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WHAT IS 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. In our case, it is how people feel and think about the Archdiocese of St. Louis. It is the awareness and relevance of our archdiocese in the minds of priests and religious, lay people, the Curia, 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 Church of St. Louis—and who we are called to become as disciples of Jesus Christ.

A brand is built not only through effective communications or appealing logos; it is built through the total experience it offers. Our visual identity is simply a reflection of our brand.

WHAT ARE GRAPHIC STANDARDS?

Consistency is key to successfully conveying the Archdiocese of St. Louis’ “brand” to the world. A strong and consistent visual identity helps shape the way key constituents view our archdiocese, both now and in the future. That visual identity begins with this Archdiocese of St. Louis Graphic Standards Guide.

This guide will help the Archdiocese of St. Louis avoid confusion in a crowded landscape by helping us to clearly define the archdiocese and maintain the consistency necessary for effective communication to the public.

The message of our Mission, to be His Church and live His Gospel… joyfully striving to fulfill our Baptismal calling by prayer and worship, teaching and sharing our faith, serving others, and fostering unity in diversity…committing ourselves to be responsible stewards of all God’s gifts, comes alive in a very real and meaningful way when people see our wordmark, logo, seal and other visual “marks” or symbols associated with the Archdiocese of St. Louis.

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 Archdiocese of St. Louis funded through or by the archdiocese 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 Archdiocese of St. Louis are also required to abide by the guidelines.

The guidelines are to be applied to all uses of the archdiocesan marks, whether for advertising, signage, stationery, uniforms, vehicles, web content, or the countless other items that carry the Archdiocese of St. Louis’ brand to the world.
ARCHDIOCESAN SIGNATURE

The Archdiocesan Signature consists of the mark and logotype. These can be used separately, but are most effective when used together in the following configurations. *Please note: The official Archdiocesan name is abbreviated as “St.” “Saint” is allowable only on certificates, formal invitations and similar items. Please contact the Department of Marketing and Mission Awareness if you have any questions regarding its usage.

*Please note location of logotype in relationship to marker on crest as well as font differentiations within logotype.

*Note: The name, “Archdiocese of St. Louis” must always be written in small caps, with the first letters of “Archdiocese,” “St.,” and “Louis” in large caps. The Palatino font must always be used when spelling out “Archdiocese of St. Louis.” (See Typography/Fonts)
ARCHDIOCESAN CREST (LOGO)

The Archdiocesan Crest (coat of arms) is the official logo of the Archdiocese of St. Louis and is preferred for use on all official Archdiocesan publications.

The coat of arms is an azure, blue, field with a gold crusader's cross, and a crown representing Saint Louis IX, King of France and patron of both the Archdiocese and city of St. Louis. On the extremes of the cross are found the fleur-de-lis that recalls the French foundation of the city.

In the upper corner of the shield is a silver crescent moon symbolizing Mary, the Blessed Virgin, the state of Missouri, and the navigational direction of west. At the bottom of the shield a silver, or argent, wavy band symbolizes a body of water, specifically the Mississippi River.

When all the symbols are read together they suggest the description: West of a body of water, the Mississippi River, there is a diocese/city named for the Crusader King of France.

ARCHDIOCESAN SEAL

The Archdiocesan Seal is used only in certain specific situations which have been reviewed by and approved by the Department of Marketing and Mission awareness and is reserved for use when representing the Ordinary of the Archdiocese or the Archdiocese of St. Louis.

The official archdiocesan seal can only be used with official archdiocesan items such as episcopal documents, diplomas, formal episcopal or academic events, and canonical or civically legally binding documents. Remember to check with the Department of Marketing and Mission Awareness if you wish to use the seal.

The seal is adorned with the text "The Great Seal of the Archdiocese of Saint Louis," and originates in a mosaic in the Cathedral Basilica of Saint Louis.
EXPIRED LOGOS

The logos shown below are expired / retired / archived logos and are not to be used in any way, shape or form as a way of officially representing the Archdiocese of St. Louis.

