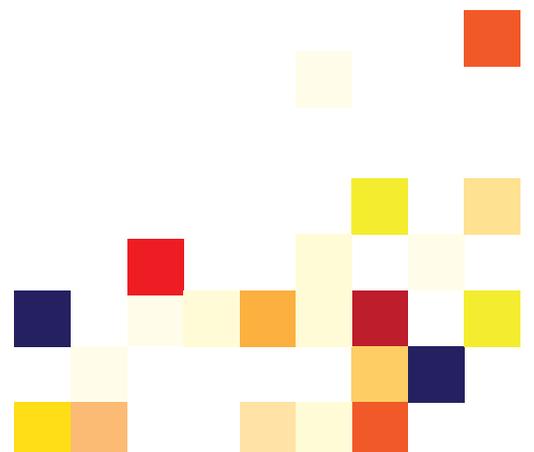


# Pax Christi

*Catholic Community*

## BRANDING GUIDELINES





# Table of Contents

Who We Are.....	4
Logo.....	5
Fonts.....	6
Color Palette.....	7
Photography & Illustrations.....	8
Technical Specifications.....	9
The Ten Design Commandments.....	11

# Who We Are

Pax Christi Catholic Community is a Roman Catholic Church located in Highlands Ranch, Colorado. Our mission is

“to joyfully share the mission to bring individuals and families into a loving encounter with Jesus Christ through prayer, study, Scripture, the Sacraments, community life and works of charity. In this way, Jesus deepens our relationship with Him and truly forms us as his disciples to continue His mission, share His Love, and work to build His Kingdom.”

Our communications, which consist of our logo, any newsletters or emails we produce, as well as other marketing efforts need to consistently communicate who we are and what we're all about. Here are some other ways to think about our identity.

## We are...

### **Jesus-Centered**

Our name, Pax Christi, means Peace of Christ. We hope that our community reflects and disseminates that Holy Peace. We can do that by being prayerful and thoughtful about crafting our messages and choosing imagery that supports this message of Peace.

### **Welcoming**

The Gospels show us Jesus reaching out to every person, even those who were outcast or “unclean” again and again. We too need to welcome people from all walks of life, regardless of their history, upbringing, or individual burdens. How can we make everyone who sees our message feel like they belong here?

### **Relevant**

The gospel message from 2000 years ago is still needed and applicable today. It's up to us to deliver it in these modern times, using methods of communication that are current, and that will reach our audience. Think about who we're trying to reach, what they want and need, where they “congregate”—and then deliver. Jesus spoke to the people of His time using their language, and went out to where the people were. We need to do the same. Our language as an organization should be relatively informal, reflecting the way our audience speaks. Our imagery should draw people in to the message our communication is trying to convey.

### **Universal**

Catholic means Universal, and indeed, our Church is one of the most diverse “organizations” on the planet. As the largest Christian church in the world, with approximately 1.3 billion baptised Catholics worldwide as of 2019, our members come from every country, with every color of skin, and every kind of history. Our communications should reflect this diversity and inclusiveness.



# Logo

Our logo design focuses on the name of our church, Pax Christi, which means Peace of Christ. We also wanted to maintain our Catholic identity while conveying a message of warm, welcoming community. Peace, however, can be a challenging concept to make into an image. We didn't want to turn to images that are used by other organizations with the same name, like an olive branch or a dove, so we focused on the feeling itself. That feeling made us think about the serenity and peace you can feel when looking at a beautiful stained-glass window.

Our design was inspired by the work of Gherard Richter, who was commissioned to design a window in the Cologne Cathedral. Like Richter, we used a random number generator to select the colors, and then to create a sense of beauty and peace, we reflected it to create a pattern.



Horizontal Layout



Vertically Stacked

## Negative Space

Good design maintains good negative space, or blank space with nothing inside of it. Here's an easy way to maintain negative space around our logo, so it can be easily recognizable without being crowded. This method works for both the Horizontal and Vertically Stacked layouts. On the left and right edges of the design, maintain *at least* the height of the cross between the edge of the logo and any other elements on the page. For the top and bottom edges, maintain the width of the cross between the edge of the logo and any other elements on the page.



