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# Graphic Standards Usage Guide

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## **Introduction**

The goal of the Diocese of Green Bay graphic standards initiative is to establish a clear, distinctive identity to help diocesan departments, parishes and schools reflect their “oneness” in the work of the Church. These standards will ensure proper use of the diocesan logo and establish unified, consistent imaging across all internal and external communications.

## **Graphic Standards Management**

The Diocese of Green Bay logo is the official diocesan signature. As such, the logo must appear on all visual materials including publications, stationery, advertising and electronic media.

The logo was designed to be used in its entirety: the type and crest graphic must always be used together. The logo may be reproduced only from an original digital file.

To best serve diocesan departments with their ministries, the Communications Department requests that Curia members send draft copies of potential materials to the Communications Department for review prior to publication. This process will help ensure that the diocesan logo is being used in the correct format and that all materials appear clear and consistent.

The Communications Department staff has the technical expertise and professional design software to help you in the creation of your promotional materials, including flyers and brochures.

All inquiries regarding the graphic standards should be directed to:

Communications Department  
Diocese of Green Bay  
920-272-8213 or 920-272-8209  
[comm@gbdioc.org](mailto:comm@gbdioc.org)

## Mission

The Catholic community of the Diocese of Green Bay, through the guidance of the Holy Spirit and in unity with the universal Church, boldly proclaims the Gospel of Jesus, prayerfully worships in word and sacrament, and compassionately serves those in need, in order to advance God's Kingdom of justice and love.

## Core Values

### **Spirituality and Stewardship**

We seek to respond daily to God's love in gratitude and in prayer, with compassionate service, generous sharing, reconciliation and justice.

### **Evangelization and Lifelong Faith Formation**

We strive to spread the good news of God's love and to nurture the gift of faith through catechesis, education, reflection and daily living.

### **Respect and Collaboration**

We seek to identify and affirm the valued gifts of each person, especially the gifts of the poor, in pursuing the Church's mission.

## Vision

We, the faithful Catholic community of the Diocese of Green Bay, embrace stewardship as our way of life. Grateful for our abundant blessings and for the guidance of the Holy Spirit in our daily lives, we generously share our faith and faithfully witness God's love, compassion and mercy.

As a family of believers we are united in the Eucharist. When we share the word and celebrate the sacraments, grace transforms us into the Body of Christ.

As individuals, we strive to imitate the life of Christ. The Holy Spirit is calling each of us to serve one another through the vocation of married or single life, consecrated or ordained life. We rely on the gifts of the Holy Spirit, in union with the universal Church and our Bishop, to bear fruit in works of charity and justice, in advancing God's Kingdom here on earth.

## Background

The history of the Catholic faith in the area dates back to 1634 when Jean Nicolet landed near Green Bay. He was soon followed by Jesuit missionaries dedicated to spreading the Gospel to the native people along the Fox, Wolf, and Menominee rivers. For nearly a century, the Indians, missionaries, and French Canadian voyagers kept the faith alive.

The Diocese of Green Bay was officially created on March 3, 1868. The diocesan Coat of Arms was created around the year 1892 and has been revised a couple of times, most recently in 1945 by Bishop Paul Peter Rhode.

The Coat of Arms as we know it today is divided into two areas. The upper portion contains a white St. Andrew's cross on a field of blue. The cross symbolizes the establishment of the Christian faith in the Diocese. The ship in the center of the cross is a symbol of St. Francis Xavier, patron saint of the diocese and the Cathedral; the ship also represents the means by which the early missionaries came to the shores of Green Bay to preach the Gospel. The arrowhead honors the earliest settlers of the territory. In the lower portion, the Bay of Green Bay is represented by the break into the field of green. The green represents the earthen terrace on which the city and the Diocese of Green Bay are built, thus our motto, "Platanus Juxta Aquam," or "Planted Near the Water."

