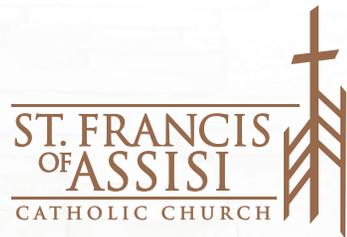


ST. FRANCIS OF ASSISI CATHOLIC PARISH | GRAPHIC STANDARDS



# Introduction

St. Francis of Assisi Catholic Church in Wichita, Kansas, is well known across the country for being an example of a successful stewardship program. Part of the SFA brand is the visual elements used to represent the organization. This style guide is intended to help define the visual brand of St. Francis of Assisi. By following this style guide, it will ensure a consistent brand image across all forms of communications. The standards and guidelines presented in this handbook will enhance the image of St. Francis of Assisi Catholic Parish – both Church and School. Use of consistent, unified graphic images will provide stronger public awareness about SFA and the services we provide. Each time the logo is used, a message is conveyed about the value of our organization. These guidelines assure consistency across all aspects of use.

If you need the logo, the Church office can assist you in getting the right version for your specific use. Call 316.722.4404 or email [sfac@stfranciswichita.com](mailto:sfac@stfranciswichita.com) with the details of your request.

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# Logo

*Also called logotype. a graphic representation or symbol of a name, trademark, abbreviation, etc., often uniquely designed for easy recognition.*

The St. Francis of Assisi logo is made up of two major parts: the icon and the wordmark. Together, these elements make up the St. Francis of Assisi logo in its entirety. Using a Roman based typeface with smooth curves and classic serifs inspired by ancient inscriptions, the wordmark reflects back on the history of the Roman Catholic Church. The icon is inspired by the linear architecture of the parish—with strong angular lines that lift up the crucifix—similar to how the parishioners lift up the parish through their devotion to the Stewardship way of life.



# Variations

There are various ways for the logo to be used, making it as adaptable as possible while remaining consistent.



icon used without wordmark



primary church logo - vertical



primary school logo - vertical



primary church logo - horizontal with right icon



primary church logo - horizontal with left icon



primary school logo - horizontal with right icon



primary school logo - horizontal with left icon



wordmarks horizontal without icon

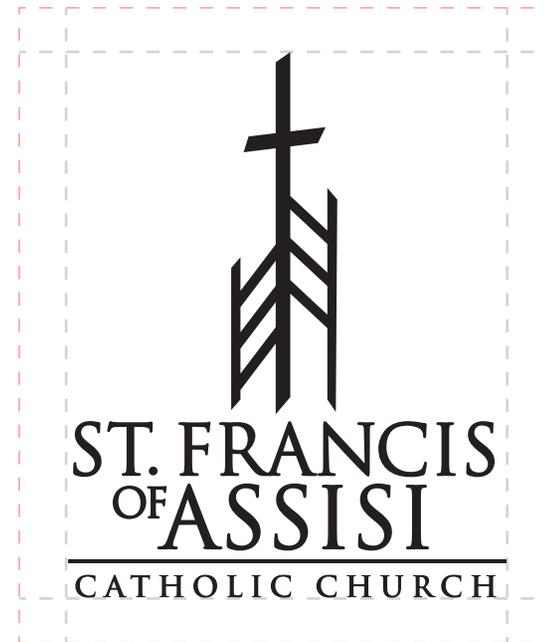


wordmarks stacked without icon



# Safe Area

Keeping the appropriate area of relief around the logo is necessary to help it stand out.