THE CATHOLIC CENTER
Archdiocese of St. Louis

ARCHDIOCESE OF ST. LOUIS
Office of the Archbishop
PERSONALIZED LOGOS

The Archdiocese of St. Louis logo is available in personalized versions for all offices, departments, agencies, services, (schools, parishes,) authorized organizations, and administrative units in the various configurations shown below as well as black-and-white versions. Contact the Department of Marketing and Mission Awareness for assistance.
USE OF THE ARCHDIOCESAN LOGO AND DEPARTMENTAL LOGOS

There is only one logo for the Archdiocese of St. Louis. Offices, departments, agencies, services, (schools, parishes,) authorized organizations, and administrative units do not have logos per se. They may, however, have a graphic element that symbolizes that group within the archdiocese. Only the archdiocesan logo, as shown in the Graphic Standards Guide, is approved for use on official stationery. However, in the case of departments that have symbols that are already branded with their audiences, permission may be granted to use the symbol as a secondary element. Please call the Department of Marketing and Mission Awareness before adding additional elements. Remember that archdiocesan funds may not be used for designs that are not in compliance with the archdioceses’ graphic standards.

LETTERHEAD TEMPLATES AND E-LETTERHEAD TEMPLATES

The Archdiocese has standardized letterhead and e-letterhead templates that implement the co-branding of the archdiocesan logo and individual departmental graphic elements. These templates make use of the header/footer feature in Microsoft Word and are able to be edited only in that the personal information may be edited.

The letterhead templates are meant to be used along with the letterhead shell. The letterhead shell (the paper itself) should be ordered through Central Purchasing. The paper will come to you with the Archdiocesan crest and return address pre-printed in the upper left-hand corner. You can use these templates exactly the same way you would normally use a new document in Word. You may set tabs, etc, the same way for the body of the document. The e-letterhead templates are meant to be used as internal memos—either printed or electronic—and looks like a printed document would look on approved Archdiocese of St. Louis letterhead.

Please do not add or remove any contact information, graphic elements, etc. or change fonts, tabs, etc. without first contacting the Department of Marketing and Mission Awareness.
STATIONERY PACKAGE

The official Archdiocese of St. Louis stationery package is available from Central Purchasing.

Letterhead, business cards, and envelopes are available in the configuration shown below. You may personalize with your relevant information by using the letterhead templates.
TYPOGRAPHY / FONTS

The typography / fonts that are recognized as official archdiocesan fonts are Palatino Linotype with Gill Sans as a complimentary font. Examples are shown here:

Palatino Linotype
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxyz
1234567890!#$%^&*()

Gill Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%^&*()

Palatino Linotype Italics
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%^&*()

Gill Sans Italics

Palatino Linotype Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%^&*()

Gill Sans Bold
Gill Sans Condensed
Gill Sans Extra Condensed Bold

Gill Sans Ultra Bold
Gill Sans Ultra Bold Condensed

If you do not have these fonts available, we recommend you use the following serif fonts in place of Palatino Linotype, and sans-serif fonts in place of Gill Sans.

SIMILAR SERIF FONTS

Adobe Garamond
Georgia
Times

SIMILAR SANS-SERIF FONTS

Tahoma
Trebuchet
Verdana

OFFICIAL WEB-FRIENDLY FONTS

When producing copy to be displayed online, the acceptable fonts are:

Arial
Calibri
Tahoma
Verdana
OFFICIAL COLORS FOR PRINT USE

The two primary, official colors of the Archdiocese of St. Louis are Pantone 300 c blue and Pantone 122 c yellow.

Pantone Matching System (PMS) is a standardized color reproduction system used in a variety of industries. In cases where the archdiocesan signature is not used in the multi-color version, it can be reproduced in one-color versions of PMS 300 c, black, or white.

SECONDARY COLORS FOR PRINT USE

A secondary color palette has been developed to complement the official archdiocesan colors. These accent colors may be used in addition to the official blue and yellow, not to replace them. Each accent color is displayed with a strong primary and corresponding hue value shades.
OFFICIAL COLORS FOR WEBSITE USE

The archdiocese’s official colors use varies slightly when viewed over a computer monitor. Because different browsers and monitors render colors uniquely, a standard has been designed so that the archdiocesan colors are represented as accurately as possible, consistently. The standard archdiocesan colors may be specified based on an RGB or hexadecimal value.

SECONDARY COLORS FOR WEBSITE USE

A secondary color palette has been developed to complement the official archdiocesan colors when published online. These accent colors should be used in addition to the official blue and yellow, not to replace them. Each accent color is displayed with a strong primary and corresponding hue value shades. Hex value is the number on top, RGB value is below it.