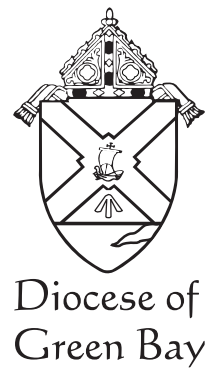
## Logo

The Diocese of Green Bay logo can be used horizontally or vertically, in color or black and white, and with black or white text. All of these versions are available. The logo should be transparent and reversed out in white on black or dark-colored backgrounds. If a project requires a different use of the diocesan logo, please contact the Communications Department.

**Logo Horizontal or Vertical Color Black Text**  
To be used on a white or light-colored background.



**Logo Horizontal or Vertical B&W Black Text**  
To be used on a white or light-colored background.



**Logo Horizontal or Vertical Color White Text**  
To be used on a black or dark-colored background.



Diocese of  
Green Bay



Diocese of  
Green Bay

**Logo Horizontal or Vertical B&W White Text**  
To be used on a black or dark-colored background.



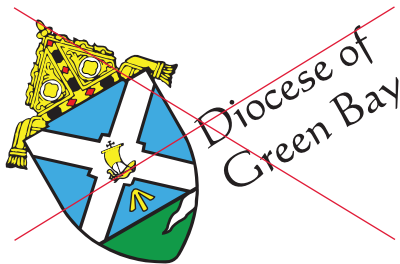
Diocese of  
Green Bay



Diocese of  
Green Bay



## Unacceptable Logo Usage



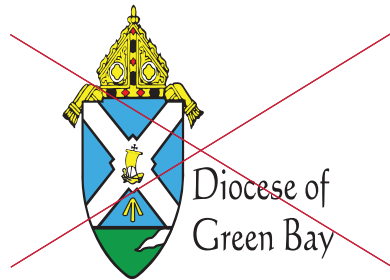
Do not skew or tilt the logo.



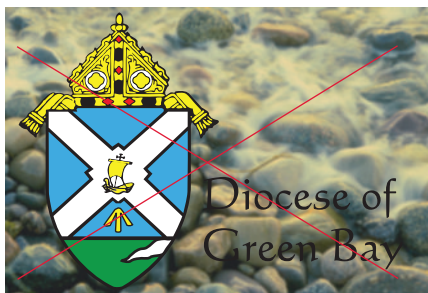
Do not use the crest alone.



Do not use the logo in other colors.



Do not distort the logo.



Do not print the logo on visually competitive backgrounds.

## Typefaces

The serif typeface used in the wordmark of the brand signature is Calligraphic 421.

Calligraphic 421

To maintain a consistent look, please use one of the following approved font families: Arial, Eras, Franklin Gothic or Times New Roman.

Arial Regular  
*Arial Italic*  
**Arial Bold**  
***Arial Bold Italic***  
Arial Narrow  
**Arial Black**

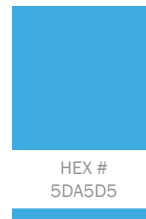
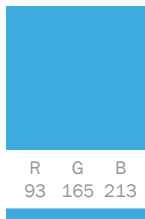
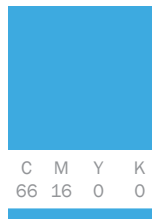
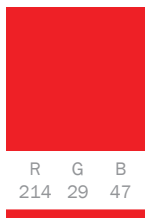
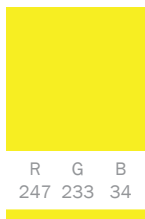
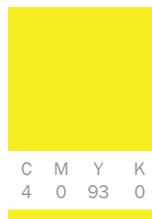
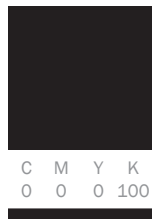
Eras Light  
Eras Book  
Eras Medium  
**Eras Demi**  
**Eras Bold**  
**Eras Ultra**

**Franklin Gothic**  
Franklin Gothic Book  
*Franklin Gothic Book Italic*  
Franklin Gothic Medium  
***Franklin Gothic Medium Italic***  
Franklin Gothic Medium Condensed  
**Franklin Gothic Demi**  
***Franklin Gothic Demi Italic***  
Franklin Gothic Demi Condensed  
**Franklin Gothic Heavy**  
***Franklin Gothic Heavy Italic***

















Times New Roman Regular  
*Times New Roman Italic*  
**Times New Roman Bold**  
***Times New Roman Bold Italic***

## Logo Colors

To match the diocesan logo, use these process color combinations.



