



POPE FRANCIS CENTER

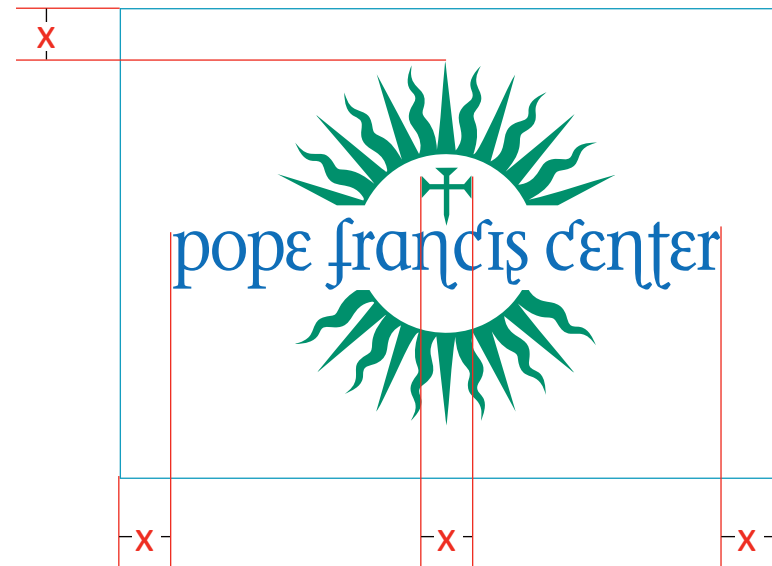
Brand Standards

Pope Francis Center Logo



Isolation Areas

In order to achieve a clear, unencumbered logo identity and not confuse it with surrounding text, pictures or graphic elements, always maintain a clear isolation area (indicated by the blue box below). The space around the logo should be at least equal to the width of the cross symbol.



Pope Francis Center Logo

Shown here are a number of unacceptable applications to serve as a common-sense guide to the proper reproduction of the logo.



INCORRECT
The logo should never be stretched or squished.



INCORRECT
The logo graphics should never be repositioned.



INCORRECT
The logo cross should never be reproduced with a drop shadow.



INCORRECT
Never remove the cross or starburst.



INCORRECT
Do not alter the logo in any size, shape or form.



INCORRECT
The logo should never be reproduced on a patterned background.



INCORRECT
Do not replace the font with another font.



INCORRECT
The logo should never be reproduced in an outline form.



INCORRECT
The logo should never be confined in a shape.



INCORRECT
The cross should never be used as a separate element or used on its own.

Color Guidelines

PREFERRED 2-COLOR REPRODUCTION - SPECIAL SOLID INKS

The preferred two-color combination for the logo is shown here. The starbursts and cross are Green (99% Cyan, 70% Yellow) and the words “pope francis center” is Blue (C100/M23/Y0/K19), in lieu of which use PANTONE®*641 and PANTONE®*334 respectively. No other combination of these colors should be used.

CORRECT



PRINT

C: 100
M: 23
Y: 0
K: 19

ELECTRONIC

R: 0
G: 110
B: 183
HEX: 006EB7

PRINT

C: 99
M: 0
Y: 70
K: 0

ELECTRONIC

R: 0
G: 144
B: 109
HEX: 00906D

INCORRECT

No other combination of these colors should be used.



Color Guidelines

ONE-COLOR REPRODUCTION

The preferred one-color reproduction for the logo is shown here. All elements of the logo are solid black (100% black).

CORRECT



OTHER EXAMPLES



CORRECT

The logo may be reproduced in one-color in either Green (99% Cyan, 70% Yellow) or Blue (C100/M23/Y0/K19)



CORRECT

The logo may be reproduced in any color as long as there is sufficient contrast between the color and the background.



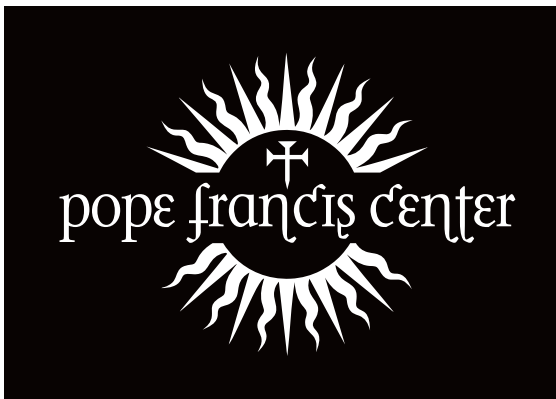
INCORRECT

The logo should not be reproduced in a manner that does not provide sufficient contrast between the color and background.

REVERSE REPRODUCTION

When it is necessary or desirable to reverse the logo the preferred method is shown here. All elements should be reversed out in white over a background that provides sufficient contrast.

CORRECT



OTHER EXAMPLES



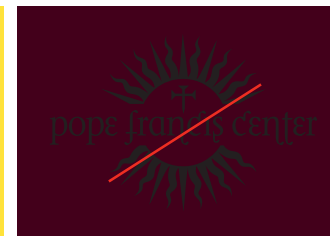
CORRECT

Sufficient contrast where logo is clearly visible.



INCORRECT

Insufficient contrast where logo becomes difficult to see.



INCORRECT

Insufficient contrast where logo becomes difficult to see.

