



# Archdiocese *of* Toronto



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# INTRODUCTION

## Why We Need Graphic Standards

In order to continue strengthening our unique identity and build our reputation, it is important for the archdiocese to present a compelling and consistent visual identity. This *Graphic Standards Manual* is a guideline for everyone in the archdiocese so that we can maintain a consistent visual identity.

With the application of our standards, we have better control over our visual identity and the image we want to project. There is one look, one voice – a common element that runs through all of our materials no matter what format, size or colour. Our coat of arms and wordmark create this continuity.

This guide is intended to create uniformity as to how the archdiocesan logo appears, its colours and the typography used. These standards offer a flexible framework to design within and yet, deliver a consistency that is unmistakably recognized being the Archdiocese of Toronto.

The Archdiocese of Toronto *Graphic Standards Manual* addresses the major issues of communication applications, but cannot address every design situation that may arise. These standards do, however, establish an overall groundwork for design execution and strategy. In addition, the Office of Public Relations & Communications is available to assist you. This manual uses marketing terms with which you may not be familiar. The following list explains some of the terms used:

- **coat of arms** – A coat of arms is the primary heraldic identification of the corporation. From ancient times it has been usual and customary for bishops to affix to all instruments incidental to their Episcopal functions an official seal displaying thereon the arms of their associated See either impaled with their personal arms or their arms alone. Until 1935 when a proper corporate arms was designed for the Archdiocese of Toronto, official documents for the most part used the coat of arms of an individual bishop on official church matters.
- **logo** – a graphic design that is used as a continuing symbol for a company, organization, or brand; it is often in the form of an adaptation of the company name or brand name or used in conjunction with the name.
- **wordmark** – a standardized graphic representation of the name of a company, institution, or product name used for purposes of identification and branding.
- **brand identity** – how you would like the public to perceive your product or your brand.
- **brand image** – the perception of a brand in the minds of other people. The brand image is a reflection of the brand personality or product being promoted or offered. It is what people believe about a brand: their thoughts, feelings, expectations associated with a particular institution or company.

## THE COAT OF ARMS

### Description of symbolic nature of the Shield of Arms by the College of Arms

A diocese is the basic grouping of the Church – the people of God – under a bishop, a successor of the Apostles. In its very nature, the grouping is of many people, many vocations, many ministries, each with characteristics, and personalities. In this way, the sharp ‘edges’ and awkward ‘shapes’ of each person, institution, and ministry who come together to form a pattern of inter-supporting cooperation. These diamond shapes are the basis of the design. These are awkward shapes, like humans, which when fitting in well with each other make up a composite whole. The colours of red and white represent Canada and may be taken as symbolic of the great effort, the blood and sweat required to bring together and forge the unified effort of this section of the people of God, formed into a diocese. Across the design is placed the spear and shaft of St. Michael - the popular patron of the diocese. This spear overcomes and controls the dragon’s head, symbolic of the Devil. The shaft has its upper end formed as a cross - the symbol of Christianity and so of man’s redemption - and attached to the cross are three gold maple leaves, symbolic reference to the Province of Ontario. Between the arms are rays of light, is an additional allusion to St. Michael the Archangel whose light overcomes Lucifer. As these rays are curved – arched - this provides a subtle pun by the heralds on his archangel status. The mitre on top of the shield symbolizes that this shield belongs to a diocese.

*\* source material from the College of Arms, England*



# LOGO CONFIGURATIONS

The Archdiocesan coat of arms and its options were designed with some flexibility to meet various applications.

The entire logo is made up of the coat of arms (with the mitre representing that we are a diocese and shield of Toronto) with the stylized wordmark for “Archdiocese of Toronto”.

