



DIOCESE OF  
Jefferson City

BETTER  
TOGETHER

# DIOCESAN COMMUNICATION POLICY AND IDENTITY STANDARDS

*Created by the  
Office of Communications*

UPDATED JULY 2021

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*“Good communication helps us to grow closer, to know one another better and ultimately to grow in unity ... Communications is a means of expressing the missionary vocation of the entire Church.”*

POPE FRANCIS,  
WORLD DAY OF COMMUNICATIONS 2014

## PURPOSE OF BRANDING

In advertising, a “brand” is an intangible collection of perceptions that exist in the mind of the consumer. A brand is not a logo, a color scheme or a mission statement. A brand is not a rulebook, advertising or simple attributes. A brand is every association and experience, active and intentional. It is how people feel and think about something.

For the purpose of the Diocese of Jefferson City’s communication policy, brand is how people feel and think about the Diocese of Jefferson City. It is the awareness and relevance of our diocese in the minds of priests, deacons, religious, lay people, diocesan employees, and the community at large. We are not a business, and our people are not consumers, but a strong brand can help us communicate who we are – the Catholic Church organized as the Diocese of Jefferson City – and how we are called as disciples of Jesus Christ.

A unified approach to our brand identity projects a consistent, organized, professional image and message for both internal and external audiences. The success of this message depends on the cooperation of all Chancery employees.

This guide has been developed for use by all offices, departments, programs and authorized organizations of the Diocese of Jefferson City.

## WHAT ARE “GRAPHIC STANDARDS”?

Consistency is key to conveying successfully the Diocese of Jefferson City’s brand to the world. A strong and consistent visual identity helps shape how people view our diocese. That visual identity begins with the graphic standards in this policy. Graphic standards provide a sound, flexible structure for using logos, color and typography.

## WHAT IS A STYLE GUIDE?

Consistency in use of capitalization, punctuation and other treatment of phrases and words tells people we are careful in our use of words and what they convey. Defining how text is treated adds a level of professionalism and authority to the voice of the diocese. This is accomplished in part by following the styles set by the United States Conference of Catholic Bishops (USCCB), Catholic News Service (CNS) and other well-recognized sources.

## FOR WHOM IS THIS GUIDE INTENDED?

This guide has been developed for use by all offices, departments, agencies, services, schools, parishes, authorized organizations and administrative units of the Diocese of Jefferson City funded through or by the diocese that are not legally autonomous. All such units are asked to follow these guidelines. Outside agencies or publishers that create print or electronic publications, or any other materials for any official organizations of the Diocese of Jefferson City are also required to abide by the guidelines. The guidelines are to be applied to all uses of the diocesan marks, whether for advertising, signage, stationery, uniforms, vehicles, web content or other items that carry the Diocese of Jefferson City’s brand to the world.

The diocesan communication team is available to assist those who are using the guidelines, whether to create work for a campaign or program, or to review work created by others. Please contact us at [communication@diojeffcity.org](mailto:communication@diojeffcity.org).

## **HOW TO TREAT INFORMATION**

The Diocese of Jefferson City uses the style guides of CNS and the USCCB's publishing division. Digital copies of both guides are available through the Communication Office. Other references include the Official Catholic Directory and the Associated Press Stylebook.

The following section addresses frequent style questions. Please reference one of the style guides listed above for anything not listed here.

### **ADDRESSES, TITLES, PHONE NUMBERS, EMAIL**

These standards do not apply to addresses for actual mailing purposes: ie, what appears on an envelope or through a window of an envelope. These standards are for the body of letters and other texts. The US Postal Service requires adherence to its National Change of Address (NCOA) standards for actual mailing information.

- ▶ Spell out numbers less than 10, except in street addresses; 5 Sixth Avenue, No. 10 Downing Street.
- ▶ Spell out Street, Boulevard, Avenue, etc.
- ▶ When abbreviating state names, use approved Post Office two-letter state designations.
- ▶ When abbreviating Southeast, Northwest, Post Office, use SE, NW, PO etc.; use no periods.
- ▶ A comma should separate a title from a functional area or other description (i.e., Director, Marketing) but no comma is required when title and function are placed on separate lines.
- ▶ Phone numbers should be printed with dashes separating the numbers (e.g., 573-635-9127). Do not use periods, slashes or parenthesis.
- ▶ The abbreviated form for "electronic mail" should be written as email (no hyphen). When publishing printed material, italicize and boldface all email addresses (e.g. ***awiskirchen@diojeffcity.org.***)

### **FREQUENTLY USED WORDS: CAPITALIZATION/LOWER CASE**

- ▶ Apostles – capitalize only when referring to the original 12
- ▶ Bible/biblical – capitalize when referring to the book; lowercase adjectives
- ▶ Bishop/bishop – lowercase, except when it precedes a name (proper noun)
- ▶ Body and Blood – capitalize (bread and wine are not capitalized)
- ▶ Cathedral of St. Joseph – use the full name on first reference,; use Cathedral capitalized on second reference when referring to the particular parish/building
- ▶ Church/church – capitalize only when referring to the Roman Catholic Church as a whole, as the people, or the full name of a parish; lowercase the building. Note the legal name of parishes in the Diocese of Jefferson City include the words "Catholic Church" (e.g. St. Clement Catholic Church)
- ▶ Diocese/diocese – capitalize only when representing the official name of the diocese (e.g., Diocese of Jefferson City; the diocese)
- ▶ Eucharist – capitalize only when referring to Holy Communion
- ▶ High Schools:
  - Fr. Augustine Tolton Regional Catholic High School – use the full name of the high school on first reference; Tolton Catholic on second reference
  - Helias Catholic High School – use the full name of the high school on first reference; Helias Catholic on second reference
  - Sacred Heart Catholic High School – use the full name of the high school on first reference; Sacred Heart on second reference
- ▶ His, He, Him, You, Yours, Me – capitalize all pronouns in reference to the Deity

