



PRINCE OF PEACE  
CATHOLIC CHURCH

# BRANDBOOK

LOGO USE & IDENTITY APPLICATION | JUNE 2023





# **Brand & Identity Guidelines**

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## **OUR MISSION**

To engage our community by celebrating, renewing, and sharing our Catholic faith through liturgy, sacraments, education, and service to others.

## **OUR VISION**

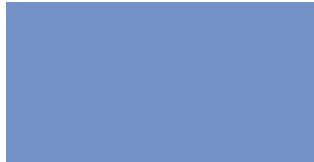
Live and grow as a Catholic community so that we might walk more closely with Jesus.

# YOUR BRAND COLOR PALETTE:

## PRIMARY COLORS



**CMYK:** 100 / 90 / 25 / 20  
**RGB:** 32 / 51 / 108  
**HEX #:** 20336C  
**PANTONE:** 704 C



**CMYK:** 56 / 37 / 1 / 0  
**RGB:** 117 / 146 / 200  
**HEX #:** 7592C8  
**PANTONE:** 7623 C



**CMYK:** 27 / 85 / 81 / 22  
**RGB:** 154 / 61 / 52  
**HEX #:** 9A3D34  
**PANTONE:** 7597 C

## TINTS:



80%



80%



80%



60%



60%



60%



40%



40%



40%



20%



20%



20%

## SECONDARY COLORS



**CMYK:** 81 / 65 / 15 / 5  
**RGB:** 69 / 95 / 149  
**HEX #:** 455F95  
**PANTONE:** 7564 C



**CMYK:** 10 / 10 / 40 / 0  
**RGB:** 230 / 218 / 166  
**HEX #:** E6DAA6  
**PANTONE:** 116 C



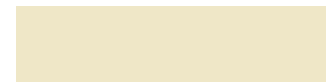
80%



80%



60%



60%



40%



40%



20%



20%

# Logo Identity

## PRIMARY LOGO

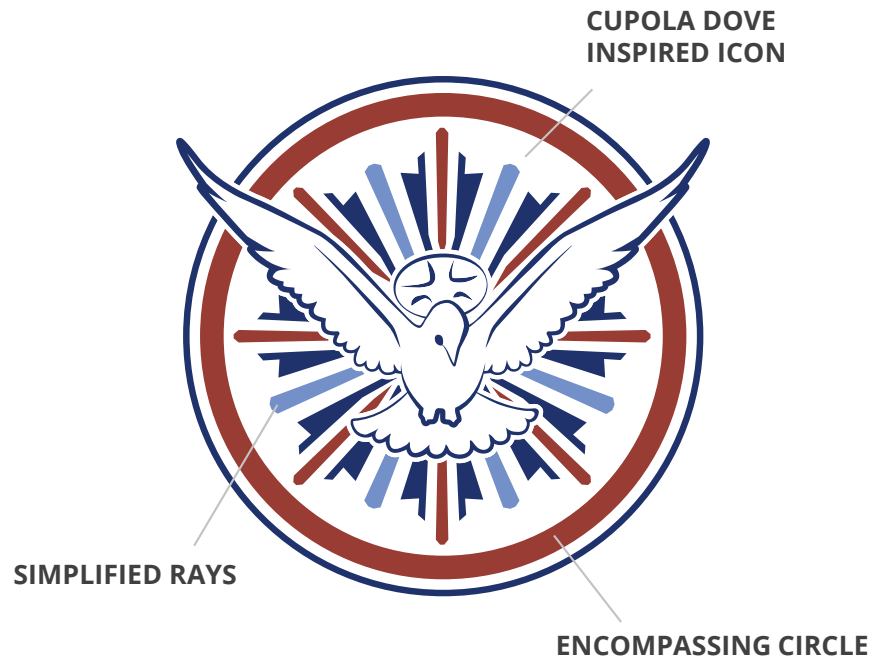


## ALTERNATE LOGO



To ensure integrity and visibility, all logos should be kept clear of competing text, images, and graphics and must be surrounded on all sides by adequate clear space as displayed (above).  
Approximately the size of the "C" in "PRINCE".

## LOGO SYMBOLISM



The logo focuses on your dove mosaic in a simplified iconic design, emphasizing the unique features of your church and welcoming community.



The Dove Cupola is an artistic feature of Prince of Peace Catholic Church. The Dove symbolizes Peace and the Holy Spirit. The rays bursting forth from the dove show the power of the Holy Spirit in our lives.

