

**SAINT
BRENDAN**
BRANDING 2020

IDENTITY

1.0 BRAND ELEMENTS

The Saint Brendan Identity System brings together a carefully chosen combination of elements that differentiates us in the marketplace and serves to tell our brand story.

LOGO

COLORS

TYPOGRAPHY

PHOTOGRAPHY

IDENTITY

1.1 LOGO



IDENTITY

1.2 LOGO PROGRESSION



IDENTITY

1.3 LOGO UPDATE 2020



A LOGO SHOULD BE
EQUALLY AS STRONG
REDUCED IN SIZE
AND IN B&W!



IDENTITY

1.4 COLORS

This is a visual representation of the colors in our brand palette.
White is a primary color and should always be the dominant background color.

PRIMARY COLORS



PMS 349



PMS 376



PMS 325

IDENTITY

1.5 TYPOGRAPHY

Optima

Optima Regular

Optima Italic

Optima Bold

Optima Bold Italic

Optima Extra Black

Optima should be used in the variations shown and is ideal for body copy. Optima can be used in both uppercase and lowercase.

MYRIAD PRO

MYRIAD PRO LIGHT

MYRIAD PRO REGULAR

MYRIAD PRO BOLD

Myriad Pro should be used in the variations shown when absolute clarity is called for such as business cards, charts, and signage. Myriad Pro should be used primarily in uppercase for headings & subheads but can be used upper and lower case for body copy.

IDENTITY

1.6 PHOTOGRAPHY

Photography should be selected with the following concepts in mind:

Honesty - Choose positive subjects shown in a straightforward manner. Show real people, not models. Show real moments, not contrived poses.

Clarity - Our images should be fresh and distinctive with an eye towards clear and contemporary lighting.

Metaphors - Our images should always tell a story. This will help to ensure that our brand shines through in content as well as style.

IDENTITY

1.7 PHOTOGRAPHY

REAL PEOPLE,
NOT MODELS.



TELL OUR BRAND STORY
THROUGH AUTHENTIC MOMENTS.



SHOW ETHNICALLY
DIVERSE PEOPLE.



REAL ENVIRONMENTS WITH A
HUMAN ELEMENT.

REAL MOMENTS
TO PULL PEOPLE IN.



IDENTITY

1.8 PHOTOGRAPHY

AVOID USING CLIP ART/ILLUSTRATION IN PLACE OF PHOTOGRAPHY. OUR MESSAGES ARE BETTER PORTRAYED THROUGH PHOTOGRAPHS



COLLATERAL

2.0 BRANDING

Consistent communications convey a unified voice and presence to the parish family and to the broader community; which contributes to the overall strength of the Saint Brendan Brand.

LETTERHEAD

ENVELOPE

BUSINESS CARDS

COLLATERAL

2.1 LETTERHEAD

Format size

8.5" x 11"

Colors

Full Color Logos

Paper stock

Cougar Opaque Smooth

60 lb. Text



4475 DUBLIN ROAD
HILLIARD, OHIO 43026-2443
stbrendans.net

p: 614.876.1272
f: 614.876.1482

COLLATERAL

2.2 ENVELOPE

Format size

4.125" x 9.5"

#10 Envelope

Colors

Full Color Logos

Paper stock

Cougar Opaque Smooth

60 lb. Text



COLLATERAL

2.3 CHURCH BUSINESS CARDS

Format size

3.5" x 2"

Colors

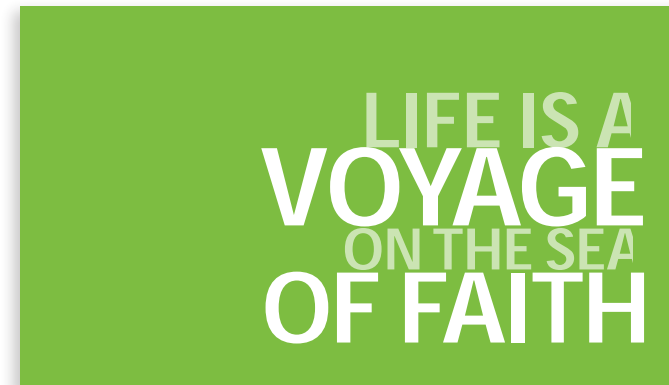
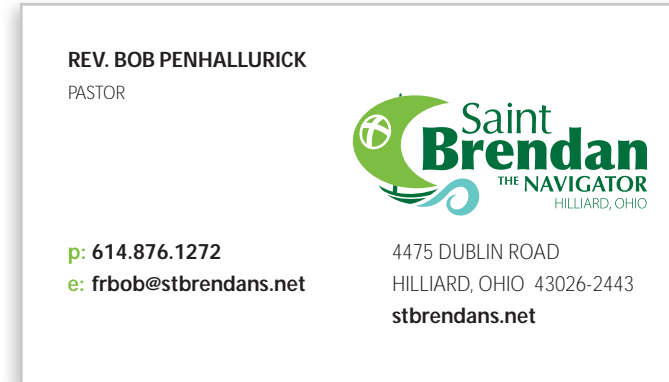
4 Color + Spot Gloss

Paper stock

Cougar Opaque Smooth

Double Thick

130 lb. Cover



COLLATERAL

2.4 SCHOOL BUSINESS CARDS

Format size

3.5" x 2"

Colors

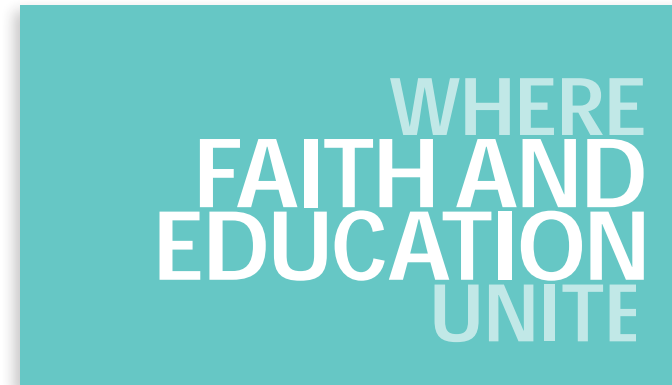
4 Color + Spot Gloss

Paper stock

Cougar Opaque Smooth

Double Thick

130 lb. Cover



COLLATERAL

2.5 FAITH FORMATION BUSINESS CARDS

Format size

3.5" x 2"

Colors

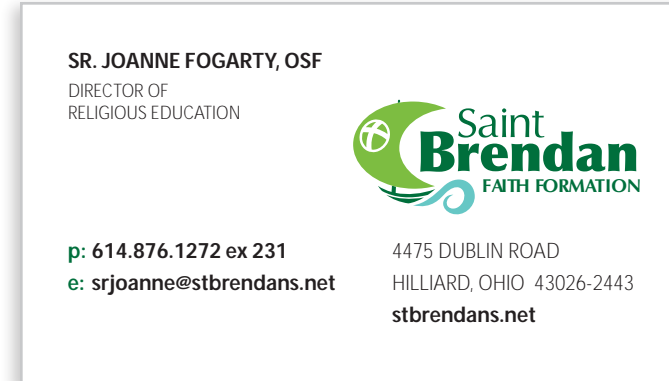
4 Color + Spot Gloss


Paper stock

Cougar Opaque Smooth

Double Thick

130 lb. Cover





LIFE IS A
VOYAGE
ON THE SEA
OF FAITH