- ▶ internet – lowercase
- ▶ Liturgy – capitalize when it refers specifically to the Mass
- ▶ Mass – capitalize when referencing the eucharistic liturgy; it is redundant to use the adjective “Holy”
- ▶ Parish/parish – capitalize when it is part of a name, otherwise lowercase (e.g., St. Peter Parish; the news of the parish)
- ▶ Pope/pope – lowercase, except when it precedes a name (proper noun); do not capitalize papal, pontiff
- ▶ Rosary/rosary – capitalize when it refers specifically to the prayer, but not when referring to the beaded object
- ▶ web/website – lowercase

## **PUNCTUATION**

- ▶ Abbreviation of books of the Bible – a period should always follow the abbreviation, although the preference is to spell out the name of the book
- ▶ Parish names – do not use the possessive (e.g., St. John’s)
- ▶ St./Saint – Abbreviate the word “Saint” for the parish name but spell out for the city name. The spelling out of the city name is a USPS requirement (e.g. St. Lawrence in Saint Elizabeth). Special cases: Ss. Peter and Paul; St. Martin in Saint Martins, Missouri (the town name officially includes the possessive, but without the apostrophe). If you are referencing another organization which uses the word “Saint,” verify its preference (abbreviated or spelled out).
- ▶ Terms or phrases in foreign languages – italicized (e.g., familia parroquial, “Laudato Si”)
- ▶ Titles of books – italicized

## **REFERENCING A BISHOP**

Bishop W. Shawn McKnight – use full name on first reference; Bishop McKnight on second reference. He is the Bishop of Jefferson City, not the Bishop of the Diocese of Jefferson City. Please reference the section on “Bishop W. Shawn McKnight’s Brand” for standards of salutations and signatures specific to Bishop McKnight.

Bishop-elect is used when a priest has been appointed to lead a diocese, but is not yet ordained (e.g. Bishop-elect Smith will be ordained on May 1 at the Cathedral in Smithville).

If a bishop is appointed to a diocese, after the appointment and before the formal installation he is titled Bishop Smith or Archbishop Smith, bishop-designate or archbishop-designate of the Arch/Diocese of Smithville.

### **ADDITIONAL CONSIDERATIONS**

- ▶ diocesan offices/programs/functions titles – use the terms listed at the bottom of the home page on [diojeffcity.org](http://diojeffcity.org)
- ▶ ecclesiastical/religious titles – Do not use the term Reverend for a Catholic priest except in addresses, letter salutations, formal correspondence (such as invitations) or listings. The title Very Reverend is reserved to the diocesan deans. In texts, use the following for first and subsequent (second) references:
  - Father John Smith (first reference); Fr. Smith (second reference); not Fr. John
  - Sister Mary Smith (first reference); Sr. Mary (second reference); not Sr. Smith
  - Deacon John Jones (first reference); Dcn. Jones (second reference); not Deacon John or Reverend Mr. Jones
  - For other ecclesial titles – Monsignor, Bishop, Archbishop, Abbess, Brother – do not abbreviate the title on first or second reference.
- ▶ fundraising/fundraiser – not hyphenated
- ▶ funeral Mass – the proper title is Mass of Christian Burial. Do not use Mass of the Resurrection.
- ▶ livestream, livestreaming – not hyphenated
- ▶ quotes – if from printed material (e.g., books, Bible reference, texts), do not apply style rules; however, if from spoken material, style rules may be applied.
- ▶ sacraments – lowercase in the generic sense; uppercase reference to the seven sacraments: Baptism; Reconciliation; Holy Communion (Holy should always precede Communion; Confirmation; Matrimony; Holy Orders; Anointing of the Sick.
- ▶ websites – it is not necessary to preface a website URL with www, https:// or http://. Sometimes the inclusion of these codes creates denial of service errors for users. If you are using a hyperlink in text, verify and test the URL to ensure you are using the correct protocol. When publishing printed materials, italicize and boldface all URLs (e.g. [diojeffcity.org](http://diojeffcity.org))

### **OTHER LANGUAGES**

Original texts of the diocese are typically composed in English. When other translations are needed, the Communication Office will engage professional translating services to provide texts of other languages, after the English text has been finalized.

## **MEDIA INQUIRIES AND RELEASES**

Any media inquiries regarding issues that have impact beyond the immediate scope of a parish or school (typically any inquiries other than requests for details about public events) should be politely directed to the director of Communications, Helen Osman. Please provide her email address ([hosman@diojeffcity.org](mailto:hosman@diojeffcity.org)) and mobile number (512-785-3006) to the reporter. As a courtesy, please also send Helen an email informing her of the media inquiry itself.

A media release is usually only one aspect of a comprehensive plan or strategy to communicate a position of the Church, to promote an event or project or to make an announcement. Especially in today's digital environment, the timing of information released to the media must be carefully considered. The Communications Department maintains a list of current media outlets in the Diocese and strives for ongoing, professional relations with journalists. All media releases for the Diocese must be done by the Communications Department. The Department is also available for consultation and assistance of parishes seeking expertise in media relations.

## **COPYRIGHTS, PERMISSIONS AND LICENSING**

Professionalism and quality should be reflected in every way we tell the Diocese of Jefferson City's story – and that includes respect for the work of those who assist us in creating content and the individuals who play a role in our diocesan stories.

