



CHURCH OF THE
**DIVINE
CHILD**

GRAPHIC STANDARDS
STYLE GUIDE

INTRODUCTION

The Church is the work of God initiated by Christ and held together by the Holy Spirit. Divine Child Parish is entrusted with the responsibility of bringing people to the Lord and answering the call to holiness.

Our schools serve as an integral extension of the educational ministry of the Church, which continues the teaching of Jesus. We are committed to providing opportunities that nurture each student's academic, creative, social, and spiritual growth.

Adhering to this guide on the uses of the Divine Child logos and other key graphic elements and following these standards will ensure a clear, consistent identity for Divine Child. Consistency increases awareness and helps cement an emotional connection to our mission. The more single-minded our approach, the more powerful our message.

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OUR LOGO

All parish and school logos are reserved for official correspondence. Permission to use the official logos, seals, and combined logo must be acquired through the Advancement Office.

LOGO CLEARSPACE

To ensure legibility of the logo, it must be surrounded by a minimum amount of clearspace. This isolates it from competing elements that could lessen its overall impact. As a general rule, we recommend a minimum space around the logo that is equivalent to the height of the letter C in Child.

LOGO SIZE

The logo should not be used at a size that compromises its legibility and recognition. Typically, the business card is the smallest printed application of the logo. Be sure that the logo and logotype are clear in these instances. The logo should not be reproduced smaller than 0.5" high.



The clearspace minimum is equivalent to the height of the letter C in Child, regardless of the size at which the logo is reproduced.



LOGO COLOR APPLICATION

ONE-COLOR PRINTING

We prefer the Divine Child logo in full-color, but if one color is the only option, the entire logo prints 100% black with no screens on a white background.



FOUR-COLOR PRINTING

When printing in the 4-color CMYK process model, Divine Child Red is defined as:
C: 0 M: 100 Y: 63 K: 12



FIVE-COLOR PRINTING

When possible to add a 5th spot-color to the CMYK process, Divine Child Red is defined as:
PMS 200



OUR SCHOOL LOGOS

We've carefully considered the designs of the elementary and high school logos to work consistently with our parish logo. Please follow the same clear space and logo size guidelines as outlined for our parish logo.



SCHOOL LOGO COLOR APPLICATION

ONE-COLOR PRINTING

We prefer the Divine Child school logos in full-color, but if one color is the only option, the entire logo prints 100% black with no screens on a white background.



THREE-COLOR PRINTING

When possible to print in Pantone ink, the colors are defined as:
Red: PMS 200, Yellow: PMS 143, and PMS Black



FOUR-COLOR PRINTING

When printing in the 4-color CMYK process model, the colors are defined as:
Red: C: 0 M: 100 Y: 63 K: 12
Yellow: C: 0 M: 35 Y: 85 K: 0
Black: C: 0 M: 0 Y: 0 K: 100



COMBINED SCHOOL LOGO

In certain instances it may be appropriate to combine our school logos. For those cases, the logo below should be used with the same clear space, size, and color guidelines taken into consideration.



OFFICIAL SEALS

There may be times when our parish and school seals will be used alone.
Please take the same clear space, size, and color guidelines into consideration.



LOGO USAGE DON'TS

The following rules should be applied to all Divine Child logos and seals:

1. Don't change the logo's orientation.
2. Don't bevel or emboss the logo.
3. Don't place the logo on a busy photograph or pattern.
4. Don't change the logo colors.
5. Don't crop the logo in any way.
6. Don't place the logo on similarly colored backgrounds.
7. Don't add glow effects to the logo.
8. Don't add drop-shadow effects to the logo.
9. Don't reconfigure or change the size or placement of any logo elements.
10. Don't put a white box around the logo.
11. Don't stretch or squeeze the logo to distort proportions.
12. Don't recreate elements or replace with something else.
13. Don't change the relationship of the type.
14. Don't use the logo as part of a sentence.



orientation



bevel/emboss



busy photo/pattern



color



crop



background color



glow



drop shadow



reconfigure



white box



stretch/squeeze



recreate



type relationships

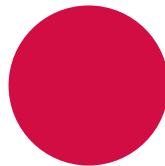


sentence



OUR COLORS

Consistent use of these colors will establish the look and feel of Divine Child and should be used as much as possible. The official Divine Child school colors are red and grey.

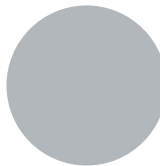


PMS 200

C : 0
M : 100
Y : 63
K : 12

R : 190
G : 15
B : 52

HEX
#be0f34

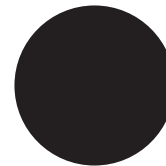


PMS 429

C : 3
M : 0
Y : 0
K : 32

R : 153
G : 153
B : 153

HEX
#999999

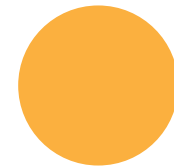


PMS BLACK

C : 0
M : 0
Y : 0
K : 100

R : 0
G : 0
B : 0

HEX
#000000



PMS 143

C : 0
M : 35
Y : 85
K : 0

R : 239
G : 178
B : 45

HEX
#efb22d

OUR TYPEFACES

Two typefaces have been chosen.
Used together, they impart the unique look
and visual style that defines Divine Child.