## Logo Versions

*The preferred use of the logo is the full-colour version.*



Archdiocese  
of Toronto

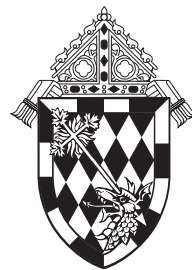


Archdiocese  
of Toronto

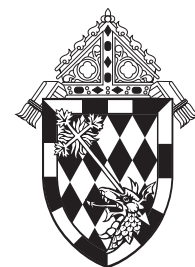
*For printing on a dark coloured background, the knockout version in white should always be used.*



*For faxes, photocopying, etchings in glass, etc., use the one-colour version.*



Archdiocese  
of Toronto



Archdiocese  
of Toronto

# LOGO COLOUR PALETTE

The colour palette used by the Archdiocese of Toronto for the coat of arms logo is based on the print industry standard, the PANTONE MATCHING SYSTEM®. The archdiocesan colours are PANTONE 1778 (red), 660 (blue), and 7411 (yellow). When limited by technical or budgetary constraints, these colours may also be reproduced in CMYK, or process colour.

For printing jobs in one PANTONE colour, the logo must print in black.

When using silk-screening, vinyl applications or other nonoffset reproduction methods, colour must be matched as closely as possible to the Pantone

standards. Please note, the same ink colour might appear slightly different depending on the paper stock selected. Coated and uncoated stocks reflect colours differently as well as different paper finishes and paper colours. The colour you see on your monitor or from colour laser outputs should not be used for visual matching.

For guidance or approval of colour selections, please see the contact information provided in the **Advice + Approvals** section (page 12).

## Red



Pantone 1788  
CMYK 0 | 100 | 100 | 0  
RGB 242 | 31 | 38

## Yellow



Pantone 7411  
CMYK 6 | 35 | 82 | 0  
RGB 237 | 174 | 83

## Blue



Pantone 660  
CMYK 90 | 75 | 0 | 0  
RGB 63 | 93 | 168

# INCORRECT USE OF THE LOGO

The consistent application of the archdiocesan coat of arms is essential to building and maintaining our identity. The logo should never be altered or redrawn in any way and only approved digital artwork should be used in documents and on the web. While not an exhaustive list, the examples below illustrate some incorrect uses and deviations to avoid.



Do not rotate or vertically align the logo.



Do not include additional text around the logo.



Do not change any of the colours of the coat of arms or make it greyscale.



Do not distort or alter the proportion of the logo.



Do not use portions of the logo.



Do not change the logo configuration.



Do not apply the logo to a colour background.



Do not add other elements (like drop shadows) to the logo.



Do not alter or redraw the logo.



# PROTECTED SPACE & MINIMUM SIZE OF THE LOGO

Keeping the logo isolated from other graphic elements and at a particular size helps preserve the clarity of the presentation.

## Minimum Protected Space

A minimum amount of protected space should always surround the logo in order to separate it from headlines, text, imagery and the outer edge of a document. The protected space is defined as 1 times the x-height in the logo, as shown below.



## Maximum Size

To protect the integrity and clarity of the archdiocesan logo, the logo should be no larger than five inches wide.



## Minimum Size

To protect the integrity and clarity of the archdiocesan logo, the logo should be no smaller than 1.35 inches wide.