Any office, ministry or program interested in internal production or contracting with an outside vendor for production or creation of content (such as video, print, or digital), or any other marketing tool to be used either with an internal or external market, must first contact the Communications Office so that proper permissions, copyrights, and diocesan standards are used to ensure a successful creative project and product.

Recognizing individuals' rights to privacy, especially minors, it is essential the public is aware when an event is being photographed, videotaped or livestreamed. The Communications Office and diocesan legal counsel can assist in ensuring all appropriate notices and permissions are obtained.

### **LICENSING AGREEMENTS**

US copyright law protects the literary, musical, graphic or artistic form in which an author expresses intellectual concepts. As such, it is necessary to obtain permission (and sometimes pay a licensing fee) for certain uses of these forms. Depending upon the use of the material, this can include content and imagery found on the internet.

The Communications Office, in coordination with legal counsel, can provide resources to assist parishes and offices, ministries and programs in use of copyrighted materials. This includes suggested language for permissions, image releases, etc. for parish and diocesan projects.

In addition, the diocese has a group licensing agreement for use of worship music by congregations outside of printed hymnals (i.e., on the internet, video or visual displays), licensed access to stock art and photos, and other resources for creative content. The Communications Office manages these licensing agreements.

## DIGITAL OFFERINGS

Our digital designs must be compliant with the Americans with Disabilities Act (ADA) in terms of color, contrast and legibility. We must also consider optimizing meta-data and search engine optimization (SEO) settings that allow programs to read content to visitors and readers who are visually impaired.

### WEBSITES

The diocese provides, for a nominal annual fee, websites for every parish. The template allows for customization, while aligned with the overall brand of the diocese. In addition, standard content (such as information on diocesan policies and procedures for reception of sacraments, liturgical prescriptions, safe environment compliance, etc.) is provided from the diocese and updated automatically. The sites are hosted by a tier-one company with the ability of parishes to use secured, online giving and registration forms and ensuring a 99% “up time” for the site.

### ENEWSLETTERS

eNewsletters are a great way to reach target audiences with relevant, timely information. One strong example of such from the Diocese of Jefferson City is the Monday Morning Memo.

Social media pages should also be assessed on a set schedule for ADA compliance, relevancy in digital assets and design, and engaging content. As social media channels evolve, and popularity drives traffic to new channels, the diocese will refresh designs and the visual approach to those channels as appropriate.

### SOCIAL MEDIA COMMENTARY

Social media channels of the diocese should also express our brand, or voice, speaking on behalf of the Church. As such, we want comments which respond to our posts to affirm that voice.

All posts and comments should be marked by Christian charity and respect for the truth. They should be on topic and presume the good will of other posters. Discussion should take place primarily from a faith perspective.

Comments are not removed simply because they express opinions in disagreement with the Diocese of Jefferson City. However, comments that may be deleted include those containing:

- ▶ Content/comments or links to sites that contain offensive material or attack the bishop or the Roman Catholic Church and its mission
- ▶ Vulgar language
- ▶ Personal attacks/inflammatory remarks against a person or group
- ▶ Content/comments off topic
- ▶ Spam
- ▶ Promotion of political organizations/agendas, services or products
- ▶ Information that is factually incorrect

## **BRANDED ASSETS AND USAGE**

Diocesan assets include not just print products – business cards, letterhead stationery, envelopes, etc. – but also slide templates (Powerpoint), video title pages, banners and other elements which convey the brand of the diocese.

### **OFFICIAL DIOCESAN STATIONERY**

The Communications Office is responsible for printing any quantity of diocesan content outside of inhouse printers. Print runs are carefully monitored and limited to prevent waste and excessive print runs. This includes stationery (e.g. letterhead, envelopes, return envelopes, business cards), newsletters, invitations, programs, note cards, etc.

The Communications Office provides pre-printed letterhead and envelopes (including return envelopes) with the diocesan brand. Offices/programs/functions of the diocese also have access to digital files with the name of the office/program/function, which can be used digitally or printed in either full color or black ink only. All these types of letterhead can be mailed in the pre-printed diocesan envelopes.

The diocesan letterhead is intended to be used for official correspondence. Please do not alter, edit or add imagery to the letterhead files. If you have a need to customize letterhead with a campaign logo or graphic, please consider a conversation with the communications team to determine if a flyer or simple form design would be beneficial to your project. Below, you will find diocesan letterhead options.

### **FULL COLOR DIOCESAN LETTERHEAD**

- ▶ Pre-printed (ordered by Communications Office) for postal usage

### **LIMITED COLOR DIOCESAN LETTERHEAD**

- ▶ Digital for email usage
- ▶ Self-printed using inhouse printers for postal usage

### **ONE COLOR (BLACK) DIOCESAN LETTERHEAD (USE ONLY AS NEEDED)**

- ▶ Digital for email usage
- ▶ Self-printed using inhouse printers for postal usage

### **LIMITED COLOR OFFICE/PROGRAM LETTERHEAD, CUSTOMIZED**

- ▶ Digital for email usage
- ▶ Self-printed using inhouse printers for postal usage
- ▶ Pre-printed (ordered by Communications Office) for postal usage

### **SUGGESTED USAGE FOR ANY OF THESE LETTERHEAD OPTIONS:**

- ▶ Official correspondence from your office
- ▶ Memos
- ▶ Meeting agendas, minutes and other documentation
- ▶ Procedures and protocols
- ▶ Forms (applications, surveys, checklists, etc.)

