STYLE GUIDE

Please direct any questions on the uses of this style guide to:

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LOGO

LOGO PLACEMENT

The Catholic Charities Atlanta logo must maintain a space of “X” from the edge of the page, body, copy and/or other images. The measurement of “X” is equal to the distance from the top of the “C” in Catholic to the bottom of the “C” in Charities (as shown below).

LOGO SIZE

The Catholic Charities Atlanta logo should not be used in any circumstances where the width of the logo is shorter than .75”.

LOGO COLOR

The Catholic Charities Atlanta logo should print in 2 color or one color (PMS/BLACK) as shown below.

Logo in Panton 519 & 7403
Logo at 100% black
Logo in white on a solid color background.

NOTE: The Pantone colors shown in this document are not 100% accurate as they were not printed with actual Pantone inks. Please refer to a Pantone Color Formula Guide for accurate color representation.
LOGO

LOGO MISUSE

Shown below are a few possible misuses of the Catholic Charities Atlanta logo. It is important not to alter the logo in any way outside the specifications of this document.

- Never alter the proportion of the logo.
- Never place the logo on a busy background image. The logo should only be placed on a solid background.
- Never change the color of the logo outside the specifications in this document.
- Never rearrange the elements of the logo.
- Never use the logotype without the icon.

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COLOR

The color palette is to be adhered to for all collateral materials and publications.

PRIMARY COLOR
The primary color to be used for Catholic Charities Atlanta collateral materials is the logo color, Pantone 519.

SECONDARY COLORS
These colors complement the primary color and should be used in collateral materials whenever additional colors are needed.

ACCENT COLORS
These colors accent the primary and secondary colors and should be used in collateral materials in a limited manner.

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TYPOGRAPHY

Typography is an essential part of the Catholic Charities Atlanta identity. Over time and through consistent use, the typography will become associated with Catholic Charities Atlanta collateral material, reinforcing and supporting the identity.

SAN SERIF TYPEFACE FOR MARKETING COLLATERAL

Use Stone Sans for brochures, ads and other marketing collateral.

Stone Sans Medium

| abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ |

Stone Sans Italic

| abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ |

Stone Sans Semibold

| abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ |

Stone Sans Semibold Italic

| abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ |

SERIF TYPEFACE FOR MARKETING COLLATERAL

Use Stone Serif for body copy in marketing collateral when a serif typeface is preferred.

Stone Serif Medium

| abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ |

Stone Serif Italic

| abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ |

Stone Serif Semibold

| abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ |

Stone Serif Semibold Italic

| abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ |

Stone Serif Bold

| abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ |

Stone Serif Bold Italic

| abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ |

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TYPOGRAPHY

GENERAL SAN SERIF TYPEFACE
Use Trebuchet MS for documents such as faxes, PowerPoint presentations and other types of presentations that require a Sans Serif typeface for readability or when Stone Sans is not available. To ensure cross-platform compatibility, this typeface should also be used for any materials viewed primarily on-screen such as online content, emails and non-print documents.

Trebuchet MS Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Trebuchet MS Bold
abcdefghijlknmopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Trebuchet MS Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Trebuchet MS Bold Italic
abcdefghijlknmopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

GENERAL SERIF TYPEFACE
Use Book Antiqua for documents such as letters, reports, memos and proposals or when Stone Serif is not available.

Book Antiqua Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Book Antiqua Bold
abcdefghijlknmopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Book Antiqua Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Book Antiqua Bold Italic
abcdefghijlknmopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

WEB-SAFE TYPEFACE
Use Arial for body copy on the website to ensure cross-platform compatibility.

Arial Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold
abcdefghijlknmopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold Italic
abcdefghijlknmopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

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PHOTOGRAPHY

Photography used in any marketing material or advertising for Catholic Charities Atlanta should be of high quality and consistent with the look of the overall brand. The photography should focus on people and have a warm, friendly and engaging tone. When possible, the photos should include colors similar to those in the color palette. Overall, the style should be:

- Authentic, natural situations
- Real expression
- Happy and smiling subjects
- Engaging

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