<table>
<thead>
<tr>
<th>COLOR FORMULAS</th>
<th>HTML: #0065BB</th>
<th>COLOR FORMULAS</th>
<th>HTML: #FCD450</th>
</tr>
</thead>
<tbody>
<tr>
<td>R: 0</td>
<td>#00427A</td>
<td>R: 252</td>
<td>#FCD450</td>
</tr>
<tr>
<td>G: 101</td>
<td>#0065BB</td>
<td>G: 212</td>
<td></td>
</tr>
<tr>
<td>B: 187</td>
<td>#0065BB</td>
<td>B: 80</td>
<td></td>
</tr>
</tbody>
</table>
Archdiocesan Crest

Black
CMYK: C=0 M=0 Y=0 K=100
HTML: #000000

Yellow
PMS: 122C
CMYK: C=0 M=14 Y=80 K=0
RGB: R=252 G=212 B=80
HTML: #FCD450

Grey
PMS: N/A
CMYK: C=0 M=0 Y=0 K=30
RGB: R=188 G=190 B=192
HTML: #BCBEC0

Blue
PMS=300C
CMYK: C=100 M=42 Y=0 K=0
RGB: R=0 G=101 B=189
HTML: #0065BB

Archdiocesan Seal

Red: #AA3C31
Crest Blue: #0065BB
Yellow: #FCD450
Teal: #10746E

ACA Logo

Blue: C=82 M=44 Y=0 K=0
Yellow: C=1 M=17 Y=100 K=0
Green: C=86 M=21 Y=76 K=6

*NOTE:
The crest of the Archbishop may NOT be used without the express permission of the Chancellor or Department of Marketing and Mission Awareness.

Archbishop Carlson's Crest

Blue: C=100 M=70 Y=0 K=0
Yellow: C=0 M=30 Y=70 K=0
Green: C=80 M=0 Y=70 K=10
Grey: C=5 M=0 Y=0 K=10
Black: C=0 M=0 Y=0 K=100
ARCHDIOCESAN SIGNATURE RULES

The horizontal and vertical configurations, as well as the color guidelines for the Archdiocese of St. Louis signature, are intended to meet most design needs. Below are some examples of incorrect usage. If there are any questions of proper usage, please contact Marketing and Mission Awareness.

The archdiocesan signature should not be stretched, skewed, or altered dis-proportionately.

The archdiocesan signature components should not be separated and repositioned.

The archdiocesan signature should not be reproduced in any non-official colors.

The archdiocesan signature should not be reproduced over backgrounds that are overpowering or distracting.

The archdiocesan logotype should not be configured with a font that is not official.

Any part of the archdiocesan signature should not be used to create a decorative pattern.
MINIMUM SAFE AREA

MINIMUM SAFE AREA FOR SIGNATURE
Minimum clearances and heights are required of the archdiocesan signature in order to preserve the clarity of the brand.

Minimum clear space around the logo is 1/4”

Minimum height of the archdiocesan signature is 3/8”

POWERPOINT TEMPLATES
A PowerPoint template is available in the configuration shown below. This template should be used when making presentations on behalf of the archdiocese. Contact Marketing and Mission Awareness for assistance.
USE OF THE LOGO IN SOCIAL MEDIA

Social media are software applications or tools, which allow widespread communication using user-generated content. In plain English, they're places where you can communicate online with your peers and friends, colleagues, or other groups such as national organizations, directly and immediately. Some examples of social media include Facebook, Twitter, and YouTube.

Consistent formatting of profile images aids in branding. Using your co-branded logo similar to the one displayed below aids in that consistency.

Before establishing a social media account for your office, department, agency, service, school, parish, authorized organization, or administrative unit, please contact the Office of Communications and Planning and/or Department of Marketing and Mission Awareness for the social media policy, allowable graphics, allowable formats, etc.
EMAIL SIGNATURES

Having a standard email signature reinforces the archdiocesan brand and message and helps promote our web site. There is no need to include your email address in the signature, since that information is included in the email’s header information. Do not use Outlook stationery or change the standard background or text colors. Email is fickle with how it displays non-text elements; it is almost impossible to format an email to appear the same across various platforms. Therefore, for an original email, it is recommended to stick to the white background, black text, and blue link standard.

