



**ST. LUKE AND ST. BERNARDINE
PARISH**

**GUIDELINES FOR CORRECT USE
OF THE PARISH NAME AND LOGO**



Additional Information

Call the Parish Office at **708-771-8250** with questions, to secure a digital version of the parish name and logo, or to see more examples in use.

LOGOS

The St. Luke and St. Bernardine name and logo design introduced in 2021 were chosen to support the parish vision of being a "welcoming, inclusive, vibrant, and joyful parish."

The Advocate, the Holy Spirit whom the Father will send in my name will teach you everything and remind you of all that I told you.

John 14:24-26

The parish logo may be used in either of two formats,



PARISH NAME

- The name is St. Luke and St. Bernardine Parish.
- The name is not abbreviated.
- The word 'and' is written in full; an ampersand (&) is not used.

AVOID INTRUSIONS ON THE NAME AND LOGO

- Design or text elements may not intrude on the name and logo.
- Space around the horizontal logo should be at least the height of the name's tallest letter.
- Space around the circular logo should be equal one-fifth the height of the logo.

TYPEFACE

The typeface that should be used in headings and body copy of printed or online materials is:

- Century Gothic.
- If this typeface is not available, use a sans-serif typeface such as Arial, Univers, or Helvetica.
- Maintain an 80% contrast to the background color to assure legibility.

COLOR

- The logo may be printed in a color gradient of the PMS colors shown here.



	Yellow	Orange	Red
Hex (Web)	#FFCE0B	#F15A24	#C1272C
Pantone	PMS109C	7579C/172C	7620C/180C
CMYK	1,18,99,0	0,80,97,0	17,98,94,7

- The name and logo also may be used in black on a light background color or in white on a dark background color.
- When printing the logo in black or white, the background color should offer an 80% contrast.



ST. LUKE AND ST. BERNARDINE
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ST. LUKE AND ST. BERNARDINE
PARISH

- The logo should not be used in any other color than those above.

Sample Banner



Sample Flyer



Sample T-Shirt



St. Luke and St. Bernardine Parish
Guidelines for Design and Use of parish Identity
February 13, 2022

The purpose of written/visual guidelines is to create consistent usage of the parish logo and name in a wide range of items that may be produced by various members of staff and the parish. Every staff member should receive the guidelines, and any volunteer who is separately producing materials that use the parish logo and name also should be given copies and be asked to follow them. Guidelines need to be simple, so they cannot address every eventuality, just the most frequent uses.

Goals

The St. Luke and St Bernardine name and logo design introduced in 2021 was chosen to support the parish vision of being a “welcoming, inclusive, vibrant and joyful parish.” Striving to become and be perceived as such is a crucial element in the parish’s work to sustain and grow its membership, especially among those who will carry forth this work into the future.

Employing a meaningful identity system, consistently and professionally presented, is essential to this work. It is important, therefore, that materials produced by or on behalf of the parish, its ministries and organizations adhere to these guidelines.

Meaning of Our Logo



“The Advocate, the Holy Spirit whom the Father will send in my name will teach you everything and remind you of all that I told you.” John 14:24-26

Our logo is born of the promise Jesus made to His followers as He was leaving them. Today we are asked to be His disciples in our challenging world. He commissions us to carry His word and His promise to all we meet in our life journey. This mission imperative is at the heart of our new parish logo. The Holy Spirit is our strength, the fire in our hearts. The circle containing the fire is our parish burning with the zeal of our faith and the knowledge that we can keep it alive through the force of our united community. The Holy Spirit is at the heart of everything we are and everything we must do as Catholics to be faithful disciples of our Redeemer – and that’s what a parish has to be today and in the days ahead.

Isolation

The logo and parish name should be regarded as a separate but related statement of whatever message is being conveyed. Especially in a time when identity distortion and misuse is all-too-frequent, the parish logo and identity serve as marks of credibility and authority. To support these powerful definitions, it is important that the logo and name be presented professionally, consistently, and without infringement by other design elements.

The logo and name, therefore should be isolated from other design or copy elements of the presentation by a distance that is at least:

- The height of the name's tallest letter – when using the horizontal logo
- One-fifth the height of the circular version of the logo.

The Holy Spirit emblem and the parish name should not be separated, except in those rare instances where the Coordinator of Communication determines that separation does not impede understanding by the audiences, usually internal parish audiences.

Other design elements should not cross over the logo or name.

Color

The colors that are part of the parish identity system consist of a gradient from gold to burnt orange. These colors suggest flames, which appear as part of the logo design.