In many cases, the use of diocesan letterhead may be interchangeable with your office letterhead. The office letterhead is designed to customize your communications as desired. For a few concrete examples of how these could be used:

1. If a diocesan-wide project or initiative is presented:
  - a. Place on full-color diocesan letterhead, export to PDF and attach to email AND
  - b. Print desired number on limited-color diocesan letterhead
2. If a letter from the director of an office is sent to specific contacts at every parish:
  - a. Print desired number on limited-color diocesan letterhead OR
  - b. Place on full-color diocesan letterhead, export to PDF and attach to email

### **LETTERHEAD STYLE GUIDE**

To use the visual elements of the diocesan letterhead most effectively, consider:

- ▶ Content is flush left, with no indents for first line of paragraphs
- ▶ Use Calibri or another sans serif font
- ▶ Customize the signature with the signatory's title, email address or direct line, as you deem appropriate

### **CONSIDERATIONS IN USE**

- ▶ For memos, list pertinent information in the "To," "From," "Date" and "Subject" boxes
- ▶ In letters, review the section above on Addresses, Titles, Phone Numbers, Emails
- ▶ In signatures
  - Add your email or direct phone line, if deemed necessary
  - A comma should separate a title from a functional area or other description (i.e. Director, Marketing) but no comma is required when title and function are placed on two separate lines

OCTOBER 27, 2021 | PAGE 2

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CATHOLIC  
DIOCESE OF  
JEFFERSON CITY  
Communications

October 27, 2021

Father John Smith  
Parish Name Here  
1234 Sample Street  
City, State 123456

Dear Fr. Smith,

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Alphonse J. Schwartz  
MEMORIAL  
CATHOLIC CENTER  
2207 WEST MAIN STREET  
JEFFERSON CITY, MO  
65009-0914  
573-635-9127  
DIOCESEOFJEFFERSONCITY.ORG



CATHOLIC  
DIOCESE OF  
JEFFERSON CITY  
Communications

MEMO

TO: Communications Team  
FROM: Helen Osman, Director of Communications  
DATE: Jan 30, 2020  
SUBJECT: Memorandum letterhead sample for your review

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Thanks,

Helen Osman  
Director of Communications  
Diocese of Jefferson City

Alphonse J. Schwartz  
MEMORIAL  
CATHOLIC CENTER  
2207 WEST MAIN STREET  
JEFFERSON CITY, MO  
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DIOCESE OF JEFFERSON CITY  
Alphonse J. Schwartz Memorial Catholic Center  
2207 WEST MAIN STREET  
JEFFERSON CITY, MO 65109-0914



CATHOLIC  
DIOCESE OF  
JEFFERSON CITY  
Spring Central  
and Northern  
Missouri

January 1, 2020

Mrs. Jane Smith  
Parish Name Here  
1234 Sample Street  
City, State 123456

Mrs. Smith,

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Very Sincerely,  
Staff Name  
Title or Office  
Diocese of Jefferson City

Alphonse J. Schwartz  
MEMORIAL  
CATHOLIC CENTER  
2207 WEST MAIN STREET  
JEFFERSON CITY, MO  
65009-0914  
573-635-9127  
DIOCESEOFJEFFERSONCITY.ORG

## DIOCESAN COLOR PALETTE

### PRIMARY PALETTE

- ▶ Headlines, backgrounds, overlays, illustrations

<b>PMS 534C</b> C: 99 R: 28 M: 85 G: 53 Y: 36 B: 94 K: 27 #1C355E	<b>PMS 7686C</b> C: 98 R: 22 M: 77 G: 79 Y: 14 B: 144 K: 02 #164F90	<b>PMS P64-16C</b> C: 00 R: 122 M: 100 G: 00 Y: 51 B: 38 K: 60 #7A0026	<b>PMS 7427C</b> C: 25 R: 156 M: 100 G: 27 Y: 81 B: 48 K: 22 #9C1B30	<b>PMS 7562C</b> C: 26 R: 189 M: 37 G: 154 Y: 72 B: 95 K: 02 #BD9A5F	<b>PMS 7403C</b> C: 06 R: 192 M: 15 G: 87 Y: 57 B: 40 K: 00 #F0D383	<b>PMS 425C</b> C: 66 R: 229 M: 56 G: 225 Y: 53 B: 230 K: 29 #54575A	<b>PMS 877C</b> C: 47 R: 141 M: 38 G: 144 Y: 38 B: 144 K: 02 #8D9090
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The primary palette is comprised of core colors included in the diocesan coat of arms and used in the primary and one-color logo versions to establish consistency between our mark and typography.

### THE LITURGICAL BRIGHTS PALETTE

- ▶ Occasional headlines, sub-headlines, backgrounds, overlays, illustrations, framing elements

<b>PMS 694C</b> C: 22 R: 198 M: 55 G: 133 Y: 32 B: 143 K: 00 #C6858F	<b>PMS 699C</b> C: 01 R: 245 M: 28 G: 194 Y: 09 B: 203 K: 00 #F5C2CB	<b>PMS 7680C</b> C: 82 R: 83 M: 95 G: 50 Y: 20 B: 121 K: 07 #533279	<b>PMS 7677C</b> C: 66 R: 113 M: 79 G: 81 Y: 12 B: 145 K: 01 #715191	<b>PMS 7742C</b> C: 74 R: 72 M: 32 G: 119 Y: 96 B: 60 K: 19 #48773C	<b>PMS 7489C</b> C: 62 R: 112 M: 14 G: 169 Y: 91 B: 79 K: 01 #70A94F	<b>PMS P107-5C</b> C: 75 R: 0 M: 39 G: 118 Y: 00 B: 170 K: 19 #3372A9	<b>PMS P110-4C</b> C: 52 R: 105 M: 18 G: 159 Y: 00 B: 202 K: 12 #699FCA	<b>PMS P11-3C</b> C: 00 R: 225 M: 13 G: 196 Y: 46 B: 136 K: 13 #E1C488	<b>PMS 10-10C</b> C: 00 R: 243 M: 09 G: 218 Y: 33 B: 171 K: 05 #F3DAAB
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The “Liturgical Brights” palette pulls in energetic, contemporary colors that align with the liturgical seasons of the Catholic Church. These brights can add a pop of color without conflicting, adding to the flexibility of the brand without distraction.