All archdiocesan representatives should have a standard format for their email signature. If you need assistance setting up your signature, please contact Marketing and Mission Awareness.

Your signature should include ONLY what is included in the following:

- your name in bold, Calibri, 10-point font
- your title and physical address in Calibri, 10-point font
- main phone number in Calibri, 10-point font (mobile number and/or fax, etc. if necessary)
- your email address
- hyperlinked archdiocesan crest linking to the archdiocesan web site
- tag line (if applicable) in bold, Calibri, italicized, 10-point font

Your standardized archdiocesan email signature should appear like the example below:

First Last  
Title  
Archdiocese of St. Louis  
20 Archbishop May Drive  
St. Louis, MO  63119  
p: 314.792.1234 | c: 314.123.1234 (or f:, or nothing at all)  
youremail@archstl.org

“Here is where a religious quote, Biblical passage, or event information may appear.”
SPECIAL LOGO CASES

In very limited cases, a unique logo may be developed for fundraising campaigns, milestone anniversary celebrations (agencies, departments, etc), offices / departments that have strong external presence, etc. These logos will be designed to utilize the archdiocesan brand as closely as possible.

TRADEMARK

The archdiocesan signature is a licensed trademark. Internal, not-for-profit usage is allowed without trademark permission. For external usage on any items, please contact the Archdiocese of St. Louis Department of Marketing and Mission Awareness at 314.792.7635.

HOW TO OBTAIN LOGOS

Official Archdiocese of St. Louis logos are available by Emailing or calling the Department of Marketing and Mission Awareness and making a requesting. Multiple formats are available, including jpeg, eps, pdf, and transparent gif.

HOW TO TREAT INFORMATION

ADDRESS INFORMATION: Spell out street numbers less than 10. Spell out Street, Boulevard, Avenue, etc. When abbreviate state names with approved P.O. two-letter state designations. When abbreviating SE, NW, etc., use no periods. Apply nine-digit zip codes, where known or required and insert a hyphen after the first five numbers. *Always write out the “Cardinal Rigali Center”, not just “Rigali Center.”

RULES FOR TITLES: 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.

RULES FOR PHONE NUMBERS: Phone numbers should be printed as follows with periods separating the numbers. Do not use dashes, slashes, or other separators. Place the following descriptors before the phone number to add clarity, when necessary.

<table>
<thead>
<tr>
<th>Descriptor</th>
<th>Phone number</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone</td>
<td>####.####.####</td>
<td>Use only one</td>
</tr>
<tr>
<td>Main Number</td>
<td>####.####.####</td>
<td></td>
</tr>
<tr>
<td>Cell</td>
<td>####.####.####</td>
<td>Use only one</td>
</tr>
<tr>
<td>Mobile</td>
<td>####.####.####</td>
<td></td>
</tr>
<tr>
<td>Pager</td>
<td>####.####.####</td>
<td>Optional</td>
</tr>
<tr>
<td>Fax</td>
<td>####.####.####</td>
<td>Optional</td>
</tr>
</tbody>
</table>

RULES FOR EMAIL: The abbreviated form for “electronic mail” may be written as: Email or email

FORMS / FAX COVER SHEETS / VARIOUS

The need for various standardized forms arises from time to time within the Archdiocese of St. Louis. If you are in need of the creation of a form, fax cover sheet, or any other document, please contact the Department of Marketing and Mission Awareness.
COMPUTER DESKTOP IMAGE (WALL PAPER)

For anyone who would like to make use of it, there is Archdiocese of St. Louis computer wall paper available in formats for both Mac and PC.

How to Set Your Desktop Image (on a PC)

1) With your mouse on your desktop, right click to open your menu. Click “Properties.”

2) Select “Display Properties” and then select “Desktop.” To locate the wallpaper .jpg file, click “Browse.”

3) Locate the archdiocesan desktop image file (make sure it is the correct size for your monitor resolution), and click “Open.”

4) Finally, click “Apply” and then “Ok.”

How to Set Your Desktop Image (on a Mac)

1) Under your “Apple Menu,” go to “Control Panels” and select “Appearance.”

2) In the “Appearance” window, make sure the “Desktop” tab is selected.

3) Under “Picture,” click “Place Picture…” (if you already have an image set as your desktop, you will need to first click “Remove Picture.”)

