



TRI-COUNTY CATHOLICS
BRAND GUIDELINES

SECTION 1: DEFINING OUR BRAND

In which we outline the building blocks of the S1 Family of Parishes brand, including what we stand for, why we choose the words we choose, and how we have decided to show up in the community.

Our brand is a reflection of who we are as a Family of Parishes and what we represent in the community and world around us.

If nothing else, our outward-facing brand should represent the best of what we bring to the Archdiocese of Cincinnati. **A smart, humble, hard working and collaborative parish staff.**

We demonstrate our commitment to being faith-centric by placing parishioners and those seeking a home at the center of every communication; not ourselves. **We are humans, speaking to humans.**

HOW WE DESCRIBE THE NEED FOR TRI-COUNTY CATHOLICS

Challenge

The fundamental challenge common to all organizations is one of coordination: the creation and maintenance of alignment over time; the ability to turn individuals moving in many directions into a group moving in the same direction.

Solution

Tri County Catholics offers a new choice: a better way to come together and identify as a whole unit; providing a place that connects conversations, information, and messaging for our Family of Parishes.

Result

With Tri County Catholics we have all the power to do our best work as individuals, pastoral staff teams, an organization, and even parishioners.

BRAND VALUES

Empathy: **Understanding. Appreciation. Generosity.**

Giving people the benefit of the doubt and the respect that is due to them. Being human and recognizing the humanity in others. Being understanding and appreciative.

Courtesy: **Kindness. Generosity. Thoughtfulness.**

Making the effort to invite and welcome all (everyone is important, regardless of marital status, religious affiliation, age, background, race or color). Going the extra mile to be honest, humble and fair.

Solidarity: **Unity. Mutual Support. Cooperation**

Taking the interests of all into account. Seeing ourselves as part of a mission, rather than a collection of individuals. Seeking harmony and community.

Thriving: **Living fully. Flourishing.**

Taking this opportunity to do the best work of our lives and support others in doing the same. Engaging responsibilities with drive, inspiration, and most of all, patience.

Craftsmanship: **Excellence. Mastery. Detail.**

Always learning to do it better. Listening to the voices of parishioners within our Family of Parishes. Acting intentionally, mindfully, and with purpose.

SECTION 2: DESIGN ELEMENTS

In which we outline the best practices for the use of Tri-County Catholics brand assets.

The Logo

The logo is composed of simple geometric triangles and the colors of the Archdiocese of Cincinnati's Beacons of Light initiative.

The logo is legible at most sizes, available in single or full color on either light or dark background.

The logo represents the "Tri" aspects of our Family of Parishes; Tri-County Area, three parishes, the Holy Trinity.

The logo is composed of an emblem and a logotype set in Comfortaa Bold.

The emblem can be used stand-alone or with the Tri-County Catholics or Parish specific indicators and Tri-County Catholics.

The stacked logo is the primary logo and should be used in most instances. A horizontal logo for alternate scale use is available. Always use the logo files provided. Do not re-create.



TRI-COUNTY CATHOLICS
A FAMILY OF PARISHES

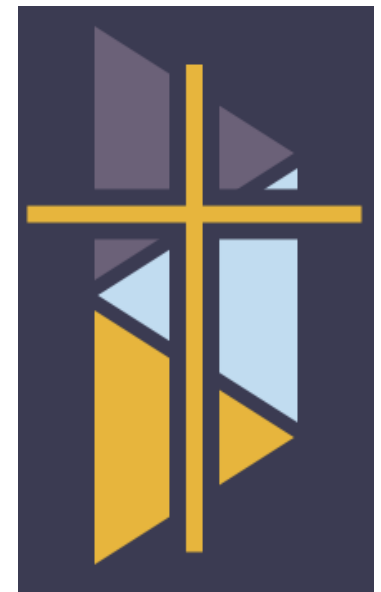
USAGE ON BACKGROUNDS

The full-color logos should be used only on white or amethyst colored backgrounds.

Avoid using full-color logos on photographs unless the logo sits on a color-saturated area of the image.

The one-color logo should be used only on photographs and color backgrounds within the Beacons of Light color palette.