# Fonts

For our logo we chose a traditional serif typeface for “Pax Christi” as an homage to the tradition and beauty of our Catholic faith, and a more contemporary script to denote that we are a “Catholic Community.” In our printed newsletter and on our new website, we are using clean, modern type family called Montserrat, which includes a variety of weights (extra thin to black).

## Official Fonts

Calluna, light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?

*Moontime Regular*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890!?*

Montserrat Extralight

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?

**Montserrat Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!?**

Calluna is included in the Adobe Creative Suite Fonts package. It can also be purchased here:

<https://www.fontspring.com/fonts/exljbris/calluna>

Moontime is available for download here, and you can donate to the designer if you like:

<https://www.dfonts.org/fonts/moontime-script/>

Montserrat is a free Google font. You can download it here:

<https://fonts.google.com/specimen/Montserrat?query=montserrat>

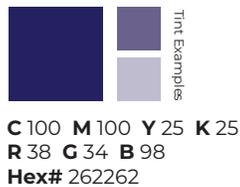
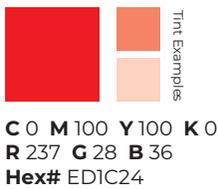
\*Note that the Montserrat font family also includes a Light, Medium, Semibold, Bold, and Extrabold weights, and italics of each, as well as containing multiple alternates and glyphs, and supports multiple language formats.

# Color Palette

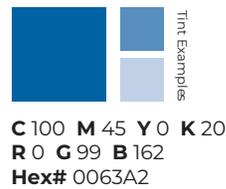
For the color palette of our logo, we focused on using warm colors, with a limited palette to help create a unified, welcoming feel. We also wanted the colors to be bright and vibrant, like the colors that would stream through a stained glass window.

The following palette includes colors that are found within our logo (Primary Colors), as well as a few other complimentary hues (Secondary Colors) to accommodate changes in liturgical seasons, etc.

## PRIMARY COLORS:



## SECONDARY COLORS:



## Color Format Descriptions

**CMYK** - A combination of the ink colors Cyan, Magenta, Yellow and Black, which when printed together create different hues. Use CMYK values for anything that will be printed on paper, especially off-press. CMYK colors are depicted as light bouncing off of a surface.

**RGB** - A combination of different colors of light, projected together - Red, Green, and Blue. RGB colors are used for on-screen applications.

**HEX** - Used in website and application design.

Spot colors can be identified upon request if needed (Pantone).

# Photography & Illustrations

Referring back to the “Who We Are” section on page 4, our imagery should draw people in to the message our communication is trying to convey. Images should also be relevant to your audience, and illustrations in particular (especially graphs, infographics, etc.) should match our overall look-and-feel by using our color palette and typefaces as much as possible.

If you are using graphics of any type, make sure that you are using the image legally. You cannot use an image that is licensed, trademarked or copyrighted without permission or purchasing the license. It is your responsibility to assure that your graphics are free to use, especially when posted on our website. You can do this one of three ways:

## **1 - You can take your own photograph(s) or produce your own illustrations.**

This method is highly encouraged, as it is “free” and easy to know that the Church will not be penalized in any way. Please note that if photographing minors, you need written permission from their parent(s) to post the photo in any media if their likenesses are recognizable. Permission forms are available at the parish office.

**2. You can purchase licensed images on paid websites.** Prices for these can range widely, and you’ll need to read the licensing agreement to ensure that the image can be used in the ways you need. For most of our parish’s usages, most standard licensing agreements work fine.

Our favorite paid sites (among many) include:

[lightstock.com](https://www.lightstock.com) (really beautiful, church-based graphics and imagery)

[shutterstock.com](https://www.shutterstock.com)

[iStock.com](https://www.iStock.com)

[stock.adobe.com](https://stock.adobe.com)

**3. You can find free images.** The only caveat with these is that we’re not always sure if the images on these sites have been uploaded by the original creators. We found one of the icons from our former website on one of these “free” download sites. That being said, these would work especially well in print communications that are only distributed within our parish.