4) Locate the archdiocesan desktop image file (make sure it is the correct size for your monitor resolution), and click “Open.”

5) Make sure “Position Automatically” is selected.

6) Click “Set Desktop” and close window.
USE OF VIDEO PRODUCED BY THE DEPARTMENT OF MARKETING AND MISSION AWARENESS

Video is a powerful, highly effective tool used by the Archdiocese of St. Louis to help convey our name, symbols, and message to a variety of audiences. Each video produced through the Department of Marketing and Mission Awareness has a specific goal and is targeted to a specific audience. Thus, it is essential that use of that video is restricted to its intended use to maintain its integrity and effectiveness.

Any and all video produced by the Department of Marketing and Mission Awareness is solely owned by the Archdiocese of St. Louis, with oversight of the use of that video to be conducted by the archdiocesan Department of Marketing and Mission Awareness. Any proposed use, public or private, of any video produced by the Department of Marketing and Mission Awareness must be approved by the Department of Marketing and Mission Awareness.

Any archdiocesan office/agency/department interested in internal production and/or contracting with an outside vendor for video production, graphic production, or any other marketing tool to be used either with an internal or external market, must first contact the Department of Marketing and Mission Awareness in order to discuss the project, intended vendor, et cetera in order to ensure that the highest archdiocesan standards are maintained throughout the duration of the project.

Requests for the use of video will be reviewed by the Director of Marketing and Mission Awareness and, if need be, forwarded to the Executive Director of Communications and Planning for final approval/disapproval.

All requests for use of video produced by the Department of Marketing and Mission Awareness must be submitted in writing to:

Elizabeth Westhoff
Director of Marketing and Mission Awareness
Office of Communications and Planning
elizabethwesthoff@archstl.org
marketing@archstl.org

PHOTOGRAPHIC STANDARDS

Professionalism and quality should be reflected in every way we tell the Archdiocese of St. Louis’ story – and that includes the photographs seen in our publications, on our web site, and with our press releases. If you are in need of photography services, please contact Marketing and Mission Awareness in order to discuss the project, intended vendor, receive assistance with locating an archdiocesan-approved photographer, et cetera in order to ensure that the highest archdiocesan standards are maintained throughout the duration of the project.
NAME BADGES & TAGS

All Archdiocesan offices/departments must use the standardized and approved name badges. The only way to order these approved name badges is through Central Purchasing. Any name badges that are ordered must be ordered through Central Purchasing and reflect the approved design.

To place an order, provide your list of names, titles, the office name, and if you want magnetic or clip backings (the order can have mixed backings) and send that information to Central Purchasing at: centralpurchasing@archstl.org. You will be given a proof of the artwork for approval/editing and shown how to order them directly in Coupa.

OFFICIAL NAME BADGE DESIGN

The official Archdiocese of St. Louis name badge is to be worn at any official event sponsored by the archdiocese or at any time an employee is representing the archdiocese outside of the confines of his/her particular office.

OFFICIAL NAME TAG DESIGN

The official Archdiocese of St. Louis name tag is to be worn by employees of the archdiocese while on duty within the confines the office. The tag must be worn in plain view either on a lanyard around the neck or clip attached to a garment above the waist.
MERCHANDISE / PROMOTIONAL ITEMS

Any merchandise or promotional items that will bear the signature of the Archdiocese of St. Louis, including the logo and/or logotype, must be approved by the Department of Marketing and Mission Awareness and/or ordered through Central Purchasing.

Remember that archdiocesan funds will not be used for items that are not in compliance with the archdioceses’ graphic standards.
FREQUENTLY ASKED QUESTIONS ABOUT ARCHDIOCESAN GRAPHIC STANDARDS

All questions regarding the Archdiocese of St. Louis’ graphic standards the Graphic Standards Guide and/or archdiocesan logos should be directed to the Department of Marketing and Mission Awareness at 314.792.7635.

Are there any standards for building signage?
Yes. If you need a sign made for either the interior or exterior of a building, consult with Building and Facilities Management at 314.792.7007. Many signs will need to include the proper logo, and may need to conform to specific government requirements. Do not order signage without checking with first Building and Facilities Management.