COCHIN

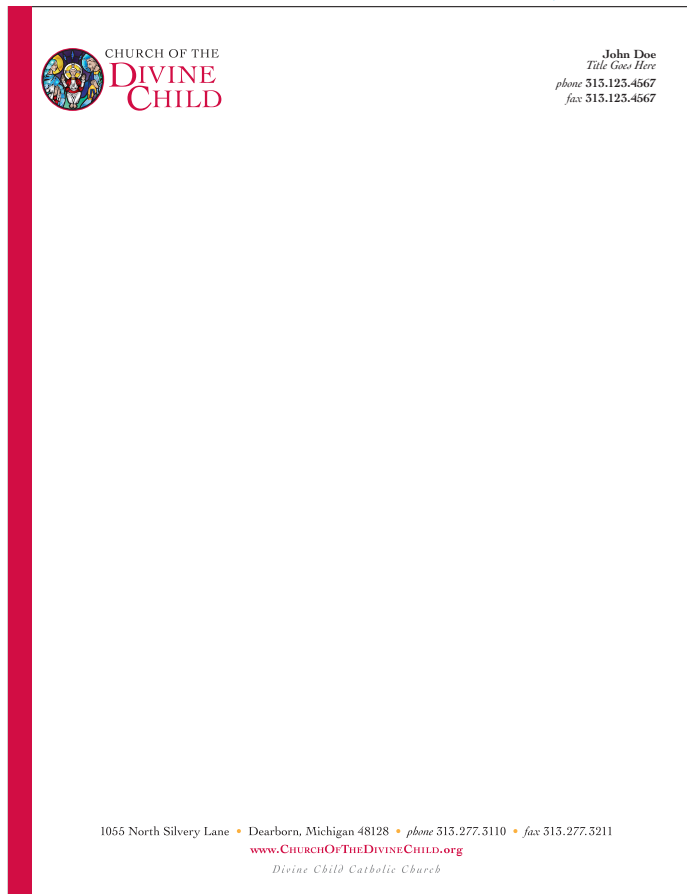
Cochin in red or grey should be used in headlines whenever possible. A dignified font, it relates directly the Divine Child logos. Cochin in black should be used as the standard for body copy.

FUTURA

Futura's simplicity is a lovely complement to the primary font, Cochin. It should be used for subheadings or pull-out quotes. **FUTURA BOLD** can be used to make a stronger statement.

OUR LETTERHEADS

For consistency, all personal contact information should appear as follows on our pre-printed letterheads:



John Doe
Title Goes Here
phone 313.123.4567
fax 313.123.4567

All information should be 11 point Cochin type in black.
Right-align and measure .5" from the top and right edges of the paper.

Names should appear in bold, titles in italic.
The words "phone" and "fax" should be spelled out as shown in italic.
Numbers should appear in bold and be separated by periods.

ADDITIONAL SCHOOL GRAPHICS

Available for use by athletic teams, clubs, parent organizations, etc.

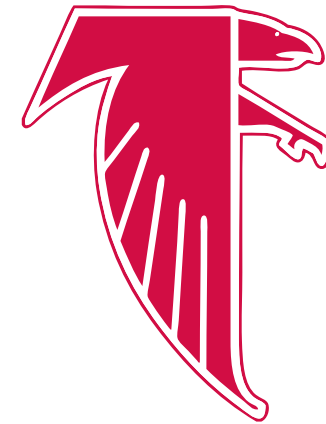
FALCON

We prefer our Falcon in 1-color black, but there may be times when Divine Child red (as defined on p. 11) or reversed-out white is also appropriate, such as when placed on team uniforms, spirit wear, or other school gear.

PLEASE NOTE:

The Falcon should never be used alone as a graphic. The words “Divine Child” or a “DC” should accompany the Falcon, so as to distinguish it as our mascot.

PREFERRED*:



**The Falcon should always be accompanied by the words “Divine Child” or our interlocking “DC”.*

DC

Our interlocking “DC” should be in Divine Child red when possible, but it can also be reproduced in 1-color black or reversed-out white when placed on team uniforms, spirit wear or other school gear, or when used in 1-color-black printing.

PREFERRED:



FALCON AND DC USAGE DON'TS

The following rules should be applied to both the Falcon and DC:

1. Don't change the orientation.
2. Don't bevel or emboss.
3. Don't place on a busy photograph or pattern.
4. Don't change the colors.
5. Don't crop.
6. Don't place on similarly colored backgrounds.
7. Don't add glow effects.
8. Don't add drop-shadow effects.
9. Don't stretch or squeeze to distort proportions.
10. Don't put a white box around the Falcon or the DC.



orientation



bevel/emboss



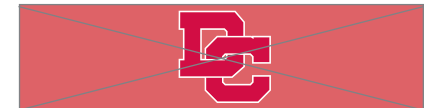
busy photo/pattern



color



crop



background color



glow



drop shadow



stretch/squeeze



white box

PREFERRED GEAR

In order to ensure consistency and increase brand awareness, all team uniforms, spirit wear, and other school gear should be in red, grey, black, or white. The following are just some examples to show how our school graphics might be used:





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