When the logo and parish name are used in print materials, the colors used are:

- PMS: Red:7620 C
- PMS: Yellow:109 C
- PMS: Orange:7579 C

When the logo and parish name appear in online uses the main color hex codes are:

- Yellow: #FFCE0B
- Red: #C1272C
- Orange: #F15A24

The logo and name also may be used in black and white when the presentation is entirely in those colors or in colors that would conflict with the gradient of the logo colors. The logo, itself, should not be printed in other colors to suit or match colors used in a particular item. All other guidelines should be observed.



Typeface

The typeface that should be used in headings and body copy of printed or online materials is:

- Century Gothic Pro
- In instances where this typeface is not accessible, please use a sans-serif typeface such as Ariel, Universe or Helvetica.

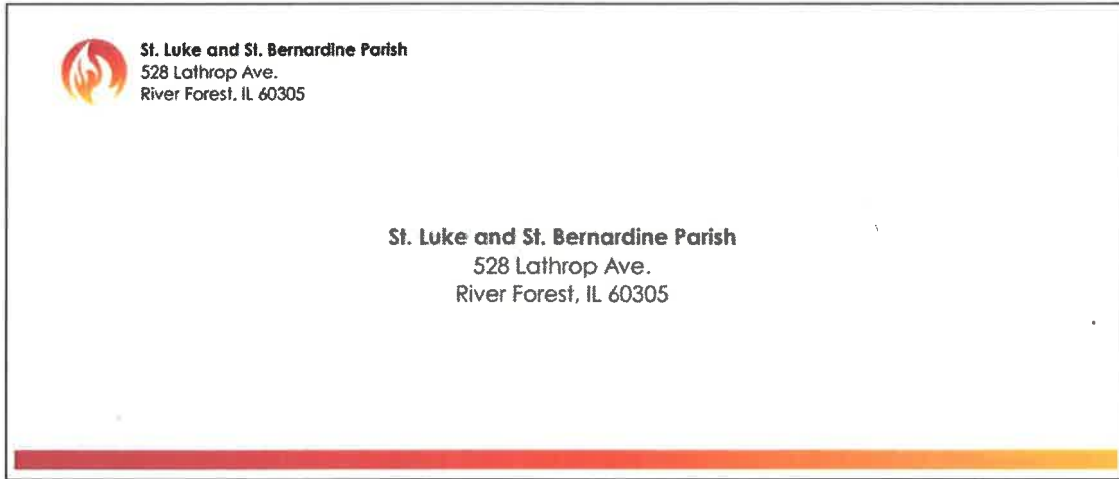
Contrast

Regardless of the personal appeal of a design, the message may be weakened or even lost unless it is easily readable by those for whom it is intended. The contrast of background color to typeface is an essential factor of readability.

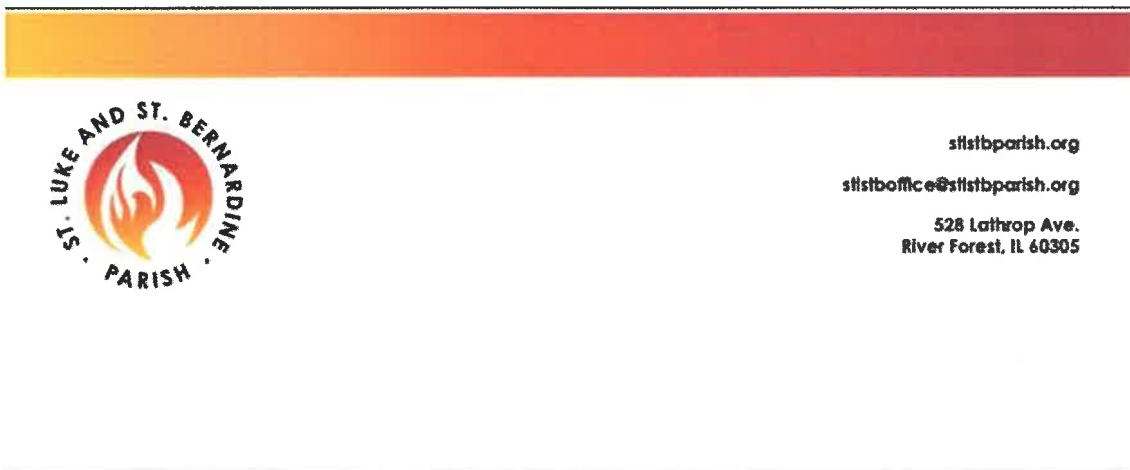
An 80% contrast should be used whether the type appears as darker or lighter than its background.

Most Frequent Uses

- Envelopes



- Letterhead



- Business Cards



Other Uses

The uses described below often lead to the greatest variations of use. Since these uses are attention-getting, it is important to follow the guidelines scrupulously. When the usage calls for the parish name to appear without the logo, the san-serif typefaces suggest above must be used, and parish name should be shown as:

St. Luke and St. Bernardine Parish

The ampersand (&) **is not** used between the two names.

