



**CATHEDRAL OF
SAINT RAYMOND
NONNATUS**

Graphic Standards Manual

The mission of the Cathedral of Saint Raymond Nonnatus is to serve the community as the diocesan seat which, along with the vibrancy of a parish, is an outward expression of faith and evangelization for the Diocese of Joliet and the parish community.

The symbol of the Holy Spirit reflects this mission and its graphic presentation and colors are unique to the Cathedral.

This manual is designed to aid the Cathedral of Saint Raymond Nonnatus in its mission by maintaining effective, unified, visual communications.

One of the most important assets of any organization is the image it projects to the many communities and individuals it serves.

The importance of creating a strong, consistent impression cannot be over-emphasized.

The rules and guidelines set forth in this manual are tools. They should be used to establish a framework for projects produced by and for the Cathedral of Saint Raymond Nonnatus, thereby establishing a consistent and effective brand — strengthening the mission of the Cathedral of Saint Raymond Nonnatus.



CATHEDRAL OF SAINT RAYMOND NONNATUS

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Cathedral of Saint Raymond Nonnatus Symbol

The diagrams to the right define the colors and minimum size requirements of the Cathedral's symbol. Only authorized copies of the symbol may be used for reproduction. No other colors or tint values of the colors other than those specified are acceptable. When using the symbol alone, care should be taken to leave a reasonable (see page 7) amount of clear space around the symbol. Any modifications require the permission of the Cathedral.



Cathedral Yellow is the only color which may be used in full color applications of the symbol.

Pantone* 7458 when printed as solid spot color.

Color Formulas

CMYK: C = 0, M = 22.68%, Y = 100%, K = 0
Color build for offset and digital printing.

RGB: R = 35%, G = 31%, B = 32%
Color build for web and photographic reproduction.



When a single color application is necessary only black or Cathedral Red may be used.

Logo Type

The Cathedral name always appears in **LinoType Brewery No2 Pro Bold**, large and small caps. Care should be taken with the letter spacing to match the example below. **No** other typeface may be used for the logo font.

CATHEDRAL OF SAINT RAYMOND NONNATUS

Cathedral Red is the only color which may be used for the name in the logo.

Pantone* 207 when printing as a solid spot color.

Color Formulas

CMYK: C = 21.83%, M = 100%, Y = 78.4%, K = 15.09%, color build for offset and digital printing.

RGB: R = 172%, G = 0, B = 51%, color build for web and photographic reproduction.

If no color is used then Black or White may be used.

For further information regarding color standards see page 5.



CATHEDRAL OF SAINT RAYMOND NONNATUS

Typography Guidelines

The typographic guidelines which will ensure a “family” resemblance among all visual communications emanating from the Cathedral of Saint Raymond Nonnatus are as follows:

1. Work with a limited menu of type styles. In stationery items, the LinoType Brewery No. 2 type family must be used for all address information. The fonts for this typeface are easily available to all printers. Due to the volume and variety of visual communication and the availability of typefaces, restricting type use to one type family is unrealistic. Three other type families are recommended for general use in advertising and promotional literature: Adobe Garamond, Helvetica or Arial (or similar serif or sans serif fonts).

(Do not use these additional type families for stationery, brochure signatures, or any form of identity stipulated in this manual.)

(Brewery is only to be used for the logo type and stationery elements)

2. For any single communication, the number of type styles and sizes should be held to a minimum, generally limited to one or two, and never more than three.

3. The recommended style for setting most copy is “caps and lower case.” Avoid underlining of type. Where additional emphasis or differentiation of text is necessary, as in headlines and sub-heads, use boldface, italic, or a larger type size.

4. Avoid center alignment of type. For most uses, the recommended style for setting text or copy is flush left, ragged right. This style eliminates the need for line justification, a common cause of uneven wordspacing and letterspacing.

5. For typical printed publications, a convenient setting for body copy is 10/12. For special purposes, different sizes may be appropriate and can be used.

6. Standard treatment for beginning a new paragraph is to add 1/2 line space between paragraphs. (If using 10/12 type, 1/2 line space is 6 points.) It is optional (but recommended) to indent the first line of a paragraph one em space.

