

SHOWING *our Faith*



TABLE OF CONTENTS

Logo Meaning	3
General Guidelines	4
Color and Size	5
Positioning	6
Formats	8
Examples	10
Typography	14
Brand Hierarchy	15

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.

- **DO** use it in its entirety – don't add or subtract pieces.
- **DO** use only the approved colors. (See page 5)
- **DO NOT** stretch or condense the logo.
- **DO NOT** add outlines, drop shadows, glows or other effects that hinder readability.

Getting logo files

Files for electronic and print use are available at www.archmil.org/standards.
Use this artwork to ensure consistency.

Maintain consistency

If you have questions on logo use, please contact the Communication Office at communication@archmil.org.



ARCHDIOCESE
of MILWAUKEE



ARCHDIOCESE
of MILWAUKEE



ARCHDIOCESE
of MILWAUKEE



ARCHDIOCESE
of MILWAUKEE



ARCHDIOCESE
of MILWAUKEE

USING OUR LOGO: COLOR & 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
Hexadecimal=#e53225



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



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



Black:
C=0 M=0 Y=0 K=100
R=0 G=0 B=0
Hexadecimal=#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" inches 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.



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



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












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.

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

All formats can be downloaded at www.archmil.org/standards.

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. 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.		
PNG	PNG file sizes are small and support transparency in the background. Use this file type when inserting the logo onto a colored background.		
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.		
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.		
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.		
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.		

USING OUR LOGO: EXAMPLES

It is important that all communications coming from the Archdiocese of Milwaukee maintain a consistent look. To order stationary for your office, contact communication@archmil.org.

PowerPoint

A Microsoft Powerpoint file has been developed for any office needing to make a presentation. The template, which includes 9 different layouts on customizable slides, is available at www.archmil.org/standards.

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". To order business cards, contact communication@archmil.org.



Letterhead

One letterhead design has been developed and preprinted to be used by all archdiocesan offices; A Microsoft Word template is available at www.archmil.org/standards, which allows each office to customize with their office name at the bottom using a predesigned footer. The official font used for any Archdiocese of Milwaukee correspondence is Times New Roman.



1.5"

January 1, 2023

Name
Address
City, ST 00000

1"

Dear Brothers and Sisters in Christ,

1"

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent fringilla metus sed erat congue, vitae dignissim magna condimentum. Suspendisse quis enim facilisis ex porta imperdiet sit amet non nisi. Ut accumsan fringilla turpis at ultrices. Nulla elementum felis urna, eu scelerisque tortor elementum eu. Nam sapien purus, sodales tristique dolor nec, tristique vulputate ligula. Vivamus placerat diam a magna venenatis, fringilla dignissim ligula posuere. Suspendisse quam libero, viverra ut turpis sed, luctus mattis eros. Curabitur ut nisl sed enim tempor porta. Etiam non dolor felis. Etiam vestibulum varius urna, non rhoncus leo pretium ac.

Integer rhoncus erat nec lorem pellentesque rutrum. Duis non nulla accumsan, pellentesque felis et, malesuada ipsum. Fusce vitae dignissim odio. Aliquam euismod lacinia orci ut volutpat. Phasellus molestie sem a odio tincidunt, eget lacinia nulla faucibus. Sed nec volutpat odio. Quisque id tincidunt risus, sollicitudin venenatis sapien. Praesent iaculis accumsan diam id congue. Donec posuere quam elit, eget convallis erat vestibulum ut. Morbi pharetra iaculis libero hendrerit maximus.

Ut gravida arcu vitae efficitur faucibus. Maecenas rutrum tortor ex, in facilisis orci aliquet at. Proin eu volutpat nunc, a aliquam ex. Nunc maximus nisi sed purus blandit, a efficitur neque dignissim. Proin tortor ex, viverra neque at, sollicitudin ornare quam. Donec tristique magna nec vestibulum luctus. Proin portitor odio dunt tincidunt fermentum. Vivamus convallis nisl dictum mattis placerat. Aliquam bibendum ligula et ac consequat egestas.

Times New Roman
size 10.5 pt.,
11 pt. leading

Fusce lacinia eleifend libero quis cursus. Phasellus eu est gravida, hendrerit neque non, volutpat justo. Mauris rutrum pretium tellus sit amet tempor. Nullam quis nunc malesuada, lobortis tortor at, mattis ligula. Sed suscipit mi nec risus imperdiet commodo. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vestibulum malesuada posuere vestibulum. Sed elementum luctus lacus, non commodo eros gravida sit amet. Etiam gravida pulvinar leo, ac portitor tellus mollis sed. Maecenas fringilla tortor dolor, eu scelerisque magna dapibus nec.

Sincerely,

Name Here

Times New Roman, size 14
(Upper and lower caps)

1"

COMMUNICATION OFFICE

3501 South Lake Drive | St. Francis, WI 53235

PHONE: (414) 769-XXXX | FAX: (414) 769-XXXX | EMAIL: communication@archmil.org | www.archmil.org

Times New Roman, size 10

USING OUR LOGO: EXAMPLES

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.



One label design has been developed and preprinted to be used by all archdiocesan offices; A Microsoft Word template is available at www.archmil.org/standards which allows you to customize the name and mailing address. Place the mailing label in the center of the envelope or package.

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.

If you need assistance creating your email signature, please contact communication@archmil.org.

EXAMPLE:



ARCHDIOCESE
of **MILWAUKEE**

SANDRA PETERSON

Communication Director

3501 South Lake Drive, St. Francis, WI 53235

P: 414-769-XXXX | C: 414-XXX-XXXX | F: 414-769-3408

petersons@archmil.org

USING OUR LOGO: TYPOGRAPHY

Primary Typefaces

Typefaces can help unify the look of a brand. From brochures to websites to everyday correspondence, a uniform typeface will strengthen the brand and also give personality to the designs while conveying professionalism in the messaging.

Trajan Pro Bold

AA ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Times New Roman

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Balboa Ultra Light

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Display Typeface

In special instances, Whisper ROB is used in combination with either Trajan Pro or Balboa to create a special emphasis on a word or idea. This font should be used sparingly, and never for more than 2-3 words.

Whisper ROB

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

USING OUR LOGO: 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 office of or an entity that is linked to the Archdiocese of Milwaukee uses a logo that incorporates 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 purpose, e.g., CSA, Schools Walk, Pallium Lecture. *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.

Questions? Contact the Communication Office
at communication@archmil.org

View guidelines online and download assests here:



www.archmil.org/standards

