



**STYLE GUIDE**  
**DIOCESE OF GRAND RAPIDS**

# GRAPHIC STANDARDS OVERVIEW

## **About the Diocese**

The Diocese of Grand Rapids currently serves over 191,000 Catholics, 82 parishes, and 29 schools (including three high schools, one private high school, 25 elementary schools and one Catholic college) located within its 11 western Michigan counties which include Ionia, Kent, Lake, Mason, Mecosta, Montcalm, Muskegon, Newaygo, Oceana, Osceola, and Ottawa.

## **The Importance of Visual Identity**

The following graphic standards are intended to present guidelines for a unified, strong and consistent image of the Diocese of Grand Rapids wherever it is represented throughout its 11-counties including online and in print. In addition we wish to create a strong association among the visual representation of the diocese, its coat of arms, and the mission of the Catholic community of West Michigan. With the help of diocesan staff, parishes, schools and affiliated organizations, a strong visual presentation will help generate increased understanding and support for the diocese's mission of proclaiming the Gospel.

## **Mission**

As Roman Catholic Christians of the Grand Rapids Diocese, we are committed to the Gospel of Jesus Christ. We proclaim the Gospel with fidelity to the Sacred Scriptures and the teachings of the Church. We aim to live Christ's Gospel in union with our Holy Father the Pope, the bishop of Rome. We do so under the leadership of our bishop, the Shepherd of the Catholic community in the 11 counties of West Michigan which constitute the Diocese of Grand Rapids.

We dedicate ourselves to the mission of Jesus by building communities of faith which worship together, welcoming the Holy Spirit into our lives. These communities give witness to God's saving presence among us through the ministries of teaching and healing, forgiving and reconciling. Through schools and hospitals, in churches, families, and organizations, we seek to bring the truth and justice, the mercy and love, and the great peace of Christ to our society.

## DIOCESE OF GRAND RAPIDS LOGOS & TYPOGRAPHY

The following images demonstrate acceptable and unacceptable uses of the Diocese of Grand Rapids coat of arms, the Cathedral Square and Cathedral Square Center logos, and the office of Catholic schools logo as well as Pantone Matching System (PMS) colors for the coat of arms and the Catholic schools logos. PMS is a system designed by the Pantone company to ensure that colors are printed consistently across multiple media, and across several jobs.

### HOW TO ACCESS THE ARTWORK:

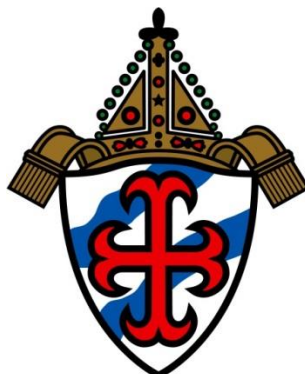
- 1.) Diocesan staff may access the diocesan coat of arms and the Cathedral Square/Cathedral Square Center logos through the “Shared Promotional Materials” folder on the r:\ (co-op) drive\Office of Communications folder.
- 2.) For access to the bishop’s coat of arms, please contact the communications office.
- 3.) Parish and school staff members may access the diocesan coat of arms, Cathedral Square/Cathedral Square Center and the bishop’s coat of arms by contacting the diocesan office of communications, 616-514-6067 or [jfox@dioceseofgrandrapids.org](mailto:jfox@dioceseofgrandrapids.org).
- 4.) For access to the office of Catholic schools artwork, please contact the diocesan Catholic schools office, 616-551-5629 or [akransz@dioceseofgrandrapids.org](mailto:akransz@dioceseofgrandrapids.org).

### Image resolution for printing

The resolution of a photo refers to the density of the pixels (or printed dots) that make up that image or graphic. The higher the resolution, the crisper and more detailed the image will be. A lower resolution will be fuzzy, and less detailed. Image resolutions are measured in DPI (Dots Per Inch) and PPI (Pixels Per Inch). For more on this, click this article link: [A Handy Guide for Image Resolution in Print](#).

