

St. Francis Xavier Parish

Brand Guide

Updated Nov. 2, 2018

The importance of brand identity

The St. Francis Xavier Parish Identity System has been developed to build a strong brand identity for the parish. The foundation of a brand includes its graphic identity, logo, graphic elements and other communications methods used to represent the organization. A cohesive graphic identity allows everything from business cards to the website to campus signage and athletics uniforms tell the parish's story in a powerful and unified manner. This standards manual offers guidelines and flexible tools to properly implement and strengthen the brand.

Rationale

A strong brand and graphic identity underscores St. Francis Xavier's credibility as a highly respected faith and academic institution and equips the parish, school and all its ministries to communicate its value to the world. Simply put, standards enable St. Francis Xavier to maintain its distinctive identity across all communications platforms and channels.

By using its graphic elements consistently and judiciously, St. Francis Xavier can build a lasting image and distinguish itself from other private schools. Communications standards allow the many facets of, and offices within, the parish to come together as a unified whole in the eyes of our audiences. In order to establish and cultivate lasting confidence within, and among, these audiences, St. Francis Xavier must present a unique and positive image of itself. This image is our brand — the central, defining appearance or idea of what we are and what we do.

This manual represents the outcome of an initiative to build an image of St. Francis Xavier Parish that reflects and honors the parish's history, traditions and reputation. The branding journey begins with a new identity system and standards to maintain this endeavor.

How to use this manual

Please employ the standards contained herein whenever using graphic elements in any/every medium. This manual is the parish's communications playbook, providing the guidelines necessary to reach our goal of clear communication and effective branding.

When producing materials (web or print) on behalf of St. Francis Xavier, please follow the standards provided in this manual. The brand must be consistent throughout all materials and media in order to preserve its validity. The enclosed standards of type, form and color all contribute to stronger brand recognition.

Why protect our brand?

The price of mismanaging a brand is steep. Our brand is a prime way we convey the true essence of who we are. St. Francis Xavier Parish is not just another consumer product but in the broader context, we are still something people “buy” in the sense of supporting our mission. This is why creating varying identities is counter to our objectives and confusing for our public.

With this manual we unleash the power of our brand. By consistently following these guidelines you will help us build a strong, unified image. Although we are an organization with many people, parts and facilities, collectively we are one brand. We have one face and speak with one voice. Adopting a “branded look” is about setting high standards. It helps ensure that all communications are polished and professional — a true reflection of the outstanding community we have become.

Understanding the power of this visibility will help St. Francis Xavier Parish prosper and is why effectively managing our identity is so vital to our continued success.

Brand management

You are the keeper of our brand. By following the identified guidelines you’ll be doing your part to protect and strengthen our identity with sound, clear and consistent communication.

As is the case with any multifaceted organization, there may be exceptions to these guidelines. All pieces will be monitored and the process of determining the limits of exception will be managed by the communications director, to whom questions and requests should be made. We are here to help you develop effective materials. Contact Jennifer Webb when beginning your project.

Design elements, templates, and assistance are available for your use but must be used in concert with these guidelines and should not be changed in any way. Please do not improvise your own solutions.

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Name

Wherever possible and practical, “**St. Francis Xavier Parish**” (not Church, and not “St. Francis” is preferred when referring to activities relating to our parish community. While there are six “St. Francis” communities in the diocese, there is only one “St. Francis Xavier” and we want to celebrate our identity.

St. Francis Xavier School is our “day school.” Public school children in St. Francis Xavier Parish attend religion classes in our Parish School of Religion (PSR) program.

Use of “SFX” in written form is discouraged as it is, at best, unclear to those who aren’t “insiders” and, worse, in printed form resembles another word that should not be associated with our parish or school.

Brand colors

Pantone colors

PMS 294 (blue)

PMS 110 (gold)

Thread colors (Madeira)

Navy #1242 Classic

Gold #1070 Classic

Acceptable shirt colors

White

Light Blue (or Celadon)

Gray

Navy (with white replacing the Navy thread or ink in the brand)

Acceptable variations:



Spiritwear may be tie dye or glow colors ONLY when used with the black brand/logo



NAVIGATORS or LIFE TEEN logo for screenprint, digital or print use only (not embroidery)



Digital images are available at

<http://www.sfxmedina.com/parish/ministries/resources/journey-together/>

Please contact Jennifer Webb in the parish office, 330-725-4968, if you need files in a different format or for another use.