## PREFERRED PLACEMENT OF THE LOGO

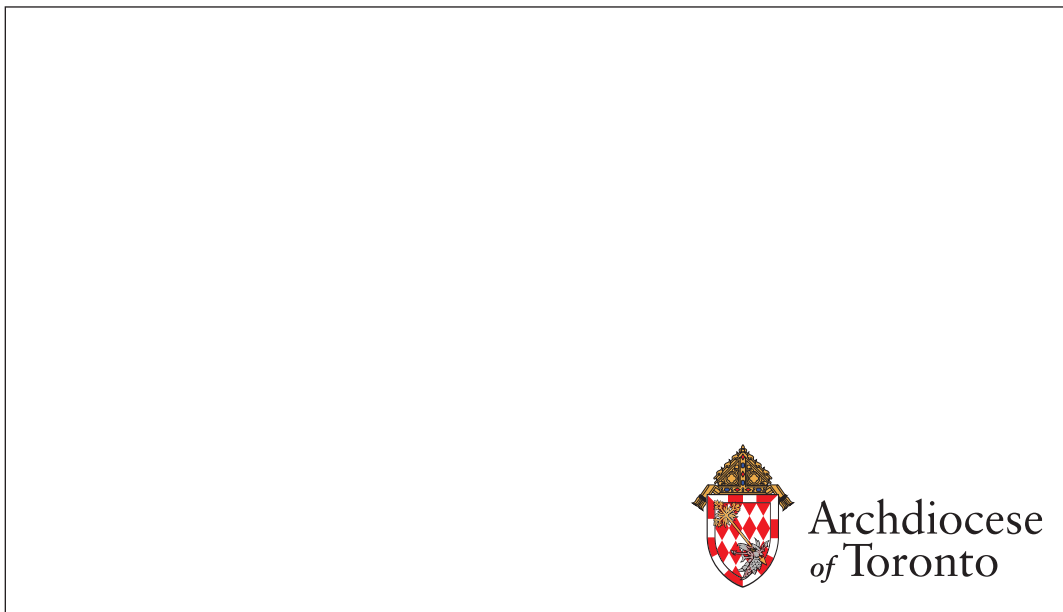
The archdiocesan logo and signature colours are the primary identifiers for all materials, departments and events and should be used prominently in all communications.

The preferred placement of the logo is in the lower-right corner for documents, presentations, advertisements, brochures, etc. The main exceptions are stationery; however, order all of your stationery through the Office of Public Relations & Communications or online at [direct.adverttekprinting.com/archtoronto](http://direct.adverttekprinting.com/archtoronto)

In instances where readability or emphasis is impaired by using the preferred positioning, the logo may be placed in a more appropriate location. However, any alternative usage should occur in consultation with the Office of Public Relations & Communications graphic designers.

### Using with Other Logos and Visual Identities

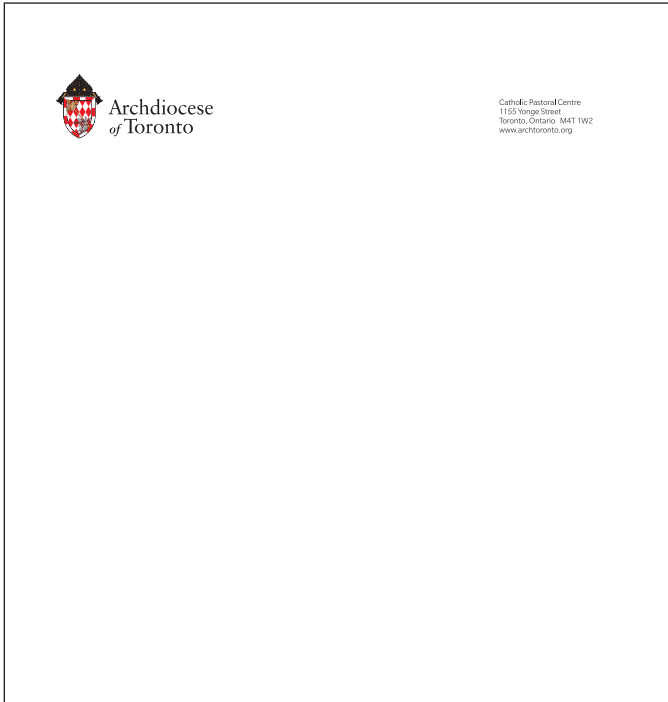
The archdiocesan logo appears in the bottom right corner with the guest logo appearing in the top left. If there are space restrictions, the archdiocesan logo appears in the bottom right corner with the guest logo appearing in the bottom left. Follow the minimum space requirements described in the section Protected Space & Minimum Size of the Logo. Generally speaking, the logos should be placed as far apart from each other as is possible so they do not compete for prominence.



# OFFICIAL STATIONERY

## Stationery

The official stationery design is shown here. All stationery orders are placed with the Office of Public Relations & Communications or online at [direct.adverttekprinting.com/archtoronto](http://direct.adverttekprinting.com/archtoronto).