# Diocesan Seal Acceptable Uses

Official Coat of  
Arms



Vertical with  
text



DIOCESE OF GRAND RAPIDS

Horizontal with  
text

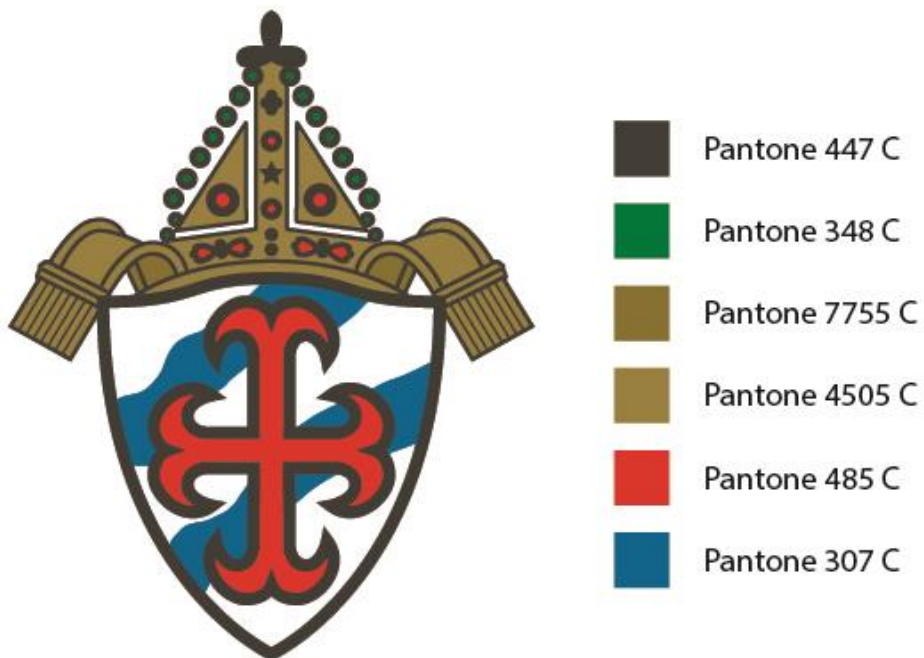


DIOCESE OF GRAND RAPIDS

On top of a  
colored  
background  
(transparent  
background - no  
white box  
around artwork)



## Pantone Colors for the Diocesan Coat of Arms



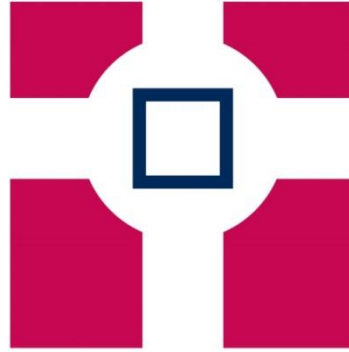
# Diocesan Seal Unacceptable Uses

- 1.) & 1a.) Disproportionate sizing
- 2.) White box around logo on colored background.

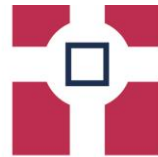


# Cathedral Square/Cathedral Square Center Logo Acceptable Uses

Cathedral Square  
Logo



or



CATHEDRAL SQUARE

Cathedral Square  
Center Logo

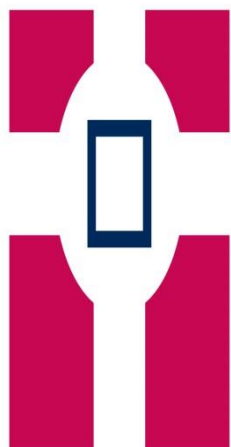


CATHEDRAL SQUARE  
CENTER

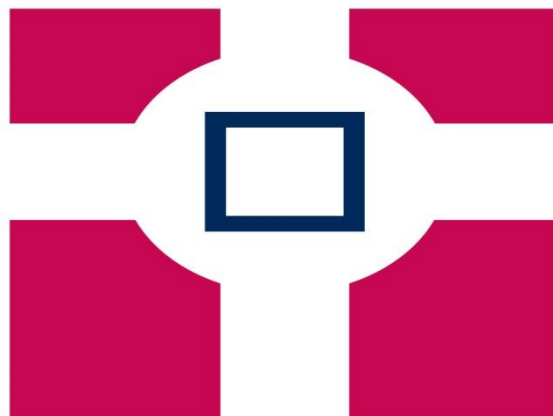
## Cathedral Square/Cathedral Square Center Logo Unacceptable Uses

- 1.) & 1a.) Disproportionate sizing
- 2.) White box around logo on colored background.

1.



1a.