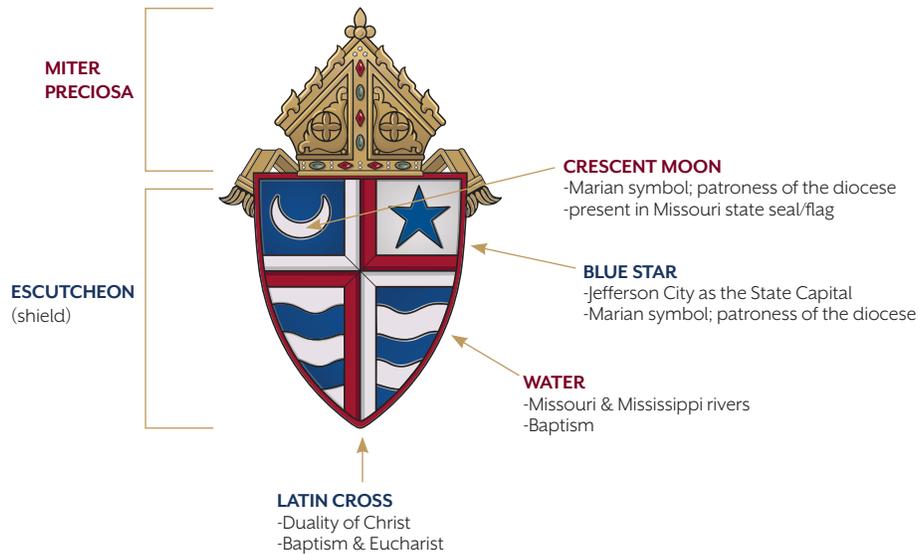
### THE NEUTRALS AND DARKS PALETTE

- ▶ Backgrounds, overlays, illustrations, framing elements, callouts, body copy

<b>PMS 7545C</b> C: 73 R: 74 M: 59 G: 85 Y: 45 B: 99 K: 25 #4A5563	<b>PMS 7544C</b> C: 58 R: 117 M: 41 G: 133 Y: 34 B: 146 K: 04 #758592	<b>PMS 177-14C</b> C: 67 R: 67 M: 47 G: 82 Y: 61 B: 73 K: 42 #435249	<b>PMS 5625C</b> C: 58 R: 113 M: 36 G: 132 Y: 65 B: 114 K: 10 #718473	<b>PMS 559C</b> C: 31 R: 179 M: 12 G: 198 Y: 29 B: 183 K: 00 #B3C6B7	<b>PMS 404C</b> C: 52 R: 118 M: 49 G: 110 Y: 56 B: 100 K: 18 #766E64	<b>WARM GRAY 5C</b> C: 34 R: 172 M: 33 G: 161 Y: 37 B: 152 K: 00 #ACA198	<b>PANTONE BLACK 7C</b> C: 65 R: 61 M: 61 G: 57 Y: 64 B: 53 K: 54 #3D3935	<b>COOL GRAY 7C</b> C: 43 R: 151 M: 35 G: 152 Y: 35 B: 153 K: 01 #979899	<b>PMS 427C</b> C: 18 R: 207 M: 12 G: 210 Y: 13 B: 211 K: 00 #CFD2D3
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The neutrals palette can function as a balancer for color-heavy designs and help mute or subdue busy pieces without reducing them to white space. These softer colors can be used alongside other brand colors to enhance the look and feel of our brand. The “dark” palette contrasts the brights and neutrals with grounding, earthy tones. These colors are useful in high contrast design work, and are a good alternative to black when used appropriately with our brand assets.

## DIOCESE OF JEFFERSON CITY COAT OF ARMS



The heraldic achievement (Coat of Arms) for the Diocese of Jefferson City is two elements: the **ESCUTCHEON** (shield) and a miter. The **MITER PRECIOSA** surmounting the shield identifies this coat of arms belonging to a diocese.

The color palette of the escutcheon is red, white, and blue – the colors of the Missouri flag and a nod to Thomas Jefferson, a founding father of the United States and namesake of the See.

A **LATIN CROSS** extends to the edges of the shield and alternates white and red. This duality held within the same shape brings to mind two mysteries of the Christian faith: the two natures of Christ and the blood and water that flowed from His pierced side, representing Baptism and the Eucharist.

The top left section of the shield displays a white **CRESCENT MOON**, a Marian symbol, to honor the patroness of the Diocese of Jefferson City. The crescent moon is also present in the State Seal and Flag of Missouri.

Opposite this is a **BLUE STAR** which signifies that Jefferson City is the state capital. Again, Mary is often associated with the color blue and stars, in this case the Stella Maris from the Litany of Mary.

In the base of the shield are two wavy bars representing the two main bodies of **WATER** that mark the geography of the diocese: the Missouri and Mississippi rivers. The water symbolism alternating between white and blue suggest the transformation that occurs in the regenerating waters of Baptism.