I’m preparing an invitation/program/etc. for an event. Can I use the archdiocesan seal on it?
The official archdiocesan seal can only be used with official archdiocesan items such as episcopal documents, diplomas, formal episcopal or academic events, and canonical or civically legally binding documents. In the case of a department reception, it is only proper to use the archdiocesan logo (crest). Remember to check with the Department of Marketing and Mission Awareness if you wish to use the seal.

I still have a box of stationery and a lot of business cards left. Do I have to throw them away and get new stationery and business cards that have the new design?
You do not need to discard your current stock of stationery and business cards. As this material is depleted, you will be required to replace it with updated stationery.

May I revise the letterhead design to add multiple names/titles for everyone in my department?
The basic design of the letterhead as described in the Graphic Standards Guide cannot be redesigned. The designs should accommodate multiple names, if that is what is desired. In many cases, names are not included on stationery, so consider carefully if it is necessary. The Department of Marketing and Mission Awareness can assist with proper placement of names on stationery.

How do I fit all the information I need on a business card?
If you are having trouble fitting all your information on your business card, consider carefully how much information really needs to be included. Business cards are only meant to be points of contact, and should only contain contact information. In special circumstances, such as joint programs which may call for more than one logo, you might consider using a card that is printed on the front and back, or even a folded card, to accommodate extra information. Consult with the Department of Marketing and Mission Awareness and/or Central Purchasing for possible options.

Can I create a logo for my office or department?
Yes. Technically, though, it is a graphic symbol, not a logo. There is only one logo to represent all of the archdiocesan departments. Department graphic symbols are permissible, but they must never be used in place of the official Archdiocese of St. Louis logo. Placing the archdiocesan logo next to a graphic symbol will create a new logo. Using the logo in this manner creates confusion with our audiences and jeopardizes the archdioceses’ copyright on the two logos. The official logo must appear at least once on all publications and documents. Secondary symbols may be used as art or graphic elements, but should be placed far enough away from the logo so that each stands alone. Refer to "White Space" in the Correct Logo Usage section of the Graphic Standards Guide for more on logo spacing.
I’m in a hurry. Why can’t I just recreate the logo on my own computer? Why do I have to get the proper files from the archdioceses’ official logo online location?

Quite frankly, if you have time to recreate the archdioceses’ logo on your computer, you have time to go to the official online location and download the correct image files. Recreating the logo will not reproduce the logo accurately. The logo was designed with specific spatial relationships and character alignments that are extremely difficult, and very time consuming, to try to match. Simply eyeballing it and then reproducing it will invariably produce differences that may be minor, but will detract from the design and its branding capability.

How do I use the Adobe Illustrator EPS files with my Microsoft applications? I can’t open them to copy and paste them into my documents.

To begin with, Adobe Illustrator EPS files can only be opened by graphics applications such as Adobe Illustrator and CorelDraw. If you do not have these programs installed on your computer, you will not be able to open these files. Adobe Illustrator EPS files can be used in documents created by the following Microsoft applications: Excel, InfoPath, PowerPoint, Publisher, and Word.

Next, using copy/paste to place ANY graphic image (illustration or photograph) into a Microsoft document is the incorrect method to use. This method only places a low-resolution preview of the image in the document, not the actual high-resolution image. Using a low-resolution preview image may not be a problem if your document will only be printed on an ink jet or laser printer. If the document will be printed by a commercial printer, however, the low-resolution preview image will appear fuzzy, or have "blocky" edges instead of nice crisp edges.

To ensure quality reproduction of all images, the following correct method should be used to place ALL graphics files into any Microsoft document (taken from the Microsoft Office Online website. Editor’s additions appear in brackets):

1. Click where you want to insert the picture [in your document].

2. On the Insert menu, point to Picture, and then click From File.

3. Locate the picture you want to insert.

4. Double-click the picture you want to insert, [or click on the Insert button].
   Note: By default, Microsoft [applications] embeds pictures in a document which increases the document's file size. You can reduce the document's file size by linking to a picture [instead of embedding it. Follow step 5 below to link to an image file].

5. Linking to an image -- In the Insert Picture dialog box, click the arrow next to Insert, and then click on Link to File. [If you choose to link to the image instead of embedding it, you must make sure the image file is never moved or deleted from your hard drive. If it is, the document will lose the link to the image file and the image in the document will print out using the low-resolution preview image. Embedding the image into the Microsoft document will avoid this problem.]

Contact Marketing and Mission Awareness if you have any questions about this procedure.