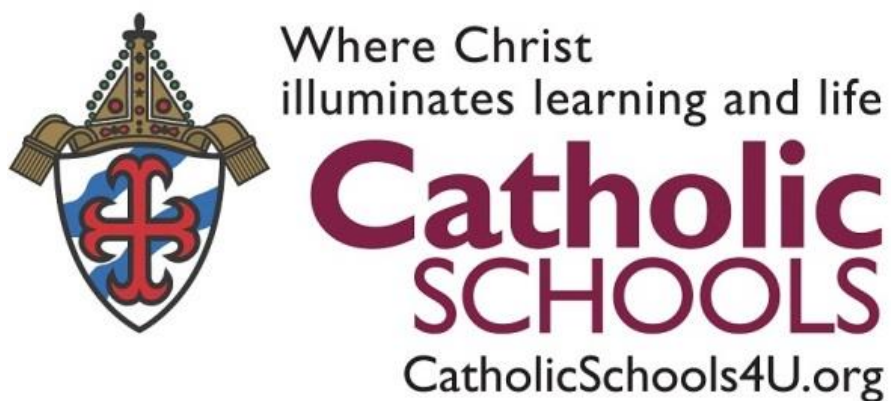
2.





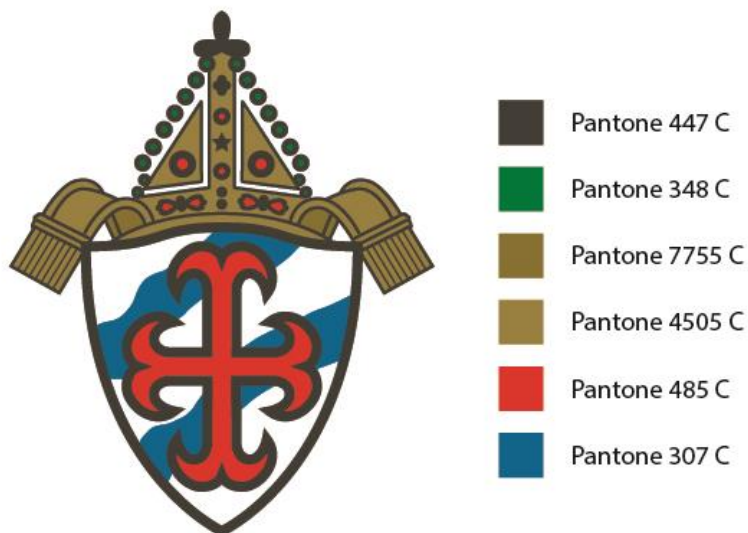
## Office of Catholic Schools Logo Acceptable Uses

The Catholic Schools logo is one piece of artwork, not two separate components.



## Pantone Colors for the Office of Catholic Schools logo

Use the diocesan coat of arms color pallet (see below); plus the words “Catholic SCHOOLS”) in Pantone 216 C

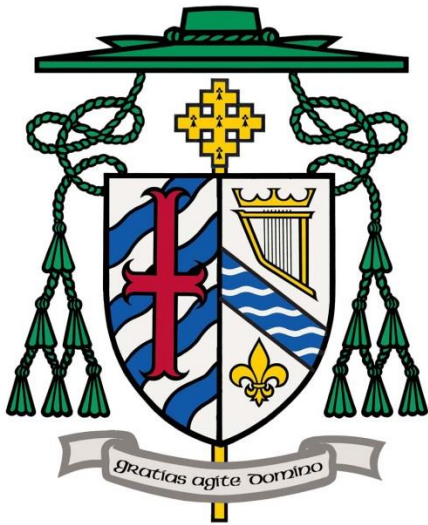


## Unacceptable Uses

- 1.) Disproportionate sizing. (see other previous examples)
- 2.) White box around logo on colored background. (see other previous examples)

## Bishop's Coat of Arms

Please contact the office of the bishop, or the diocesan communications office for access to the Bishop's Coat of Arms. Thank you.



## LOGO USE POLICY

Consistent use of the Diocese of Grand Rapids' coat of arms, Catholic schools logo and Bishops' coats of arms contributes positively to the identity of the Catholic Church in West Michigan. The Diocese of Grand Rapids' graphic identity strengthens the organization's name and image via a distinctive mark applied consistently to all materials, print or electronic, published by the diocese, its ministry offices and affiliated organizations. Consistent and correct use of these images and other identity elements enhance the organization's image.

Our logo use policy describes the use of these images with and without text in clear terms and gives general guidelines of acceptable and prohibited use. It does not attempt to define every imaginable use, but it provides a clear path to seek approval for variations on the standard logos and their permitted variations.