*The coat of arms for the Diocese of Jefferson City and description above was created by Benedictine Father Pachomius Meade, a monk of Conception Abbey and a native son of the diocese. He was drawn to monastic life partly out of a desire to use his artistic talents for the glory of God and the good of the Church.*

## **DIOCESAN LOGO**

The approved logo for the Diocese of Jefferson City pairs the diocesan coat of arms with text: “Diocese of Jefferson City.”

## **SPANISH LOGO VARIATIONS**

The logo is composed with primary brand colors. The approved Spanish translation of this logo includes the diocesan coat of arms with the text: “Diócesis de Jefferson City.”

## **CLEARANCE IN USE**

Always be sure to include enough clear space to set the logo apart from conflicting design elements (imagery, body text, etc.). This clearance is measured by the height of the mitre, on all edges of the logo’s perimeter.

## **OFFICIAL LOGO FILES**

High-resolution logos and logo variations along with usage guides for employees and third-party designers, printers and vendors can be found online for download at: [www.diojeffcity.org/communications/style-guide](http://www.diojeffcity.org/communications/style-guide).

## **LOGO USAGE + BRAND INTEGRITY**

The diocesan logo can appear in full color, one color or reversed, as shown. When paired with the “Better Together” tagline, the logo is placed left of the tagline with a dividing rule.

## **APPROVING LOGO USAGE**

As needed, please remember to pass projects that include the logo through the proper approval channels. This might include having your supervisor or director approve the logo usage obtaining approvals from the communications office.

## **THIRD PARTY APPROVAL PROCESS**

If our logo is being used by a third party (printer, distributor, parish, etc.) please request a preview of the item or material being published with our logo in place. If you believe this material requires additional approvals, please pass the item through the proper approval channels.

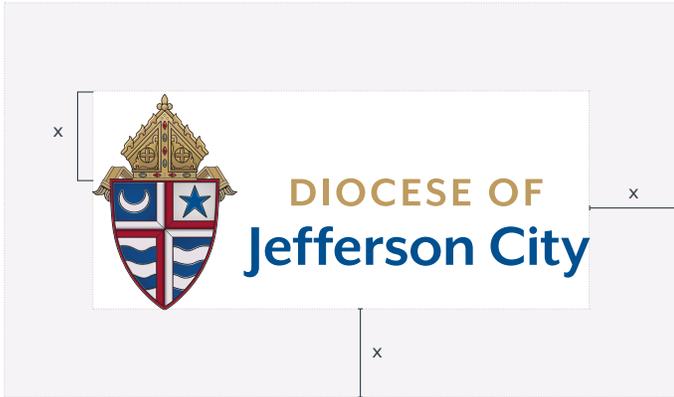
## **BRAND INTEGRITY**

Preserving the design of our logo is important; this increases recognizability and legibility and should be observed across all media (print & digital). To maintain the integrity of our logo, keep these points in mind when designing:

- ▶ Do not stretch or skew the logo
- ▶ Do not alter logo proportions
- ▶ Do not use on low-contrast photos or inadequately contrasting colors
- ▶ Do not add office titles or other text without permission
- ▶ Do not recolor the logo

**OFFICIAL LOGO + TREATMENT**

The approved logo for the Diocese of Jefferson City pairs the Diocesan Coat of Arms with text: “Diocese of Jefferson City.” Always be sure to include enough clear space to set the logo apart from conflicting design elements. This clearance is measured by the height of the mitre, on all edges of the logo’s perimeter.



**DO NOT:**

- ✗ Stretch or skew the logo to fit into a space
- ✗ Alter text-to-mark (Coat of Arms) proportions
- ✗ Place logo on complex patterns, photos or solid colors without enough contrast to pass the WAVE test
- ✗ Recolor the logo
- ✗ Add text to the logo (such as an office or program)

**DO:**

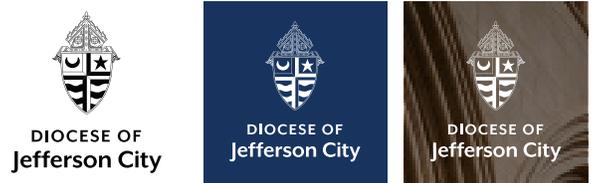
- ✓ Use official logos provided by Communications Office
- ✓ Ensure proper spacing around the logo (length of mitre)
- ✓ Check with Communications Office for approval as needed

**ACCEPTABLE LOGO VARIATIONS**

The **Spanish translation** of this logo includes the Diocesan Coat of Arms with the text: “Diócesis de Jefferson City.”



One Color: black, or white solid color or muted background



Stacked in a 1:1 or “squared” ratio



“Better Together” tagline included



## **ADDRESSING ICONOGRAPHY AND CAMPAIGN LOGOS**

### **ICONOGRAPHY**

Icons (simplified line images) can be useful across mediums to illustrate concepts or refer to specific initiatives and organizations. For example, social media icons can be useful on websites and printed materials alike to point visitors to our social media channels in a concise, visual way.

### **CAMPAIGN LOGOS**

Diocesan offices, ministries and programs may require additional campaign logos to distinguish their efforts. These campaign logos have been designed to work in concert with the diocesan brand, not usurping it. In this way, these logos fall under the “umbrella” of the diocesan brand’s look and feel without conflicting in style, color, form, etc.

If your office, ministry or program desires to use a campaign logo, please meet with the director of diocesan communications to assess your project’s needs and the possibility of developing a campaign- specific logo.