A few resources for “free”, unlicensed images can be found at:

[onesecretmission.com](https://www.onesecretmission.com) (One Secret Mission™ (OSM) is an urban Catholic creative culture studio, we do things different and focus on the beginning of inspiration. The creative studio provides Free Catholic Photos for whatever you need to start.)

<http://photos.ecatholic.com/gallery/freestockphotos/> (Solid generic photos for Catholic Church imagery)

[pixabay.com](https://www.pixabay.com)

[pexels.com](https://www.pexels.com)

[freelyphotos.com](https://www.freelyphotos.com)



[unsplash.com](https://unsplash.com)

[images.google.com](https://images.google.com) (Be sure to select 'settings' in the lower right hand corner, then 'advanced settings' and change the 'usage rights' dropdown to 'free to use, share or modify, even commercially'.)

When in doubt, please reach out to the [Communications Coordinator](#). We have a small library of photos already purchased by our parish, or can help create what you need.

## Resolution

Before purchasing or downloading graphics, make sure that the size will work for what you need. In general, it's easy to go down in size, and nearly impossible to go up. If you need this image to work in a variety of applications, it's always best to download the largest available size, and re-size as needed. As noted in the next section, screen resolution is generally 72 dpi (or pixels/dots per inch), and print resolution is generally 300 dpi (pixels/dots per inch). Many images that can be found online will not work for printing because of this vast difference in size and quality.

If you would like to learn more about resolution, you can check out this article: <https://www.creativebloq.com/graphic-design/what-is-dpi-image-resolution-71515673>

## Color Modes

Also as noted in the next section, your document's color mode may affect how the colors are displayed across different platforms.

The letters CMYK stand for Cyan, Magenta, Yellow and Black, and are used together in different concentrations of each during the printing process to create the infinite range of colors available to our eyes. CMYK images should be used for any kind of print communications.

R, G, and B stand for Red, Green, and Blue, and are the different colors of light, which when blended together during screen projection create various colors interpreted by our eyes. RGB images should be used for any kind of projected images on electronic media.

If you would like to learn more about color modes, and how to set them up within your Adobe programs, check out this article: <https://99designs.com/blog/tips/correct-file-formats-rgb-and-cmyk/>

## Tips & Tricks

When taking photographs, try to zoom in on the individual's face. Our phones have some great lenses these days; consider using a "portrait" mode to blur the background. If purchasing a photo, look for colors that will match our palette, or use Photoshop to edit them slightly to make things look more cohesive. Not all photographs need to be centered; consider offsetting them slightly to the left or right when appropriate. Look for emotions; catching someone deep in thought or prayer can sometimes be more effective than canned "smile for the camera" poses (although those are great sometimes too!). And try to catch natural interactions for the same reason.



# Technical Specifications

All media content should include **“The Basics”**: Who, What, When, and Where. Our copy should also address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) And what do I want them to do here? (Call-to-Action)

## Print Media

All print media should be designed or converted to a CMYK color profile, if color matching is a priority. Resolution should be 300 dpi, at the size it will be printed. For example, if a photograph is going to appear at 5 inches wide, it needs to be 300 dpi at 5 inches wide. A 1-inch square picture cannot be sized up and retain the correct resolution to work during printing.

As a note: Microsoft Word reduces the resolution of images as well. Please provide images as separate attachments if desired.

## Newsletter Articles

Newsletter Articles should contain 1-3 paragraphs of text including the information already listed in “The Basics.” An image is optional, and may depend on the amount of space available in that week’s newsletter. The Communications Specialist can help you find or create an image that will work within that week’s available space.

## Newsletter Ads

Newsletter ads work best if they fit within the width of the layout. The width of one column is 2.4 inches wide. 2 columns are 4.95 inches wide (accommodating for the gutter in between the 2 columns). 3 columns are 7.5 inches wide. When designing your ad, if you want the colors to be an exact match, please design in CMYK versus RGB. Ads should contain “The Basics” (see top of page) with minimal additional information. Direct them to the website to get more information.

**GROWING IN FAITH 3**  
Pax Christi Catholic Community

**IT'S NOT TOO LATE TO BEGIN YOUR JOURNEY!**  
OCIA for Adults meets weekly on Wednesdays 6:45 - 8:30 p.m. | Great Hall  
Do you need to receive one or more sacrament(s)? Contact Mary Muldoon to register or learn more! Email [mmuldoon@paxchristi.org](mailto:mmuldoon@paxchristi.org) or call 720-419-0129.