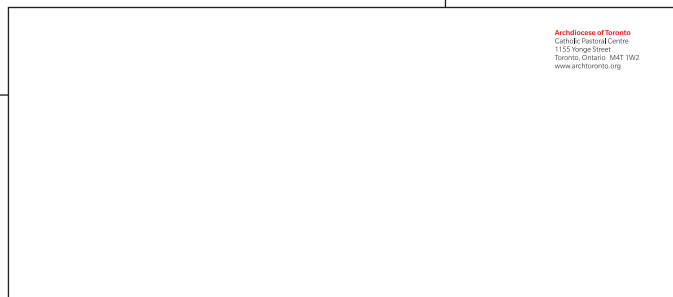
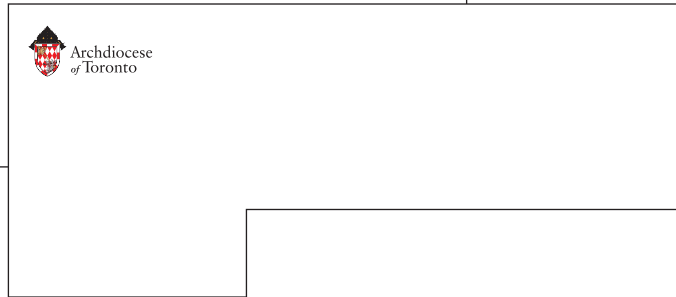
## Web Usage

All standards in this manual apply to web usage as well. For example, the archdiocesan logo must appear prominently within all web environments, just as it must appear prominently in all printed publications. On the archdiocesan website, the logo appears in the top left corner in most cases.

In web applications, the logo must:

- have a clear space around it as described in this manual
- should serve as the link to the archdiocesan home page
- follow the colour, proportions, spacing and uses as described in this manual

Do not download the archdiocesan logo on the webpage for use in documents. Instead, download it from our internal server or contact the Office of Public Relations & Communications graphic designers.



## OFFICIAL STATIONERY WITH GUEST LOGO

A guest logo is a logo that appears on a document with the archdiocesan logo. Some departments have their own logo which identifies their brand.

In applications where a guest logo is requested to appear on the official archdiocesan stationary letterhead and/or business card, the following rules apply:

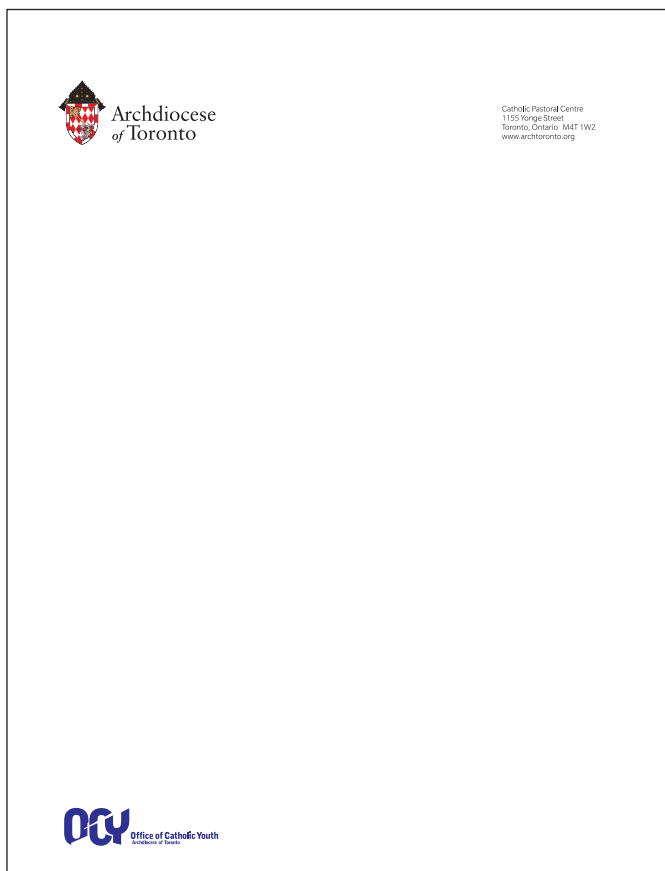
### **On letterhead:**

The archdiocesan logo appears on the top, left hand corner, while the guest logo is placed at the bottom left. The size of the guest logo on letterhead will appear in balance with the archdiocesan logo – it can not appear larger than the archdiocesan coat of arms and workmark.