Please note, campaign logos can appear in one-color or full-color and the colors used should be chosen from the primary, secondary or neutrals/darks palettes as assigned in this brand guide.

A note on “professional vs. promotional”: While campaigns are helpful in designating offices, programs and campaigns they should be limited to promotional use and should not usurp the diocesan brand. Examples of promotional items are: flyers, contact cards, social media graphics, posters, giveaways, etc.

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### **ILLUSTRATIONS: ICONOGRAPHY FOR CAMPAIGNS, PROGRAMS OR OFFICES**

*Some of our offices, campaigns and programs require unique “branding” to distinguish their efforts. The Communications Office is prepared to create campaign or office icons that work in concert with the diocesan brand in style, color, form, etc. Below are three examples currently in use:*



#### **Additional icon examples:**



*How iconography works in concert with our brand:*



## TYPOGRAPHY

### PRIMARY TYPEFACE

Mr Eaves XL San OT is our primary typeface. It is available on Adobe Fonts for download (included with the diocesan Adobe Creative Cloud licenses). It is a modern sans-serif face that can be used in both body copy and headlines. Its simple lines and clean curves lend an updated feel to our brand and when used consistently across marketing pieces will unify our designs.

### STYLES AND USES

Mr Eaves XL San OT is available in thin, light, book, regular, bold, heavy and ultra with their equivalent italics. We use it most often in bold, all caps, for headlines and subtitles, numbers facts and figures. The book and regular styles are suitable for body copy.

Thin, Light, Book, Regular, Bold, Heavy and Ultra are available through our Adobe CC subscription. Desktop licenses for employees without Adobe CC are available for Book, Regular and Bold. Please request your license from the communications office to use this typeface on your machine.

### PROPER SPACING

Mr Eaves XL San OT's default kerning in ALL CAPS is a bit tight. When typesetting headlines and subtitles, set kerning (MSWord calls this "condensed" or "expanded") to "optical" and tracking at 30 points. Tracking can be adjusted based on layout. Adjust line height visually – the default settings for line height are often too far spaced. This can be adjusted by view, and tailored to each layout's needs.

# LOREM IPSUM DOLOR

#### HEADLINE

Mr. Eaves XL San OT (Bold)  
Size: 48 - 64 pt.  
Kerning: Optical  
Tracking: 35

## SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO

#### SUBHEAD

Mr. Eaves XL San OT (Bold)  
Size: 16 - 20 pt.  
Kerning: Optical  
Tracking: 75

*Veniam, quis nostrud exercitation ullamco laboris nisi ut.*

#### H2 / BYLINE

Mr. Eaves XL San OT (Regular Italic)  
Size: 14 - 18 pt.  
Kerning: Optical  
Tracking: 0

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#### BODY

Mr. Eaves XL San OT (Book)  
Size: 9- 12 pt.  
Kerning: Optical  
Tracking: 0

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## LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR.

#### CALLOUT

Mr. Eaves XL San OT (Heavy)  
Size: 9- 12 pt.  
Kerning: Optical  
Tracking: 75

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. officia deserunt mollit anim id est laborum.

**PC/MICROSOFT WORD "SAFE" ALTERNATIVE:** Calibri can be a suitable substitute for employees who work primarily in Microsoft Office programs. Calibri is available in three variations, all of which are ADA compliant: Light, Regular and Bold (with italics as options for each). The most successful use of Calibri is in body-copy (for letters, policy documents, etc.) as needed. When used in body copy, set Calibri's kerning to "optical" and tracking to "0".

**WEB FONT:** While Mr Eaves XL San OT is unacceptable web font currently installed on the diocesan and parish websites, the Google font, Lato, is the acceptable web safe alternative.

## BISHOP W. SHAWN MCKNIGHT'S BRAND

Bishop W. Shawn McKnight was raised in the stewardship way of life at his home parish of St. Francis of Assisi in Wichita, Kansas, under the leadership of Monsignor Thomas McGread, his pastor, and Bishop Eugene J. Gerber, now bishop emeritus of Wichita.

These spiritual leaders promoted the active participation of the faithful in the life and mission of the Church by preaching the need to give back to God out of our gratitude, rather than giving to a particular need. The Eucharist, Christ's thanksgiving, is the source and summit of the Christian life and is the unifying theme of Bishop McKnight's episcopal motto and coat of arms.

The represented coat of arms for the Diocese of Jefferson City is located on the right side (observer's left) of the shield. On the left (observer's right), the personal coat of arms of Bishop McKnight depicts a quail on Gules (heraldic red).

Gules signifies the personal devotion of Bishop McKnight to the Sacred Heart of Jesus, and the Immaculate Heart of the Blessed Virgin Mary, the patronal title of the Diocese of Jefferson City.

Quail are a symbol of God's providential blessing and an Old Testament prefiguration of the Eucharist, as the Lord provided for His people in the desert with manna in the morning and quail in the evening. Anecdotally, quail hunting also happens to be a favorite sport of the bishop, an activity through which he experiences the beauty, harmony and providence of God in nature.

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## MOTTO

The Motto "Gratias Agamus Domino" is taken directly from the opening dialogue of the preface at the beginning of the Eucharistic Prayer at Mass, "Let us give thanks to the Lord." Which is derived from Psalm 107:1 and Psalm 118:1 "Give thanks to the Lord Who is good, Whose love endures forever."

## COAT OF ARMS

The Emerald Galero and Chords with twelve corresponding tassels signify the Bishop's rank in his achievement of the Coat of Arms. The processional cross, situated behind the shield is traditionally included within episcopal heraldry in the Roman Catholic church when signifying the office of Bishop.