**1 column: 2.4 in.**

**OLD TESTAMENT BIBLE STUDY RETURNS!**  
Thursdays | 9:45-11:15 AM Begins Sept. 19 | Great Hall  
We will continue our study of the Old Testament, beginning with the Book of Judges and moving through the historical books into the prophets, concentrating on passages used in our lectionary. Bibles are provided, and all are welcome to attend regardless of previous attendance. To register or for additional information, contact Cheryl Canavan at [ccanavan@paxchristi.org](mailto:ccanavan@paxchristi.org) or call 720-419-0129.

**2 columns: 4.95 in.**

**CHILDREN & TEEN OCIA**  
Next meeting: Sunday, Sept. 28 3:30 - 4:45 PM | Great Hall  
Do your children need to receive one or more sacrament(s)? Contact Mary Muldoon to register or learn more! Email [mmuldoon@paxchristi.org](mailto:mmuldoon@paxchristi.org) or call 720-419-0129.

**POINT MEN**  
Point Men has been part of Pax Christi as a resource for the men in our community for many years. Join us each Saturday at 8:00 AM for breakfast, faith sharing, discipleship, and making new friends. Learn how to be a better husband, father and friend through prayer, community, service, study and the sacraments!  
Contact Alan Brown for more information at 720-560-3357 or [alanb840@gmail.com](mailto:alanb840@gmail.com).

**3 columns: 7.5 in.**

**WELCOME WEEK**  
Ever feel like something is missing? Welcome Weekend is an incredible experience that will help you discover what might be missing in your life and what to do about it. It puts a framework around the questions and struggles we all have every day, in every way, so we can become better versions of ourselves.  
Registration for the Women's Renewal Weekend on October 25-26 is now open. Visit [tinyurl.com/PaxWelcomeWeek](http://tinyurl.com/PaxWelcomeWeek) and to learn more and register.

**love in the name of Christ**  
The Love INC. Orientation  
meetings begin each last week of

## Ministry Brochures

Ministry brochures are in a tri-fold format. The starting document size is 8.5x11, and each finished panel measures approximately 3.17 inches wide, accommodating .5 inch gutters and .25 inch margins. The front spread should include your ministry name, our logo and an additional line of text (if desired). The folded panel can be used as a call-out; the most important information about your ministry should be listed there. The inside spread should contain the details about your ministry, as well as high-quality images that reflect what your ministry does and who you are. Finally, the back panel should list contact information for your ministry. Font size should not drop lower than 10 pt in order to maintain legibility. If your information does not fit within the size of the piece at that font, consider trimming it and focusing only on the most important pieces of information. Further details can be provided on your ministry's web page if needed.

You can see the fonts we've used in the example below. Body copy and headings are in Calluna. We've used Moontime as a secondary Title font for the cover to add some visual interest.



## Electronic Media

All electronic media should be designed or converted to an RGB color profile, and display at 72 dpi (with the exception of Web Banners, noted below).

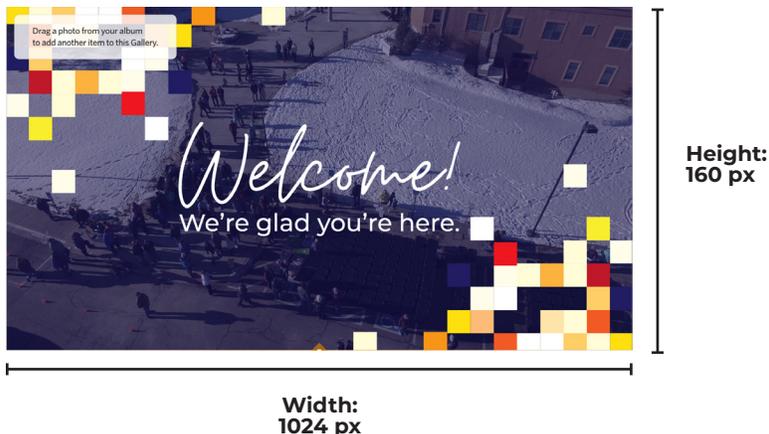
### Pre-Mass Slide Announcements

The dimensions of the slides that run before Mass fit a typical PowerPoint Presentation, with a 16:9 ratio. These rotate every 8 seconds, so should only contain "The Basics" mentioned above. Consider including a QR code so the viewer can go to your ministry or event webpage for additional information, to register, etc.