# Fonts

## HEADLINE FONT USAGE SAMPLE

*ITC FRANKLIN GOTHIC BT - HEAVY*

## SUBHEAD FONT USAGE SAMPLE

*ITC FRANKLIN GOTHIC BT - DEMI*

BODY COPY FONT USAGE SAMPLE Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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*ITC FRANKLIN GOTHIC BT - BOOK*

## PRIMARY FONT

*ITC FRANKLIN GOTHIC BT - BOOK:*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789

*ITC FRANKLIN GOTHIC BT - BOOK ITALIC:*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789

*ITC FRANKLIN GOTHIC BT - MEDIUM:*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789

*ITC FRANKLIN GOTHIC BT - MEDIUM ITALIC:*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789

*ITC FRANKLIN GOTHIC BT - DEMI:*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789

*ITC FRANKLIN GOTHIC BT - DEMI ITALIC:*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789

*ITC FRANKLIN GOTHIC BT - HEAVY:*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789

*ITC FRANKLIN GOTHIC BT - HEAVY ITALIC:*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789

# Fonts

## HEADLINE FONT USAGE SAMPLE

*LIBRE FRANKLIN - BOLD*

## SUBHEAD FONT USAGE SAMPLE

*LIBRE FRANKLIN - MEDIUM*

BODY COPY FONT USAGE SAMPLE Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorp-er suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

*LIBRE FRANKLIN - REGULAR*

## ALTERNATE FONT

*LIBRE FRANKLIN - REGULAR:*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 123456789

*LIBRE FRANKLIN - ITALIC:*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 123456789

*LIBRE FRANKLIN - MEDIUM:*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 123456789

*LIBRE FRANKLIN - MEDIUM ITALIC:*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 123456789

*LIBRE FRANKLIN - BOLD:*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 123456789**

*LIBRE FRANKLIN - BOLD ITALIC:*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 123456789**

# Colors

As with the logo, there are different colors for both the Church and School. Black and White are common for both, but PMS-876 Copper is only used for the Church, while PMS-109 Gold is only used for the School.

## STANDARD COLORS – CHURCH:

COPPER



PMS-876 (metallic)  
HEX-8B634B  
RGB-139|99|75  
CMYK-00|41|53|42

BLACK



WHITE



## STANDARD COLORS – SCHOOL:

GOLD



PMS-109  
HEX-FFC700  
RGB-255|199|0  
CMYK-00|22|100|00

BLACK



WHITE

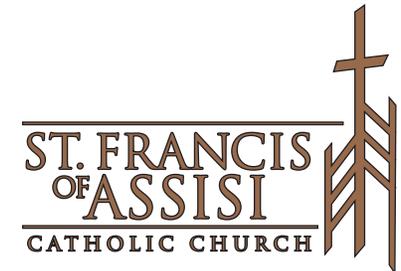


# Incorrect Usage

This page shows just a few examples of incorrect usage of the Church logo. If there are questions of how to use the logo, please contact the Church office for further assistance.



*The Church logo should always be shown in one color and not be combined with copper and black.*



*Logo should never be outlined.*



*The logo should only be used in the appropriate colors.*



*The logo should not be scaled out of proportion horizontally or vertically.*



*The logo should not be scaled out of proportion horizontally or vertically.*



*Do not rotate the logo at any angle.*



*Do not skew the logo.*



*Do not box in the logo.*

# Church Crest

The crest is a more formal use of identity for the parish. Both the Church and the School have a crest and are used on various applications where the founding date and Diocese information seem necessary.

The crest should not be used with the standard logo in the same layout or product space. Use of either will suffice as a proper representation of the brand.



# School Crest

The crest is a more formal use of identity for the parish. Both the Church and the School have a crest and are used on various applications where the founding date and Diocese information seem necessary.

The crest should not be used with the standard logo in the same layout or product space. Use of either will suffice as a proper representation of the brand.



# Athletics

The St. Francis of Assisi School Athletic teams are represented by the Viking mascot. This Viking logo should be the ONLY representation of the mascot used on uniforms, programs and other items connected with SFA athletics.

In addition to white, black and PMS 109 (gold), PMS 877 Silver can be used as a color to represent the Vikings.

GOLD



PMS-109  
HEX-FFC700  
RGB-255|199|0  
CMYK-00|22|100|00

BLACK



SILVER



PMS-877 (metallic)  
HEX-8A8D8F  
RGB-138|141|143  
CMYK-45|34|34|00

WHITE



# Supportive Elements

The basis of the logo is the bell tower, therefore using the belltower as a supportive element is encouraged as it makes the brand stronger.