The one-color logo should only be saturated in one of the Beacons of Light or white color ways.



CORE COLORS

Use these color proportions in any layout or collateral design. Text should always be set in black, white, amethyst med and/or citrine.

Amethyst dark, amethyst light, and aquamarine can be used as accent colors in the proportions shown.

Beacons of Light Core Colors

- Amethyst Dark: HEX #3b3c51
- Amethyst Med: HEX #524f64
- Amethyst Light: HEX #6b6179
- Aquamarine: HEX #c0dcf1
- Citrine: HEX #e8b631

Do not use secondary colors. Only use white (#ffffff) or black (1c1d1c) text over Beacons of light core colors.



TYPOGRAPHY: COMFORTAA & OPEN SANS

Tri-County Catholics logo is set in Comfortaa Bold. When using the logo, Tri-County Catholics is always set in all caps, never mixed-case or all-lowercase. Material text should be set in Comfortaa regular. Body text is always set in mixed-case, never all caps or all-lowercase. Tri-County Catholics headlines are set in Open Sans. When using Open Sans, the font is always set in all caps, never mixed-case or all-lowercase.

COMFORTAA BOLD

Comfortaa Regular

OPEN SANS BOLD

ILLUSTRATIONS: A REFLECTION OF US

Images and illustrations should always reflect the Tri-County Catholics personality of human, faith-based, approachable, smart and can be witty, but never crude.

WEBSITES: AN EXTENSION OF US

Any parish entity with its own website, should link back to www.tricountycatholics.org. Entities with their own websites, ex. St. Michael Athletic Boosters, should work in conjunction with Directors of Communications to coordinate efforts.

SECTION 3: BRAND ARCHITECTURE

In which we break down the difference between different uses of the logo and the mark, and where we use them. Adjacent brand logos are unique, but use the Tri-County Catholics logo and incorporate speech to further expand on our sense of community.

For the intention of the logo and condensed naming, the master brand for external and internal-facing audiences is **Tri-County Catholics**. This is a descriptive text that can be used in marketing materials and conversation. We are never documented as a “*Tri-County Catholic Community*”. We are “**A [or] The Community of Tri County Catholics**”.

For any branding offerings, we always use a hyphen in the word Tri-County, with exception to online and social media page names/links.

For Family of Parishes partnership, we lockup the Tri-County Catholics logo with the parish name. The parish name is stacked below Tri-County Catholics.

For Ministry partnership, we lockup the Tri-County Catholics logo with the ministry title. The ministry name is placed below Tri-County Catholics.

Use clear space between the text.

We are excited to work with you!

We kindly ask you adhere to the following:

- Do not use the Tri-County Catholics name or marks as part of your own.
- Do not use Tri-County Catholics in any advertising without our approval.
- Do not use the Tri-County Catholics assets or similar words/marks on unapproved apparel or merchandise.



TRI-COUNTY CATHOLICS
YOUTH MINISTRY



TRI-COUNTY CATHOLICS
ST. GABRIEL PARISH

General Terms: **Acceptable Usage**

Tri-County Catholics does not permit its parishioners and third party developers to use its name, logos, web pages, screenshots and other brand features. In limited circumstances, approval for use may be granted.

The Tri-County Catholics marks include the Tri-County Catholics name and logo, and any word, phrase, image, or other designation that identifies the source or origin of any of Tri-County Catholics initiatives.

List of acceptable brand offerings:

- Tri-County Catholics
- Tri-County Catholics: Ministry
- Tri-County Catholics logo
- Tri-County Catholics: St. Gabriel Church/Parish/School*/Picnic
- Tri-County Catholics: St. John the Evangelist Church/Parish/Festival
- Tri-County Catholics: St. Michael Church/Parish/School*/Festival

The Tri-County Catholic logo is not to be altered. Do not skew, stretch, rearrange, or re-color the logo in any way. Any use of Tri-County Catholics brand assets must conform to these guidelines.

**St. Gabriel Consolidated School and St. Michael School retains the right to use their existing logos and brand colors as necessary. Please use these guidelines for the intent of overarching brand materials.,*

QUESTIONS?

For any brand inquiries contact:

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