Annual Fundraising Dinner Logo

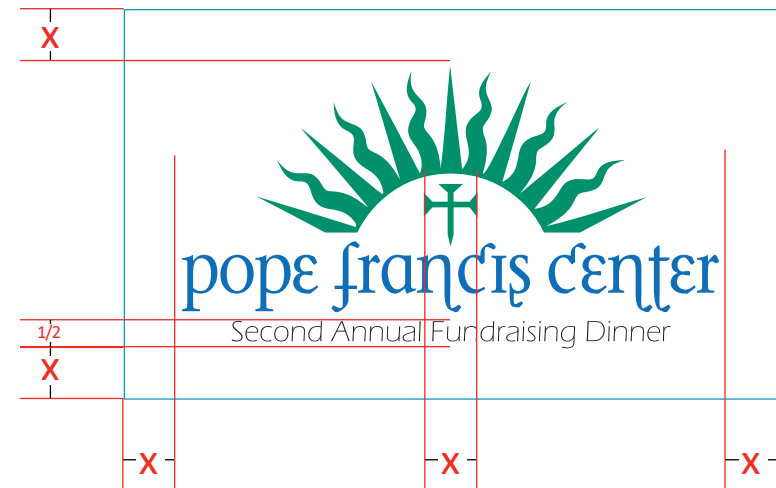
The Annual Fundraising Dinner logo layout is the only other logo to be used for special events that the Pope Francis Center holds.

The event text may be changed in conjunction with the name of the event being held but the font should always be “Eras Light ITC” and be 1/2 of the X-height.



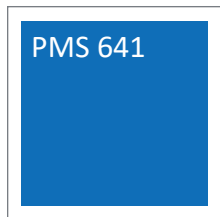
Isolation Areas

In order to achieve a clear, unencumbered logo identity and not confuse it with surrounding text, pictures or graphic elements, always maintain a clear isolation area (indicated by the blue box below). The space around the logo should be at least equal to the width of the cross symbol.



Primary Color Palette

Green + Blue + Black + White + Gray

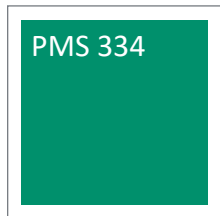


PRINT

C: 100
M: 23
Y: 0
K: 19

ELECTRONIC

R: 0
G: 110
B: 183
HEX: 006EB7



PRINT

C: 99
M: 0
Y: 70
K: 0

ELECTRONIC

R: 0
G: 144
B: 109
HEX: 00906D



PRINT

C: 30
M: 30
Y: 30
K: 100

ELECTRONIC

R: 0
G: 0
B: 0
HEX: 000000



PRINT

C: 0
M: 0
Y: 0
K: 0

ELECTRONIC

R: 255
G: 255
B: 255
HEX: FFFFFFFF



PRINT

C: 23
M: 16
Y: 13
K: 46

ELECTRONIC

R: 136
G: 139
B: 141
HEX: 888B8D



PRINT

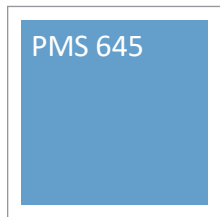
C: 44
M: 34
Y: 22
K: 77

ELECTRONIC

R: 65
G: 64
B: 66
HEX: 414042

Secondary Color Palette

Secondary colors should not be used to the exclusion of the primary colors, but to add energy and life to the brand.



PRINT

C: 56
M: 21
Y: 2
K: 8

ELECTRONIC

R: 97
G: 142
B: 181
HEX: 5f8eb5



PRINT

C: 0
M: 8
Y: 86
K: 0

ELECTRONIC

R: 247
G: 217
B: 62
HEX: f4d73e

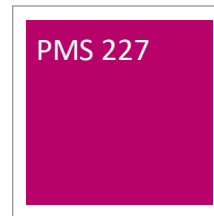


PRINT

C: 7
M: 1
Y: 3
K: 2

ELECTRONIC

R: 219
G: 224
B: 225
HEX: d9e0e2



PRINT

C: 7
M: 100
Y: 10
K: 21

ELECTRONIC

R: 175
G: 31
B: 101
HEX: ae1f65



PRINT

C: 0
M: 51
Y: 77
K: 0

ELECTRONIC

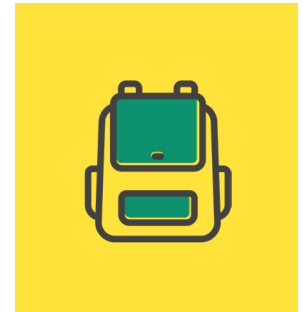
R: 244
G: 126
B: 58
HEX: f27e3a

Icon Graphics

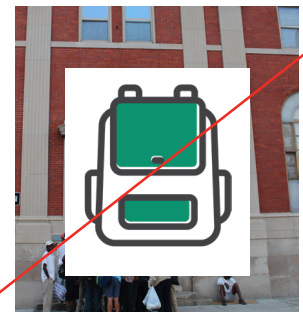
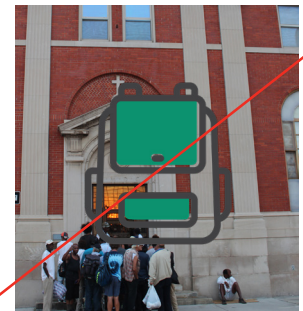
Iconography illustrates complex concepts in simple ways. Stroke lines must be kept consistent across all applications. Icons should be used preferably on a white or light background where there is sufficient contrast. Cool Gray 11 is the preferred color to be used for icons, with highlights of approved green and/or blue in some block sections to create contrast. The block sections of highlighted color must be aligned to the top-left of the section with a small thin line peeling away from the bottom-right corner. See below.



CORRECT



INCORRECT





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