

Sts. Simon & Jude Church



Logo Usage Policy & Procedure

October 29, 2004

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Sts. Simon & Jude Logo Usage Policy

Introduction

A logo, or more formally a logotype, is a symbol that represents and identifies a group, organization or community. This symbol is designed to convey the characteristics, purpose and values of the organization using it. The logo should be distinctive, designed to give meaning and be acceptable to the entire group, which it represents.

Sts. Simon & Jude Church is a religious faith community serving a large population of Roman Catholic individuals and families in the central coastal Orange County California area. The success of accomplishing our mission depends, in large part, on effective communication of our activities, services and Franciscan values to the community.

The design of the logo represents the basic identity of our church: the ocean and sea birds, our Franciscan identity and the pierced hands of our risen Lord and Francis of Assisi. The continual use of our logo on all forms of communication, both internal and external, builds equity in the logo and thereby comes to represent the image and values of our church. Therefore, it is very important that the use of the logo be consistent and that certain basic usage guidelines be followed.

Usage Policy

1. The logo will not be modified in any manner. No additional words or names are to be added or used to replace those in the logo.
2. **The logo is to appear on all printed parish material** including: stationary, cards, memos, procedure documents, bulletins, worship aids, announcements, offering envelopes, etc. It need not appear on flags or banners where such usage would be economically prohibitive.
3. The color of the logo is limited to dark red / burgundy (pantone 491u), white and black. The logo may not be reproduced in any other colors. In general, follow these guidelines:
 - The color logo can be used in two color (or more) designs and when the background is white.
 - The black logo can be used in one color designs and when the background is white.
 - The black logo can be used in two color (or more) designs and when the background is a light color.
 - The white logo can be used in one color designs and when the background is black.
 - The white logo can be used in two color (or more) designs and when the background is a dark color.
4. There should be at least ¼" of space separating the logo from surrounding copy or illustration.
5. The logo should not be used alone but should always be used along with the church name "Sts. Simon & Jude Church".

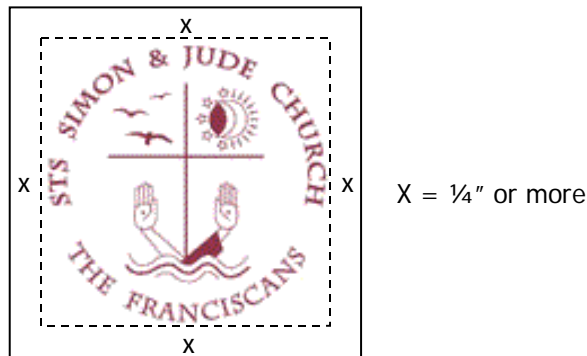
Sts. Simon & Jude Logo Usage Policy

6. **All Sts. Simon & Jude ministries are to use the parish logo on all communications** such as letterhead, newsletters, envelopes, policies and procedures, and postcards.
7. The logo is used as an identifier and reminder and, as such, should never be the most prominent feature on any page. The church name and event titles should be more prominent in programs or other event guides.
8. The other material on a particular page should determine the size of the logo printed. However, care must be taken that it is printed large enough to be read by those with somewhat less than normal vision.
9. A small logo should always be included whenever the church address, phone number and website are printed on a piece of communication material.
10. Electronic versions of the logo may be requested from the Administrative Assistant to Pastor. Please e-mail all requests to ssj@ssj.org.

In summary, the Sts. Simon & Jude Church logo is a valuable tool in building a positive equity that is recognized throughout the community in which we serve. It is important to remember that this logo belongs to all of the members of our church, the priests, the workers and the laity. Proper and consistent use of this symbol will have great benefit to us all.

Logo Placement

Leave at least 1/4" of white space on all four sides around the logo.

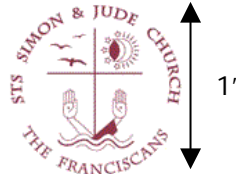


On a standard page, the logo should generally be placed in the upper left-hand corner.

Sts. Simon & Jude Logo Usage Policy

Logo Size

The smallest reproducible size for the logo is 1" tall. Promotion or specialty items may require a smaller logo. Please receive prior approval from the parish staff before proceeding.