Here are illustrations of occasional uses that employ the name and logo correctly:

- Flyers, Signs, Worship Aids, Remembrance Cards, etc.



- Banners



- Physical Objects (e.g., sweatshirts, mementos, mugs, fans, etc.)

Use the logo or banner image with additional wording in the Century Gothic Pro font.

Summary

St. Luke and St. Bernardine materials' use of a consistent approach to presenting the Parish identity visually, will underscore our commitment to create a unified parish. Visual consistency and professional presentation can be a powerful language that supports the messages of the parish vision and of the parish's commitment to authenticity and clarity. In the American visual lexicon, distinctiveness, professional presentation and consistency are critical to building awareness and memorability.

Guidelines for the Parish Bulletin

February 3, 2022

The purpose of these guidelines is to establish and maintain inviting and informative content within a coherent and distinctive design of the St. Luke and St. Bernardine weekend bulletin.

Writing:

1. Providing information about, and promotion of parish programs, events and resources is a primary function of parish media generally, and especially of the weekly bulletin.
2. Articles about active ministries will appear regularly, and rotate throughout the year to enable these ministries to communicate their information. The bulletin is not able to allocate permanent space to any single ministry or organization.
3. Short articles enjoy better readership than long ones, so articles generally should not exceed 250 words.
4. Page-long articles or filler from non-parish sources should not be used. Exceptions may include:
 - Letters from the Cardinal
 - Archdiocesan guidelines, e.g. regarding Covid measures
 - Messages from the U.S. Conference of Catholic Bishops
 - Religious proclamations
5. Those requesting publication of ministries, events or other information should complete the form titled "*Request for Article in Parish Media*" a minimum of 7 days before desired publication. The weekly bulletin and e-newsletter deadline is Monday, 12 noon.

Design:

6. The parish identity system, i.e. logo, name, color, should appear on each parish bulletin and other parish media and follow these design guidelines.
7. With few exceptions that are deemed appropriate for a particular liturgical time such as Lent, images should convey the joy of our parish and our faith.
8. Contemporary visual images should be used consistently. Archaic images including Medieval, Baroque or pietistic art, should be avoided to support St. Luke and St. Bernardine Parish's goal to be viewed as a vibrant, attractive community especially appealing to the audiences of young parishioners and potential parishioners the parish seeks to grow.
9. The bulletin's cover page should be used to position the pivotal message of the week, whether drawn from scripture, from reflections or other religious sources. It should also include the church addresses, liturgical day and calendar date.
10. Century Gothic Pro is the typeface used in headlines and body copy.

11. When copy appears on a color background, there should be an 80% contrast to ensure readability.

12. Colors used in the bulletin and other printed materials are:

- PMS: Red:7620 C
- Yellow:109 C
- Orange:7579 C

13. Photographs of events involving parishioner attendance should strive to show the diversity of the parish, e.g. gender, race, ethnicity, age, etc.

14. The Pastor's weekly letter will appear on page 2.

15. The parish staff list will appear regularly, although, as the need arises, space for this list may be used for more urgent content.

Guidelines for Website Writing and Design March 7, 2022

In the course of developing the St. Luke and St. Bernardine Parish website, the Communication Team adopted these guidelines that are essential in creating a distinctive, accessible and effective communication medium.

Writing

1. Since multiple writers generate items for the St. Luke and St. Bernardine Parish website. These guidelines are designed to produce writing that is
 - Goal-focused
 - Accurate
 - Consistent
 - Inspiring/Engaging
 - Succinct
2. Create an attention-getting first sentence and/or heading rather than one that just informs.
 - NO!: Women's Club Hosting Advent Reflection on Keeping Faith in Difficult Times
 - YES!: Explore Advent *Sabbatical Journey* with Henri Nouwen
3. Write sentences, not paragraphs. If a simple sentence will not work, be sure the component phrases are active and simple.
 - EXAMPLE: Whether you are single, a couple or a family with children...a newcomer or have lived nearby for years...young, old or in between...we invite you to come back, explore, and grow in our Catholic faith.
4. Consider inspiring quotes or lines from scripture as a framework for the message, and attribute quotes to their source.
 - EXAMPLE: "Our God is in our midst. He's among us here and now," as Deacon Lendell Richardson reminds us.
5. Try to keep all written material to a length that minimizes scrolling on a cell phone or computer screen. Word count for a single item should not exceed 150.
6. Be sure that writing includes specific contact information when general info is less effective.
7. Use active rather than passive voice.
8. Avoid words that require definition. If definition becomes necessary to correctly communicate liturgical matters, make it brief and simple.
9. Use single or two-word word headings when possible, and preferably verbs rather than nouns, e.g. Welcome! Pray! Visit! Join Us!