**USING BISHOP MCKNIGHT’ S COAT OF ARMS AS A LOGO**

**USING THE ECCLESIASTICAL ACHIEVEMENT AS A LOGO**

The achievement may only be used on materials originating in Bishop McKnight’s office, or with his expressed permission.

**USAGE AND SCALE**

When desired, this achievement may act as a “logo” arranged on stationary (letterhead, envelopes, business cards, personal notes, etc.), and across digital platforms where desired (social media accounts, articles on the diocesan website, etc.)

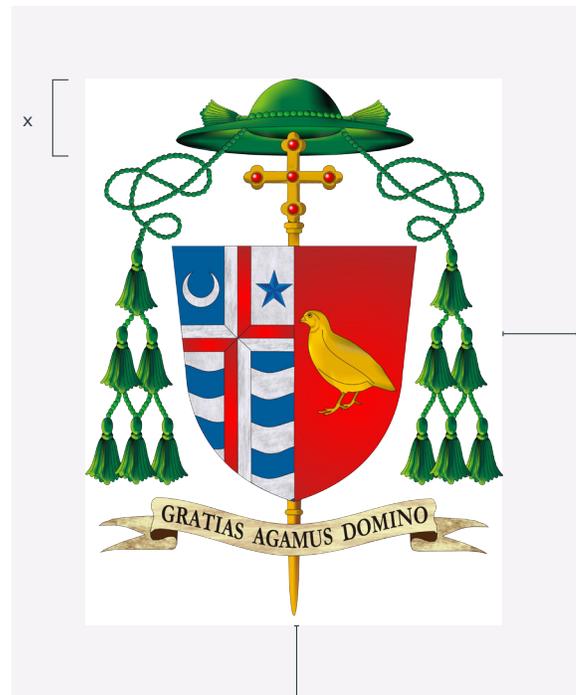
**BISHOP’ S QUAIL ILLUSTRATION**

The illustration of the quail with the text, “Gratias Agamus Domino” translated as “Let us Give Thanks to the Lord” may be used to signify materials or personalized items from Bishop McKnight’s office. For example, the quail illustration usually accompanies Bishop McKnight’s column, “Making Connections,” and was imprinted on notebooks gifted to members of the curia upon his installation.

**BISHOP’S QUAIL**



**USAGE & SCALE**



## TYPOGRAPHY FOR BISHOP MCKNIGHT

### BISHOP'S PRIMARY TYPEFACE

The bishop's stationary suite and materials have a more polished, elevated look and feel than the sleek, sans serif look and feel of the umbrella brand. The typography surrounding the bishop's brand should distinguish his materials, namely through typography, imagery and iconography.

Palatino is a refined serif typeface found native on most PC and Mac machines. This typeface will present a distinguished, traditional text alongside his coat of arms.

### STYLES AND USES

Palatino is available in regular, bold and the accompanying italics. If you have trouble accessing Palatino, please contact the Communications Office.

The usage sample provided here may serve as a guide for designing materials for the bishop's office. When used in body, set Palatino's kerning to "optical" and tracking to "0". When used as a header or subhead, you may adjust tracking as needed visually.

# Palatino

Regular	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
<i>Regular Italic</i>	Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
<b>Bold</b>	<b>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo</b>
<b><i>Bold Italic</i></b>	<b><i>Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890</i></b>

## Loremum ipsum dolor set un sancte

### SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO

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Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat qui officia deserunt mollit anim id est laborum.

**LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR.**

#### HEADLINE

Palatino (Regular)  
Size: 20-24 pt.  
Line Height: Equal to size  
Kerning: Optical  
Tracking: 0

#### SUBHEAD

Palatino (Bold, Small Caps)  
Size: 16 - 18 pt.  
Line Height: Equal to size  
Kerning: Optical  
Tracking: 25

#### H2 / BYLINE

Palatino (Reg. Italic)  
Size: 14 - 16 pt.  
Line Height: Auto  
Kerning: Optical  
Tracking: 0

#### BODY

Palatino (Regular)  
Size: 9- 12 pt.  
Line Height: Auto  
Kerning: Optical  
Tracking: 0

#### CALLOUT

Palatino (Bold, All Caps)  
Size: 9- 12 pt.  
Line Height: Auto  
Kerning: Optical  
Tracking: 50

## BISHOP MCKNIGHT'S OFFICIAL STATIONERY

Bishop McKnight has distinct stationery. His executive administrative assistant has oversight of its usage. If another staff member is drafting text for his consideration, please note that all letters over the signature of Bishop McKnight must have the following elements:

- ▶ Date: centered, no punctuation
- ▶ Addressee
  - Spell out street numbers less than 10. Spell out Street, Boulevard, Avenue, etc. When abbreviating state names, use approved PO two-letter state designations. When abbreviating SE, NW, PO, etc.; use no periods
  - A comma should separate a title from a functional area or other description (i.e., Director, Marketing); but no comma is required when title and function are placed on separate lines.
- ▶ Salutation: do not use a colon
- ▶ All paragraphs: indented one-half inch, flush left (ragged right)
- ▶ Closing paragraph: expresses “prayerful best wishes” or an intercessory request “Through the Immaculate Heart of Mary” and always ends with the phrase “I am,” followed by “Sincerely yours in Christ,”
  - Flush left at 4.25 in
- ▶ Signature:
  - “Most Rev. W. Shawn McKnight” (the use of credentials is determined by Bishop McKnight’s office)
  - Bishop of Jefferson City