Color Specifications

Consistent use of color when reproducing the logo is crucial to identification, and must be adhered to strictly. The use of the color Sts. Simon & Jude logo is only allowed on white backgrounds.

Printed Reproduction (Spot Color, PMS)

Pantone - 491u



Printed Reproduction (Process Color, CMYK)

31%, 71%, 44%, 20%



Web Reproduction (RGB)

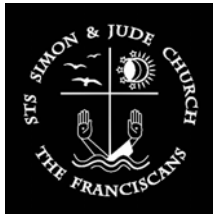
141, 54, 73



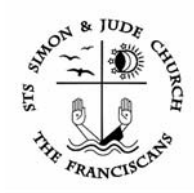
Black & White Guides

In situations where the logo needs to be placed on non-white backgrounds, the logo color will be either white or black. The white logo will be used when the background is dark and the black logo will be used when the background is a light color or white.

Example of White Logo on Dark Background

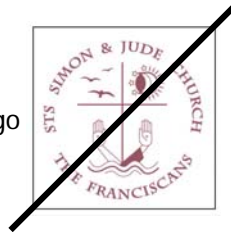


Example of Black Logo on Light Background

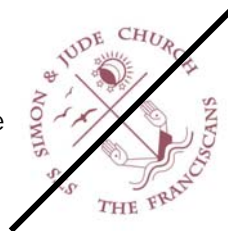


Incorrect Logo Usage

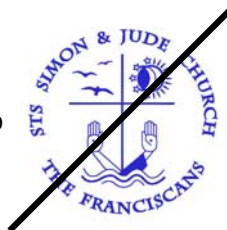
Never put a box around the logo



Never set the logo on an angle



Never change the color of the logo



Sts. Simon & Jude Logo Usage Policy

Never allow any other words or images to overlap the logo



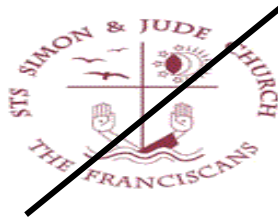
Never use any type under the logo



Never change the typestyle around the logo



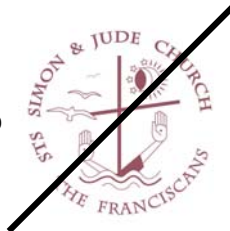
Never distort or manipulate the logo, i.e. visually stretching, bending, twisting or curving it.



Never put the logo on a busy background

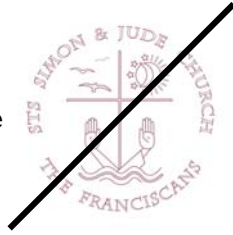


Never alter the artwork of the logo



Sts. Simon & Jude Logo Usage Policy

Never reproduce the logo as an outline



Never reproduce the logo with a shadow or highlight



Never reproduce the logo from poor-quality art or photocopies.

When using the logo on HTML pages, **never** animate the logo without permission.

Usage of Other Logos

Permission must be granted by the parish staff if the Sts. Simon & Jude logo is used in conjunction with another logo, i.e. a logo from another organization. In cases where approval is granted, the logo should always appear at least the same size as the other logo.

Church Name Usage

There are a variety of ways people have used for the church name. The table below shows the correct usages, as well as examples of incorrect usage.

Use – Sts. Simon & Jude Church	Do Not Use
The abbreviation for saints is "Sts."	SS. Simon & Jude Church, Ss. Simon & Jude Church
Use the "&" in the church name	Sts. Simon and Jude Church
Include the word "Church" in the name	Sts. Simon & Jude

Sts. Simon & Jude Church
Logo Policy
Agreement

Sts. Simon & Jude Church reserves the right to revoke usage of the logo at any time.

Any violation of this policy may result in the loss of logo use privileges.

Please acknowledge your concurrence to this policy by completing the information below and signing in the space provided. Organization and ministries who do not sign this document will forfeit any privilege stated herein.

Accepted by _____ Date _____
Ministry Representative *Signature*

Name _____
Please type or print

City/State/Zip _____

Phone _____ Email _____

Ministry/Organization _____

Approved by _____ Date _____
Rev. Michael L. Harvey, Pastor