10. Place all logistical information together and early in the writing – usually the second sentence, e.g. The meeting will be Saturday, May 6 at 7 p.m. in Fearon Hall.
11. Think visually. Can a photo or video enhance or be more inspiring than just words?
12. Once all facts are correct, accept editing graciously and gratefully.

Design

1. All elements of the website will carry a simple and contemporary look as an emblem of the contemporary parish St. Luke and St. Bernardine is striving to be.
2. The homepage will prominently show the welcome message from the pastor.
3. The parish vision statement will appear prominently on the website.
4. Written content will follow the October 8, 2021 Writing Guidelines adopted by the Communication Team.
5. In addition to the homepage, all website content will be carried under no more than seven brief, clear and inviting headings – shown as home page buttons with drop-down menus that provide easy contact for more information. These are titled:
 - Our Parish
 - Giving
 - Worship
 - Sacraments
 - Learn
 - Belong
 - Serve
6. A contact/information box will appear on each page of the website. The design titles these: “Call us” and “Email us.”
7. The colors developed as part of the parish identity system will be used throughout the website. Hex codes are:
 - Yellow: #FFCE0B
 - Red: #C1272C
 - Orange: F15A24
8. The parish logo and name will appear prominently on the homepage and in other locations where it enhances meaning, and follows the Parish Identity Design Guidelines dated February 13, 2022.

9. Photographs appearing on the website will strive to show a diverse parish..
10. Photographs and videos of parishioners and others may appear on the website following authorization for use from photo and video subjects. Photos or videos produced by professional photographers or videographers will adhere to contract specifications when a contract exists. In the absence of a contract with a professional photographer such photos or videos will credit the source of the photo by name.
11. Website content will reside in its appropriate segment, with links from other references on the website.
12. The website will be easily viewed on a cell phone or small screen
13. The website will list the current year of parish bulletins. Bulletins from prior years will be archived for an additional two years.
14. To ease access to certain types of information, the website will contain forms that can be downloaded, completed and returned by email, e.g., Request to Publicize a Parish Event or Program.
15. Links to third-party generated information should be confined to two known sources:
 - The U.S. conference of Catholic Bishops,
 - The Catholic Archdiocese of Chicago.

All other requests and suggestions should first be reviewed by the Parish Council and approved by the pastor.

Guidelines for Publicizing Non-Parish Items in Parish Media

May 17, 2022

The purpose of St. Luke and St. Bernardine Parish media – printed or online -- is to provide current and potential parishioners information about events, programs and topics about the Catholic faith, the parish, the school, or other matters in which the parish is directly involved. While there are worthwhile topics and events in the wider geographic community, information about these should be provided by community media with a broader focus than parish media.

The conditions under which non-parish events or topics – space and staff time permitting -- may be considered for publication may include those in which:

1. The parish at large or a parish organization is a sponsor, and the Parish Council or the Pastor have approved participation, e.g. Memorial Day parade.
2. Vicariate IV or the Archdiocese is a sponsor and requests parishes to join or communicate about such, e.g. The Campaign for Human Development.
3. The work of an organization or another affiliated with the Archdiocese or with the parish is being communicated, e.g. The Learning Center.
4. A parishioner is being honored for leadership or work toward a religious, social or humanitarian goal of the Catholic Church, e.g. parishioner elected national leader of the Knights of the Holy Sepulcher; parishioner honored by village government for working toward a social justice or humanitarian cause that is consonant with Catholic teaching.
5. A St. Luke School or Religious Education student is being honored for a singular academic or social service achievement, e.g. St. Luke School student becomes Illinois representative in national history competition; Religious Education students achieves Eagle Scout.
6. A seminar on a religious or social justice topic based on Catholic teaching and offered by a reputable educational institution, e.g. Dominican University offers seminar on prayer.

Publication of some events or topics is not permitted. These include:

1. Information about campaigns for political office, including those in which a parishioner is a candidate.
2. Events or topics whose purpose, however benign, has no affiliation with or benefit for the parish.
3. Publicizing for-profit products, services, events, etc. This excludes advertisements solicited through the bulletin publisher.
4. Events or topics unrelated to the purpose and mission of the Catholic Church or the parish, and potentially divisive of the parish community.
5. Posters, regardless of source or message, may not be placed on parish property without prior authorization by the Coordinator of Communications.

Requests related to topics and events not addressed by these guidelines should come to the Parish Council for review and recommendation to the pastor, who will determine what will be permitted.