The diocesan coat of arms, school logo and bishops' coats of arms are valuable legal and intellectual assets, and unauthorized use is prohibited. Questions regarding this policy should be directed to the diocesan director of communications.

**The policy applies to:** Diocesan office and ministry staff, parishes, Catholic schools, and affiliated ministries such as Catholic Charities West Michigan, the Catholic Information Center and Holy Family Radio. Suppliers and manufacturers of commercial and non-commercial products must comply with the logo/identity use policy.

**NOTE:** The diocesan communications office reserves the right to deny the use of the diocesan coat of arms, school logo and bishops' coats of arms in association with any project that is not congruent with the diocesan mission and/or Church teaching OR that fails to comply with any aspect of the logo use policy guidelines.

**REQUESTS IN WRITING:** For [affiliated organizations and ministries](#) of the Diocese of Grand Rapids, a request must be made in writing, with a description of the art being requested for use, and sent to the office of communications for approval. This includes digital representations as well as printed. If there is a question about whether this policy applies to your organization, contact the office of communications.

### Diocese of Grand Rapids Print Publications, Collateral

The logo policy for the Diocese of Grand Rapids' coat of arms for use in publications is relatively simple and unrestrictive.

- The coat of arms must appear on the front or back cover or the front panel of all organizational publications in an appropriate size and position relative to the typographic elements on the page.
- The coat of arms may not be altered in any way.

## Diocese of Grand Rapids Business Card

The Diocese of Grand Rapids has established a uniform business card look for diocesan employees. The white, one-sided card is to have the diocesan coat of arms in the upper left corner, the employee's name and title in the upper right corner, with contact information centered at the bottom. "Diocese of Grand Rapids" is centered in the middle of the card. The card is a standard-sized business card and the paper stock is 130# Via Pure White cover. Contact the diocesan office of communications with questions about ordering.

Example:



Carl Apple  
Director  
Office of Communications

DIocese OF GRAND RAPIDS

Cathedral Square Center  
360 Division Avenue S. ♦ Grand Rapids, MI 49503  
P: 616-475-1240 ♦ F: 616-551-5628 ♦ Cell: 616-826-9808  
dioceseofgrandrapids.org ♦ capple@dioceseofgrandrapids.org

## Digital Signature Block

The digital signature block for employees of the Diocese of Grand Rapids is to be standardized, as a way for outside organizations and individuals to easily identify email communication from the diocese. The signature is left justified, typeface is Century Gothic. Size 10 is to be used for the name and title and size 9 for the body. The information provided will be limited to name, title, organization, building name, address, phone and fax numbers and email, along with links to the diocesan website, Facebook, Twitter and YouTube sites. Different diocesan-related links can be provided in the appropriate typeface in place of the diocesan sites. Personal pages should not be linked to in the signature block unless they are professional, used for diocesan work and regularly maintained.

**Correct example:****Carl Apple | Director of Communications**

Catholic Diocese of Grand Rapids | Cathedral Square Center

360 Division Ave. S. | Grand Rapids, MI 49503

p 616-475-1240 | c 616-826-9808 | f 616-551-5628

e [capple@dioceseofgrandrapids.org](mailto:capple@dioceseofgrandrapids.org)[dioceseofgrandrapids.org](http://dioceseofgrandrapids.org) | [Facebook](#) | [Twitter](#) | [YouTube](#)

Logos or web buttons that are photos are not to be inserted into the signature block. They often appear in emails as attachments and are not mobile-friendly on many platforms.

**Incorrect example:****Carl Apple | Director of Communications**

Catholic Diocese of Grand Rapids | Cathedral Square Center

360 Division Ave. S. | Grand Rapids, MI 49503

p 616-475-1240 | c 616-826-9808 | f 616-551-5628

e [capple@dioceseofgrandrapids.org](mailto:capple@dioceseofgrandrapids.org)[dioceseofgrandrapids.org](http://dioceseofgrandrapids.org)

Also do not include additional phrases, slogans, bible verses or quotes as part of your regular signature block.