# Secondary Color Palette

 Pantone 131	 C M Y K 0 32 100 9	 R G B 220 159 19	 HEX # DC9F13
 Pantone 268	 C M Y K 82 100 0 12	 R G B 79 35 101	 HEX # 4F2365
 Pantone 280	 C M Y K 100 72 0 18	 R G B 9 64 120	 HEX # 094078
 Pantone 343	 C M Y K 98 0 72 61	 R G B 0 82 58	 HEX # 00523A





Diocese of  
Green Bay

Communications

The position of "Diocese of" is the distance of the lower case o in "Diocese," measure from the bottom of crest to top of lower case e.

Spacing between "Diocese of" and "Green Bay" is the size of the lower case o in "Diocese." Measure from the bottom of the D to the top of the G.

Spacing between "Green Bay" and the line is the size of lower case y in "Green Bay." Measure from the bottom of the G to the line.

Spacing between the line and the "Department Name" is the size of lower case o in "Diocese." Measure from the line to the capital letter of the "Department Name."

The capital letter of the "Department Name" should be half the size of the lower case y in "Green Bay."



## Department Logos

The Diocese of Green Bay department logos can be used horizontally or vertically, in color or black and white, and with black or white text. The following versions are available: Administration, Canonical Services, Chancellor's Office, Communications, Education, Facilities and Properties, Finance and Accounting, Human Resources, Living Justice, Ministry Formation, New Evangelization, and Stewardship and Pastoral Services.

Please do not add sub-department/office names under department specific logos.



## **Distinct Logos of the Diocese of Green Bay**

These logos are subject to the identity standards established by these organizations' governing boards.

Allouez Catholic Cemetery and Chapel Mausoleum  
Catholic Charities  
Catholic Foundation  
Camp Tekakwitha  
McCormick Home  
St. John the Evangelist Homeless Shelter  
The Compass



## **Location of Files**

The Graphic Standards Usage Guide is available on the diocesan website and on the H drive shared folder at this location:

H:\Diocese\Shared\Communications\Graphic Standards\Usage Guide.

Logo files, as well as Microsoft Word templates for letterheads, are available on the H drive shared folder at this location: H:\Diocese\Shared\Communications\Graphic Standards.

## **Printing**

Please consult with the Communications Department before starting projects. The Communications Department will contact the preferred printer to determine the specifications for each project.

It is best to create files in Adobe InDesign with .125" bleeds.

## **Digital File Types**

### **Resolution**

High resolution images are detailed and well-defined. Low resolution images are usually blurry and unclear. Low resolution images at 72dpi (dots per inch) are best for use on the Web, especially since Web pages can load faster when images have a low resolution. Images for printing need to be high resolution, at least 300dpi.

## **Raster File Types**

### **JPG**

JPG (or JPEG) images are commonly used by digital cameras, on the Web and through email due to small file size. Most programs can view and save JPGs. However, JPGs usually have a solid background and are not transparent.

### **PNG**

PNG files are transparent. When working with black or dark-colored backgrounds, it is best to use PNGs. PNG is a good format for saving logo files. PNGs have smaller file sizes than TIFFs, but still good quality.

### **GIF**

GIFs usually have a small file size, which is good for the Web because they load faster. It is best not to use GIF for photos, but rather for basic Web graphics with minimal color.

### **TIFF**

TIFF images have higher file sizes than JPGs or PNGs. It is best to use TIFF for printed images. Do not use TIFFs on the Web because of load time. Some programs, including many Web browsers, cannot display TIFF images. Due to large file size, TIFF images take up a lot of hard disk space when saved and are often too large to e-mail.

## **Vector File Types**

### **EPS and AI**

Vector file types such as EPS and AI can be easily edited and resized. These file types are best for master logo files and print layouts and illustrations.



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