



ST. MICHAEL
The Archangel

ROMAN CATHOLIC CHURCH

*Branding
Guide*

St. Michael the Archangel Church Branding Guide

This branding guide will allow us to create consistency across parish communications and materials and will be integrated into the overall communications plan once that is complete to provide a complete picture of parish communication preferences.

The guide covers branding from both a graphic (fonts, logos, and colors) standpoint, as well as a textual (language and grammar) perspective.

Any questions about this guide can be directed to Emily Ricci, Communications Coordinator, at ericci@stmmary.org

FONTS

Formal, main heading: Allura

St. Michael the Archangel Bulletin

Subhead, titles of events: Old Standard (all caps)

PRAYER VIGIL

Main body text: Open Sans

We hope you will join us.

These are the fonts that should be used for all official church communications (parish website, email newsletter, signage, bulletin, etc.).

If you do not have these fonts already installed on your computer and need them for official communications, you can download them from the G Drive under Communications. Please contact Emily at ericci@stmccary.org for assistance.

LOGO USE

The St. Michael logo should always be in black, white, or navy, as presented on the next page. The primary iteration is in black, though the inverted white should be used on dark backgrounds for visibility. The logo should not be distorted or pulled out of shape in any way or reprinted in another color.

The church steeple logo can be used in circumstances where the information coming after is not just the name of the church (ie. email signatures). This should only be used in black and white or navy and white. Please find the official logo variations in the G Drive under Communications or contact Emily at ericci@stmccary.org for assistance with logos.



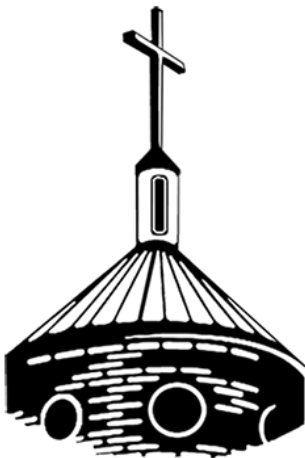
Black (preferred)



White (used on blue background)



Navy



Steeple (BW)



Steeple (White on navy)

COLORS

Main color: Navy blue

Hex code: #292663 | PMS: 2119 C



The main color of navy blue should be used as the primary color in all official church communications, platforms, and signage (website, email marketing, bulletin, etc.). This navy is also the same shade as is used by the St. Michael School.

While navy should be used in official church communications and materials, individual event promotion can vary colors based on the event's tone. However, the consistent font should always be used and the navy should be incorporated whenever possible.

Text colors: Black, navy, or white

If being used on a white background, black text should be used in official communications, though the navy may be used in more informal situations. If using the St. Michael navy blue, white should be used for visibility.

Accent colors: White or gold

(Hex code: #F4B22D, PMS: 142 C)

If you are using a background of the St. Michael navy blue, your main accent colors should be white or gold.

EMAIL SIGNATURE



Name
Title

St. Michael the Archangel Church
Phone Number | Email
804 High House Rd. Cary, NC 27513
www.stmichaelcary.org

For consistency, the email signature of all staff members should mimic this pattern.

BRANDING LANGUAGE

Branding language describes not only specific phrases used in relation to St. Michael's, but also captures the "feel" that any written materials should have.

Different communication methods require different tones. For example, the tone on social media can be much more casual than that of the bulletin. However, the general tone throughout any communication should be friendly, warm, and welcoming, with a slight hint of reserve or formality. In other words, it can be "fun" but not too casual, since speaking on behalf of the parish or organization in an official way.

In any written communication, audience should always be considered and match the goals outlined in the church's overall communication plan. Avoiding the use of "insider language" allows us to reach everyone in a spirit of evangelization.

Referring to the church

On first reference in formal communications, the church should be referred to as St. Michael the Archangel Church. On second reference, this may be abbreviated to St. Michael's Church (preferred) or St. Michael's. It should never be referred to as St. Michael.

The phrase "St. Michael's Parish" should be used in reference to or to evoke feelings of the community or parish family, while "St. Michael's Church" should be used to refer to the church building itself or when speaking on behalf of the church as a whole. Parish = people, church = building or organization.

Abbreviations

The name of the church should be spelled out whenever possible. However, the abbreviation STM Cary, most often utilized as the parish hashtag #STMCary, is acceptable in informal circumstances.

GRAMMAR

In most cases, we will follow standard grammatical procedures as set by the Associated Press and MLA. However, the following standards are our preferences when it comes to often-debated grammatical nuances.

Heading and Title Styles

Titles, including official email subject lines, should be title case.

- Ie. "Welcome to Our New Pastor"

Headings should be in all caps.

- Ie. "ALL SOULS DAY MASS"

Subheadings should be sentence case.

- Ie. "Happening today"

Punctuation

- Single space after periods.
- Use Oxford comma for clarity.
 - Ie. "The Mass was celebrated by Frs. Burbeck, Noe, and Oji."
- Do not include https:// or www. when referring to websites in print communications.

Titles

- Clergy:
 - Abbreviating “Father” and “Deacon” to Fr. and Dcn. is acceptable in most circumstances.
 - In official documents, “Reverend” or “Rev.” is preferred to Father when referring to priests.
- Staff:
 - Staff titles should be title case whether they come before or after a name
 - Ie. Emily Ricci, Communications Coordinator
- Departments and Ministries
 - The names of all departments and ministries should be title case, except for the word “ministry,” unless it is part of the ministry’s name.
 - Ie. “the Music Ministry” but “the Jesse Tree ministry”

Time and Date

- Date:
 - Bulletin, website, and newsletter: Preferred written out if space allows, otherwise month abbreviated - “November 2, 2020”
 - Social media: Numerical abbreviation allowed for space - “11/2/20”
- Time: No periods and space between number and am/pm - “4 pm”