**Incorrect example:****Carl Apple | Director of Communications**

Catholic Diocese of Grand Rapids | Cathedral Square Center

360 Division Ave. S. | Grand Rapids, MI 49503

p 616-475-1240 | c 616-826-9808 | f 616-551-5628

e [capple@dioceseofgrandrapids.org](mailto:capple@dioceseofgrandrapids.org)[dioceseofgrandrapids.org](http://dioceseofgrandrapids.org) | [Facebook](#) | [Twitter](#) | [YouTube](#)

**We are always here and you are always welcome.**

# Web Content Guidelines

## Website Main Page

The font type used on the DOGR website main page – vertical banner across the top is:

ROMAN CATHOLIC (Neutra Text SC)

Diocese of Grand Rapids (Neutra Text)

## Web page Copy

Trebuchet, Century Gothic

Body copy – Trebuchet MS 10 pt. grey; no colors

Main head – Trebuchet MS 12 pt. bold grey; no colors

Subhead (if applicable) – Trebuchet MS 10 pt. bold grey; no colors

All header, subs and copy are flush left – no centering

Bullet points will be automatically indented.

Use tables for charts and columns – not tabs

Use boldface or italic type (sparingly) for emphasis. No underline

Use title case for web page headlines

Hit the enter key to double space your web text; Shift+Enter will single space your text.

## Photos

Choose high quality photos when possible – meaning the file size should be dimensionally large as well as have a decent resolution, at least 150 dpi or more, though 72 dpi is ok. (See [this article](#) for more information about resolution).

Please don't post out-of-focus, extremely dark or otherwise poor photos. Do use photos with a clear focus, that tell a story, that show emotion, or show meaningful interaction between people. Do not use copyrighted photos (for example, senior photos from a professional studio).

Crop “dead space” to bring more focus to the subject

Lighten photos when lightening improves the overall look



**Saving an image** – Save images for the web in jpg or png format. When naming your images files, include keywords that describe the image and the word “web” at the end. Separate the words using an underscore. As an example, this name pertains to the image shown above - summer\_reflection\_grass\_binoculars\_web.jpg

**Web image** – the image on the web page in the upper right hand corner. Frame web images with a “table border” in the Image Styles drop down menu. Text will wrap and run along the left side of the image.

Web images are 300 pixels wide

**Rollup image** – rollup images are required for use with any item appearing among the top six news items on the main page of the website. The rollup is the image above the headline you see under News & Events. It is added during development of a web page and pulls automatically from the web page.

Rollup images are 180 pixels wide x 105 pixels tall.



## General Catholic words, proper diocesan names/terms

### Bishop of Grand Rapids

The bishop of the Diocese of Grand Rapids should be written as Bishop David J. Walkowiak, Most Reverend David J. Walkowiak or Most Rev. David J. Walkowiak on first mention. Bishop Walkowiak can be used in subsequent references, but never Walkowiak, Bp. Walkowiak, Most Reverend Bishop Walkowiak or Rev. Walkowiak.

Bishop of Grand Rapids or Bishop of the Diocese of Grand Rapids can be used on first reference, as well as “the bishop” on subsequent references. When using Bishop of Grand Rapids, the bishop should be referred to as Most Reverend David J. Walkowiak, bishop of Grand Rapids.

### Clerical and Academic Designations

The title of a priest is Father, Reverend, or Rev., but not the abbreviated Fr. when referring to a Catholic priest. Secular and non-secular academic designations are to follow names when appropriate, such as JCL, Ph.D., etc.

Initials, such as OP or CSsR should always follow names on first reference. Do not use periods between the initials for religious order designations, such as O.P. On first reference, when appropriate to the audience, religious order designations can be written out. If the name of the order is longer than one or two words, do not use it before the name. Examples would include Jesuit Father Larry Smith or Sister Mary Martha, a member of the Franciscan Sisters of the Eucharist

### Diocese

The *Catholic Diocese of Grand Rapids* or *Roman Catholic Diocese of Grand Rapids* may be used upon first reference and *the diocese* or *Diocese of Grand Rapids* may be used in subsequent references.

### Cathedral Square

*Cathedral Square Center* is used to describe the four-story building at 360 Division Avenue S. in Grand Rapids. *Cathedral Square* is used to describe the 11.5-acre campus



that includes the Cathedral of Saint Andrew, Catholic Central High School and Cathedral Square Center.

### **Common Catholic Terms**

Church, lowercase, is used to describe a general church building. Church, uppercase, may be used to describe the Roman Catholic Church, as an institution or the universal Church. Capitalize Church when used with a name of a parish or church building as in *St. Paul the Apostle Church*.

Mass is always capitalized when referring to the Eucharistic liturgy in the Catholic Church. The priest celebrates or says Mass. He does not read recite, conduct or perform it. Types of Mass are lowercase, such as funeral Mass or chrism Mass. Exceptions are the White Mass or the Red Mass.