7. Do not screen typography.

8. Generally, all text matter is printed in black or another dark color. Printing body copy in lighter inks decreases the legibility.

Name Usage

In addition to the symbol/type combination or signature, there are additional guidelines for using the name of the Cathedral.

Formal first reference:

Cathedral of Saint Raymond Nonnatus — for use in programs, worship aides, certificates etc.

Standard first reference:

Cathedral of St. Raymond Nonnatus — preferred if space allows or

Cathedral of St. Raymond — for use in brochures, advertisement, bulletin articles, letters, etc.

Suggested second references:

The Cathedral Parish (or community or parish family)

St. Raymond Parish (or community or parish family)

St. Raymond

Unacceptable references

St. Ray's

St. Raymond's

Cathedral is always capitalized. Parish, when used as part of our name (Cathedral Parish), is always capitalized.



CATHEDRAL OF SAINT RAYMOND NONNATUS

Cathedral Colors

An important aspect of the identification system is the consistent and controlled use of color. There are two Cathedral colors — Pantone* 7548 (Cathedral Yellow), and Pantone 207 (Cathedral Red), which make up the Cathedral of Saint Raymond Nonnatus' logo. These colors are to be used for all full-color printing applications. The correct placement of these colors is in the logo above and on the Signature/Logo Construction (see page 7).

For single color applications, Cathedral Red and black are the only acceptable colors.

General Considerations

While it is difficult to list specific color recommendations that work under all conditions, this Manual documents general color considerations that are appropriate for most applications. The type portion of the signature or other type elements may also reverse out of a solid color, preferably Cathedral Red or Black.

*PANTONE® is a registered trademark of Pantone, Inc. and is Pantone, Inc.'s check-standard trademark for color reproduction and color reproduction materials.

Reverse Usage of a Color and Black & White logo



When reversing the symbol out of a solid color always use the symbol in its positive form. The symbol is outlined in white as shown. Only the type and rule are reversed to white.

Color and Screen Values of the Symbol

The symbol should always appear as the solid approved colors, no screen tints or other colors.

Black (one color option)



Full Color/Cathedral Yellow



Cathedral Red (one color option)

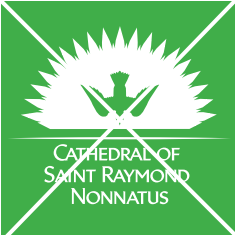


This only



Not this

The examples below are a few unacceptable forms of reverse logo usage.



Signature/Logo Construction

The following diagrams should be strictly adhered to when constructing the wide and narrow Cathedral signature/logo.

Diagram A

To be used for the faithful reconstruction of a **wide** signature.

X = small cap text height in the name.

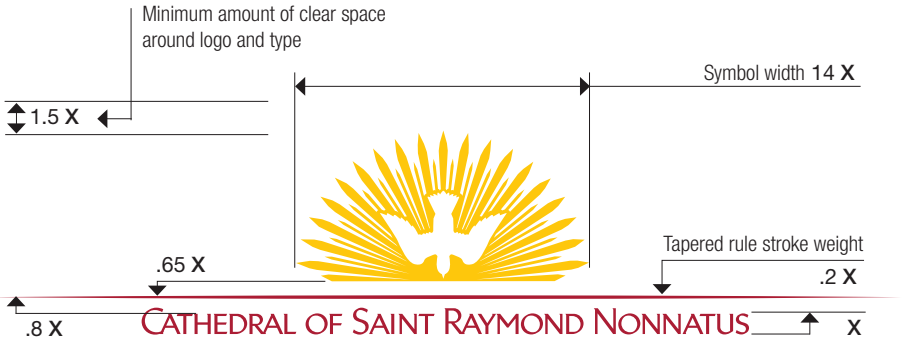
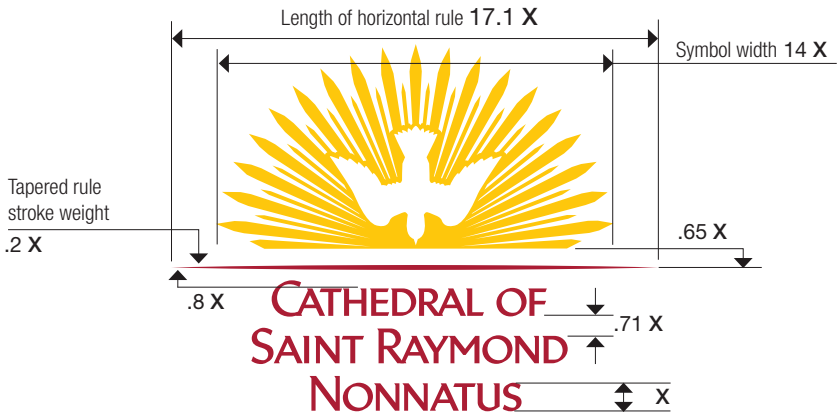