### Web Banners

Web banners for the home page of our website should be 1872 px wide by 1026 px high. You can also create a square version for better viewing on mobile devices.



## Emails

Our email communication can be lengthy, depending on the number of featured items that week. In order to maintain space for everything, as well as to not lose our audience's attention before they get to the bottom, please keep your email text to one short paragraph, and include "The Basics" (see page 10) linking back to our website for more information and details.

## Webpage - Ministry Information

This is your ministry's spot to include any and all relevant information to your ministry. It's the online version of your Ministry Brochure. List your leaders, how to get ahold of you, what you do, when you meet, and how to join.

## Webpage - Event Listing or News

In addition to your ministry's web page, you will also have the opportunity to have individual event listings in our Events section. This listing should have all of the relevant information about your event: What it is, where it is, when it is, who is speaking and their bio, what the topic is, etc. The timing of these is dependent on when/if RSVPs need to be collected, etc. Please see the "Events Timeline" document for Additional Information regarding planning for dates and timing.

## Other

### Announcements After Mass

If there is an upcoming event or registration deadline approaching, we generally try to insert those into the announcements that Father reads at the end of mass for you. Please note that we try to keep the announcements to 3 or fewer, sometimes none. And the text for those is as short as possible, only hitting the main points and then referring to the bulletin and/or website for more information.

If you choose to have one of your ministry leaders make an announcement following mass, please contact Megan Nagel at [mnagel@paxchristi.org](mailto:mnagel@paxchristi.org) to see if that weekend is available, as only speaker is allowed per weekend and will be assigned on a First-Come, First-Served basis. She will tentatively schedule for you to speak, dependent on final approval by our Pastor. All announcements need to be submitted to our Pastor and his Executive Assistant for approval **at least one week in advance** via email at [frandrzej@paxchristi.org](mailto:frandrzej@paxchristi.org) and [ivanmatre@paxchristi.org](mailto:ivanmatre@paxchristi.org) respectively. Please keep your message within 1-2 minutes long.

### Electronic LED Sign

The viewable area of our street sign is even smaller than what will fit on Pre-Mass slides. Items listed here should be of interest to the community at large. Information should include the bare minimum: event, date, time.



# {Some} Design “Commandments”

- 001: Thou shall not use Comic Sans (use the fonts mentioned previously)
- 020: Thou shall not use any more typefaces in one layout than is absolutely necessary (use the fonts mentioned previously)
- 021: Thou shall not set body copy using a script typeface (don't make paragraphs of text cursive)
- 045: Thou shall not add two spaces after a period
- 067: Thou shall not mix centered and flush-left or right text
- 071 & 2: Thou shall not allow “widows” or “orphans” appear in text (don't let individual words or lines hang out on their own at the bottom of a column or top of a page; try to get sentences to connect to the body of text)
- 073: Thou shall check that text is not formatted with “justify all lines” s e l e c t e d
- 074: Thou shall not hyphenate text that is ragged right
- 099: Thou shall create a focal point for every layout
- 110: Thou shall ensure spacing is consistent throughout a layout
- 112: Thou shall establish a visual hierarchy which leads to the most important information
- 123: Thou shall not use Microsoft Word for layouts
- 124: Thou shall not design in PowerPoint (unless you're designing a PowerPoint Presentation)

*Excerpted from: Foster, John, Adams, Sean, Seddon, Tony, Dawson, Peter. Thou Shall Not Use Comic Sans: 365 Graphic Design Sins and Virtues: A Designer's Almanac of Dos and Don'ts (p. 34). Pearson Education (US). Kindle Edition.*





# We're here to help!

Please feel free to contact us if you have any questions or concerns, and we'll be happy to help you however we can.

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