Celebrant (lowercase) is used to describe the priest or minister who leads a religious rite, especially the one who presides at the Eucharist. If two or more priests celebrate Mass together, they are called concelebrants, not co-celebrant. The leader is called the chief celebrant or principal celebrant. A celebrant is sometimes described as presiding over a Eucharistic celebration, but he is not the president or presider.

Generally lowercase the names of the parts of the Mass, such as the opening procession, prayer of the faithful or the Eucharistic prayer. But capitalize the two main parts of the Mass: Liturgy of the Word and Liturgy of the Eucharist.

Names of sacraments (baptism, confirmation, matrimony, etc.) are all lowercase, with the exception of the Eucharist.

The rosary is always lowercase and is recited, prayed or said, but never read.

Pope is lowercase, except when referring to the formal title before a name: *Pope Francis*. Pontiff is lowercased and can mean a bishop or high priest but is almost exclusively used as an alternative reference to the pope. It is never used as a formal name.

Holy Father is an honorific title of respect for the pope and should not be used except in quoted material or for literary effect. It is always capitalized.

## **FAITH Grand Rapids magazine**

The diocesan publication is written as *FAITH Grand Rapids* magazine. In copy – *FAITH Grand Rapids* is italicized. The word “magazine,” following is always lowercase and not italicized

## **Diocesan High School Names**

Spell out the full name of a school on first reference: *Catholic Central High School, West Catholic High School*, NOT *Catholic, CC, WC or West*. Shorten the school’s name on second and subsequent references only when meaning is clear and your audience is familiar. Do not capitalize high school, when speaking of both schools together: *Catholic Central and West Catholic high schools have long traditions of academic excellence*.

## **Parish and School Names**

Names of parishes and parochial schools should be spelled out on first reference: *St. Mary Parish, Grand Rapids* or *Our Lady of Consolation School, Rockford*.

The standard abbreviation of saints is Sts., unless SS. or Ss. is in the formal title of a parish or school as in *SS. Peter and Paul Parish, Ionia*.

Parishes using the name of a saint are referred to in the singular form, as in *St. Mary Parish*. *St. Mary’s* may be used in the possessive, as in, *The people of St. Mary’s*, but not, *I’m headed to St. Mary’s*.

## **Capitalization**

Avoid over-capitalization. Capitalize official names and proper nouns. Titles or job positions when following a name are not capitalized.

## **Publications and Other Titles**

Capitalize and italicize the titles of books, magazines, journals, feature-length films, TV and radio shows, operas and other long-form musical compositions, plays, etc.: *Crime and Punishment, Do the Right Thing, Time* magazine, *CSI*.

(Exception: Capitalize but do not italicize the Bible.)

Capitalize but no italics or quotes for titles of brochures, forms, museum/library exhibits, community programs/events/fairs, etc.

## Captioning a Photo (Based on Catholic News Service guidelines)

The headline should consist of six to 10 words in all capital letters, giving an explanation of the photo. The first sentence of the caption body contains the who, what, when, where, including the date, location and names if available. The second sentence should give background on the event and the significance of the photo. Indicate if the photo is a file or archive photo in the caption and the date if known.

### Attribution

Give photographer credit to a photo whenever possible in parenthesis after the caption (Photo/B. Smith), in accompanying text or as a graphic stamped in the corner of the photo.

Gospel verses are to be shortened as, Mt. 3:10, 17-20 to refer to the Book of Matthew, chapter 3, verse 10, lines 17 to 20.

### How to properly attribute Creative Commons material such as photos from Flickr or Google Images (from the blog "Librarian by Day" by Bobbi Newman):

Follow the guidelines set by the license. According to Creative Commons you need to:

1. Keep intact any copyright notices for the work
2. Credit the author, licensor and/or other parties (such as a wiki or journal) in the manner they specify
3. Include the title of the work
4. Include the URL for the work, if applicable
5. If you are making a derivative work or adaptation, in addition to the above, you need to identify that your work is a derivative work i.e., "This is a Finnish translation of the [original work] by [author]." or "Screenplay based on [original work] by [author]."
- 6.

A perfect attribution would look like this:



This photo, "The monkeys are here!" is copyright (c) 2009 Librarian by Day and made available under an Attribution-Noncommercial-Share Alike 2.0 license.