Diagram B

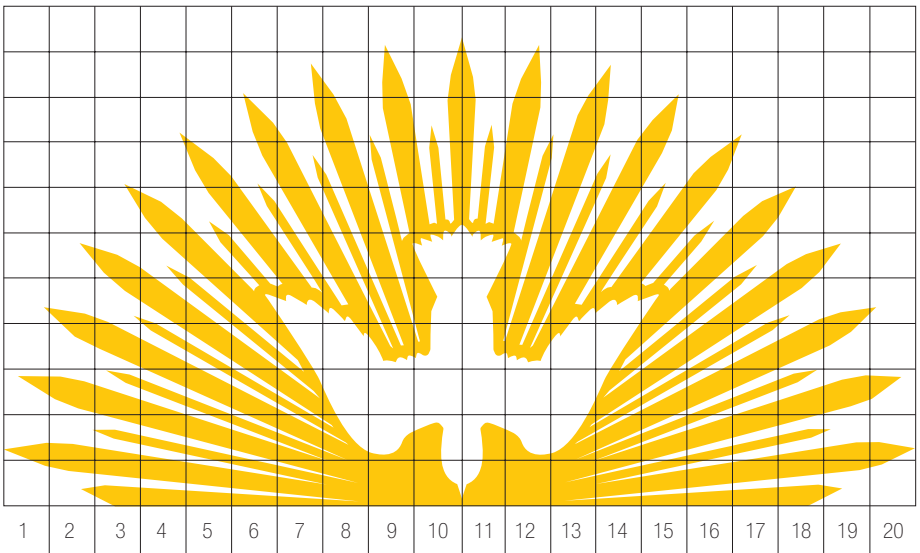
To be used for the faithful reconstruction of a **narrow** signature.



The symbol width-to-type ratio of 14X is to be maintained for all uses of the symbol with the name.

Symbol/Grid Construction

The symbol and grid shown below can be used to accurately reproduce the symbol. This grid can be used by sign painters, artists, or anyone required to reproduce the symbol in a large format where electronic or photographic methods are unsuitable.



Instructions:

1. Determine the width¹ of the symbol you will be constructing.
2. Divide the number of units by the number of grid squares occupied by the symbol shown. The answer represents the measurement of each square in the grid. This is the grid-square-measurement for your particular size construction.
3. To determine the length of any distance, multiply the number of grid squares contained in the distance you are measuring by the grid-square-measurement.

¹ Can be any unit of measurement



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Available Style Templates

The following templates are available on disk as PDF, Microsoft Word*, Adobe Illustrator** and JPEG files:

- Letterhead (color)
- Business Card
- Brochure Template
- Sign Template
- Note Card
- Letterhead (black & white)
- #10 Envelope (color and black & white)
- Sunday Offering Envelope
- Forms Templates

* Microsoft® Word is a registered trademark of Microsoft Corporation.

**Adobe Illustrator® is a registered trade mark of Adobe Systems Incorporated.



CATHEDRAL OF SAINT RAYMOND NONNATUS

If you have any questions please contact:

The Cathedral of Saint Raymond Nonnatus
604 N. Raynor Avenue • Joliet, IL 60435 • 815-722-6653