



Christ the King Logo Usage Guide

This Usage Guide has been developed to provide specific guidelines and standards to the Christ the King community for the implementation of all parish related communications where the Christ the King logo is used, including publications, stationary, websites, videos and spirit items.

For the purposes of this guide, Parish is used to include any ministry of the parish, including Christ the King Catholic School.

The Parish Communication Office and School Advancement Office are responsible for maintaining the visual identity of the parish. This guide outlines how the logo may be used in everyday parish business communications, including stationary and office/classrooms displays. Use of the logo outside of everyday business communications, including graphics, publications and use of outside vendors, must be approved by the Parish Communication Office or the School Advancement Office before production.

This manual is to be used as a guide only. The colors, text and logos reflected in this guide should not be used as a substitute for the correct Pantone colors, computer fonts and logos portrayed.

Contacts for advice, approvals and graphics:

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Visual Identity and Brand

A clear and consistent visual identity and brand helps build upon the traditions of Christ the King Parish and its ministries and ensures that the public face of the parish reflects that tradition. A consolidated approach to the visual identity presents a strong, unified image of Christ the King Parish to both internal and external audiences.

The success of any graphic identity depends upon the cooperation of all members of the Parish community and every member of the parish community plays an important role in bringing this identity to life. Maintaining the integrity of the Christ the King brand is achieved by applying it consistently throughout all parish communications, including print, web, display, apparel and spirit items, and electronic formats.

This Logo Usage Guide for Christ the King Parish provides specific guidelines and standards for acceptable usage of Christ the King Parish's name, colors, logos and typeface. Since the power of a strong visual identity can only be realized through consistent application over time, these guidelines ensure the Christ the King visual identity and brand will be maintained.

The Christ the King Logo may be used in the following configurations:

The vertical C-Cross-K image is the primary brand of Christ the King Parish. It should appear on the majority of communication materials, web, and merchandise. If the primary logo cannot be used, alternate logo designs are available to adapt to the demands of most design treatments. They are detailed on page 5.



The logo should always be taken directly from the authorized electronic files available on parish or school shared/public drive or through the Parish Communication Office or School Advancement Office. Please do not attempt to create or scan them on your computer as this deteriorates the quality of the graphic. Copies of all graphics are available by contacting the Parish Communication Office and School Advancement Office.

The CTK vertical and horizontal logos for Christ the King Catholic Church.



The CTK vertical and horizontal logos for Christ the King Catholic School.



Colors

“PMS” is an abbreviated trademark for Pantone Matching System, a universal printing standard for color.

Our Blue “PMS “ Color is 281M.

Our Grey “PMS” Color is 429M.

Our Gold “PMS” Color is 124M.

In most cases, the Christ the King logo should be reproduced in Blue, Grey, and Gold. It is also permissible to use a Black one color version.

Any other color treatments, including one color versions in blue or grey, two color versions in blue and grey, and one color reverse options must be approved by the Parish Communication Office or School Advancement Office.

Typeface and Font

The official Parish typeface is Cambria, small caps.

Size and Placement

The identity should always be reproduced at a size where it is clearly legible. When the logo is reduced or enlarged, all elements and dimensions (height and width) should be resized proportionately.

The logo should never be integrated into illustrations, cartoons, or other symbols or logos.

The logo does not have to be large or at the top of the page to be effective. It should have ample space around it for legibility and integrity.

The horizontal version is recommended for digital and print environments where the vertical logo is not conducive to the format.

Unacceptable Uses of Logo and Graphic Identity

Please avoid these violations:

- ◆ Surrounding the logo with a border or outline.
- ◆ Reproducing the logo in any configuration other than those specified in this manual.
- ◆ Altering or distorting any element of the graphic identity. Scaling of the graphic elements should always be proportionate.
- ◆ Reproducing the logo in any color other than the official Parish colors or in black and white.
- ◆ Reproducing the logo on textured or decorative backgrounds.
- ◆ Using the logo in combination with any other logo or icon.

The Parish Communication Office and School Advancement Office, with approval from the pastor and principal, are charged with the responsibility that all official publications and advertisements of Christ the King Parish present a consistent graphic identity.