### **On business cards:**

Due to space limitations, the guest logo always appears on the back of the business card.

Other stationery pieces like fax sheets, memo cards, etc., are flexible in the application of guest logos and do not have to follow the exact rules of the official letterhead and business cards.



## TYPOGRAPHY

The wordmark in the archdiocesan logo (i.e., the words “Archdiocese of Toronto” in the logo), are in Georgia. The font for all of the address blocks on letterhead, envelopes and business cards are in Slate.

### **Heading and Body Copy Typeface**

Georgia is the font that has been selected to be used by the Archdiocese of Toronto.

For the body of letters, 11pt Georgia font has been selected and is locked in your Word document templates. For headers, 14pt Georgia font is selected. Please use the style sheets in the Word document to select the appropriate font and size for your applications. If you require assistance, please contact the Office of Public Relations & Communications graphic designers.

# USING THE LOGO AND IMAGES

## Stationery

The archdiocesan logo is readily available on our internal server at public/branding or by contacting the Office of Public Relations & Communications.

In order to download and position the logo and images, follow the instructions below.

### Downloading a Logo or Image

- Place your mouse pointer over the image or logo you would like to download.
- Right-click.
- Select Save Picture As...
- Select the file folder in which you'd like to save the logo or image.
- In the Filename field at the bottom of the pop-up box, type a new name for the logo or image or go to the next step.
- Click Save.

### Inserting a Logo or Image

- Start up Microsoft Word or PowerPoint.
- Open the required document.
- Go to the Insert menu.
- Select Picture > From File.

## Resizing the Logo or Image (Word and PowerPoint)

- Click on the picture to select it.
- Move the cursor over the bottom right corner. The cursor will change to an arrow.
- Right-click, hold down the button and resize the photo to the size you'd like.

*Note: Do not try to resize the picture using any of the middle anchor points. It will distort the image.*

### Reverting to the Original Size (Word)

- Click on the picture.
- The picture toolbar appears on your screen.
- Click on the far right icon (reset icon).

### Moving the Logo or Image (Word)

- Click on the picture.
- The picture toolbar appears on your screen.
- Click on the Text Wrapping icon (with the dog).
- Select Through.
- Click on the picture and drag and drop it to where you prefer.

## ADVICE + APPROVALS

These standards have been developed for use as a resource by anyone responsible for the creation or implementation of communication materials. During that process, you are responsible for managing the logos and graphic standards effectively.

The Office of Public Relations & Communications is happy to answer any questions you might have about:

- incorporating the archdiocesan logo into your design
- ensuring correct placement
- name usage guidelines for text
- proper reproduction and colour management

### Working with Outside Partners

In relationships with external partners, you may be asked to provide the archdiocesan coat of arms or logo for a joint promotional effort. It is important that our visual identity elements be used properly. As a consequence, all uses of these materials should be approved by the Office of Public Relations & Communications.

If you have any questions regarding the archdiocesan coat of arms, logo, guidelines, or need additional design information or interpretation, please contact us at [communications@archtoronto.org](mailto:communications@archtoronto.org)

For final project approval of printed materials and electronic design, please forward materials to [communications@archtoronto.org](mailto:communications@archtoronto.org)

This manual is available on the web at [www.archtoronto.org/graphicstandards](http://www.archtoronto.org/graphicstandards).



For more information, please contact:

Office of Public Relations & Communications  
416.934.0606

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