WEB USE** 

R: 0 G: 137 B: 88

FOR PRINTING USE

C: 87 M: 22 Y: 83 K: 8

**GREY** 



PANTONE 10 C

FOR WEB USE

R: 96 G: 97 B: 97

FOR PRINTING USE

C: 61 M: 53 Y: 52 K: 24

## No's & Tints

Sometimes you will find that you need extra colors. By decreasing the opacity, there will be several colors available within the brand.



## FONTS

## **Logo Font**

Modern No. 20 will serve as the St.Patrick logo title font. The font's variations in stroke widths compliments the logos' bold and thin lines. Modern No. 20 should be used sparingly.

Modern No. 20 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

## St. Patrick

## **Title & Body Font**

Gotham is a clean font that is easy on the eyes. It's large font family helps create impactful designs that deliver a clear message.

## Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

## Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

## Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

## Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

## **Ultra**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

## DO'S & DON'TS

## **Minimum Size**

To ensure legibility, logos must not be reduced beyond the following defined minimum size:

- The full logo should never be printed smaller than 0.625 inches tall. When displayed on screen, it should never appear smaller than 75 pixels tall.



- The logomark should never be printed smaller than 0.25 inches tall. When displayed on screen, they should never appear smaller than 30 pixels tall.



The minimum size is defined by the height of the logo, even when you are using the full logo or the logomark. Layout or proportions of files may not be adjusted to accommodate a document or marketing materials.

## Color

Logo must be depeicted with only one color. Forest Green is the primary color, but the logo may be depicted in the other 3 main colors as well as black or white when needed. Do not place the logo on colors and tones similar to the logos colors.









## **Space**

Clear space is necessary to provide breathing room around the logo. This space, equivalent to at least half the height or width of the logomark - must be kept clear of any other design element.



DO NOT tilt, rotate, stretch, skew or distort the logo in anyway. That's just wrong.

DO NOT add unnecessary embellishments like drop shadows, gradients, and etc. to the logo. That's just unnecessary.









## **In Summary**

## Do

- Always include either the full logo, the wordmark, or logomark in all church communications.
- Whenever possible, use the full logo in the standard Forest Green color.
- Always adhere to the clear space and minimum size standards to ensure legibility.
- Contact your brand liaison if you have any questions about using the logo or need additional guidance.

## Don't

- Don't design a logo yourself.
  If you need files, your brand
  liaison will gladly provide
  them to you.
- Don't alter your logo files.
  This includes stretching,
  squeezing, skewing,
  or otherwise distorting
  proportions or adjusting the layout or design.
- Don't add anything, like words or images, to the logo.



## COLLATERAL

## **Essential Touchpoints**

- St. Patrick's brand should be versatile to work on multiple peices of collateral and merchandise that suits the needs of the community.
- The solution is a brand built with exciting colors and elements that reflect the spirit of the community.
- Although the brand kit is being updated in keeping with the times it is firmly rooted in the Truth of the One, Holy, Catholic, and Apostolic Church.
- The St. Patrick brand kit implores intentional simplicity in order to be easily recognizable, versatile and memorable.
- The design elements of the brand kit focus on St. Patrick's history and mission rather than on changing trends giving the brand better longevity and relevance.





Saint Patrick Catholic Church (502) 344-4083 1000 N. Beckley Station Rd. ovepath/#stpoffou.org Louisville, KY 40245-4550

www.stpoflou.org

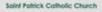
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1000 N. Beckley Station Rd. Louisville, KY 40245-4550















www.stpatlou.org



















## **Contact Information**

Saint Patrick Catholic Church 1000 N. Beckley Station Rd. Louisville, KY 40245-4550

**Tell:** (502) 244-6083

**Fax:** (502) 719-0359

E-mail: ourparish@stpatlou.org

www.stpatlou.org