# USAGE OF PRIMARY AND ALTERNATE LOGOS

To establish and maintain the strength of the Primary Logo, correct and consistent use must be followed. Incorrect use will compromise the integrity of our communications. To ensure accurate and consistent reproduction of the

Primary Logo, always use the approved digital artwork, which is available in a variety of formats. Do not attempt to redraw or recreate the Primary Logo in any manner.

## COLOR VARIATIONS



## LOGO



PRINCE OF PEACE  
CATHOLIC CHURCH

## LOGO ICON



## LOGO TEXT ONLY

PRINCE OF PEACE  
CATHOLIC CHURCH



## UNACCEPTABLE LOGO USAGE

- The logos should never appear in nonstandard colors.
- The wordmark must not appear in lower case.
- Do not use unapproved fonts in the wordmark or tagline.
- Do not change the proportion of the wordmark.
- The logo should not be stretched or squeezed.
- Do not rearrange elements of the design.
- Do not position the logo on an angle.
- Don't use logo on colors not part of your brand identity.



PRINCE OF PEACE  
CATHOLIC CHURCH

⊗ DON'T STRETCH



PRINCE OF PEACE  
Catholic Church

⊗ DON'T USE UNAPPROVED  
FONTS WITH ICON



PRINCE OF PEACE  
CATHOLIC CHURCH

⊗ DON'T USE LOGO ON NON-BRAND  
IDENTITY COLORS



PRINCE OF PEACE  
CATHOLIC CHURCH

⊗ DON'T ALTER COLOR OF LOGO



PRINCE OF PEACE  
CATHOLIC CHURCH

⊗ DON'T ALTER LAYOUT OF LOGO



Prince  
of Peace  
Catholic Church

⊗ DON'T USE ICON WITH  
LOWER CASE TEXT

# Typography

## Example Header

Used for headers and emphasizing text

Aa

## Times New Roman Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## Example Subheader

Used for subheaders and emphasizing text

Aa

## Montserrat Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Paragraph text

Used for body copy and large areas of text

Aa

## Montserrat Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



**Brand Materials**

# LETTERHEAD



PRINCE OF PEACE  
CATHOLIC CHURCH

May 4, 2023

Mr. John Doe  
123 West Avenue  
Mason, MI 48854

Dear John,

Ulla verum, sa aut endant. As aci tem aliquibus, sus seque prati consequia nonsequibus que debisquosam, sim ab inci cone culparu ndiscia quamus, volorro molum quo mos eatempor sequam explabo. Ti doluptam unt volecea plabo. Explis volo opta et dest ommolupid eum volor.

Pient lia voloruptat acerbibus eicite autet desciae con poreicitatur solupti quasper ferspid ucides dero voluptate vides acia nobit volor sincti quia nulparum, untor reria iscilli quianto tatumqu untionseni dunde dusam quis nonsendestio ilictempos sunt am accatur, ut ad essitati nis molo beris sequiae roviti re natur?

Duciderum quunturitem aut omnim sed ut lam es aciis as nihictemped explabo. Nam, ut pratusa nditatur ad ut quatatessi dendentem velit perum aut qui consed modit volores dolupitam et quatem dolor aut pa aborum sundit autectora exeres ent quidunt ex eos pra estinum ipient volumquis mo deribus daerro quat quamet mi, cum re nonsequia vercimo lupitem alitatem volorum quibusam, quiberum qui doloreh enihilitate volorei cienis et, consed quis aut atest, none sediorum landamus, corrum ad modicias exeria aut que.

Sincerely,

Rev. Michael Forge, Pastor

## BUSINESS CARD



**REV. MICHAEL FORGE**

PASTOR

- 972-380-2100
- fr.michaelf@popplano.org
- popplano.org
- Prince of Peace Catholic Church  
5100 W Plano Pkwy, Plano, TX 75093

## ENVELOPE



**PRINCE OF PEACE**  
CATHOLIC CHURCH  
5100 W PLANO PKWY, PLANO, TX 75093

MR. JOHN DOE  
123 WEST AVENUE  
MASON, MI 48854



# BULLETIN COVER



PRINCE OF PEACE  
CATHOLIC CHURCH

## MASS SCHEDULE SUNDAY MASS

Saturday Vigil | 5PM  
Sunday | 8AM | 10AM | 12:15PM

## DAILY MASS\*

Monday - Saturday | 9AM  
Monday - Friday | 5:30PM

## CONFESSION

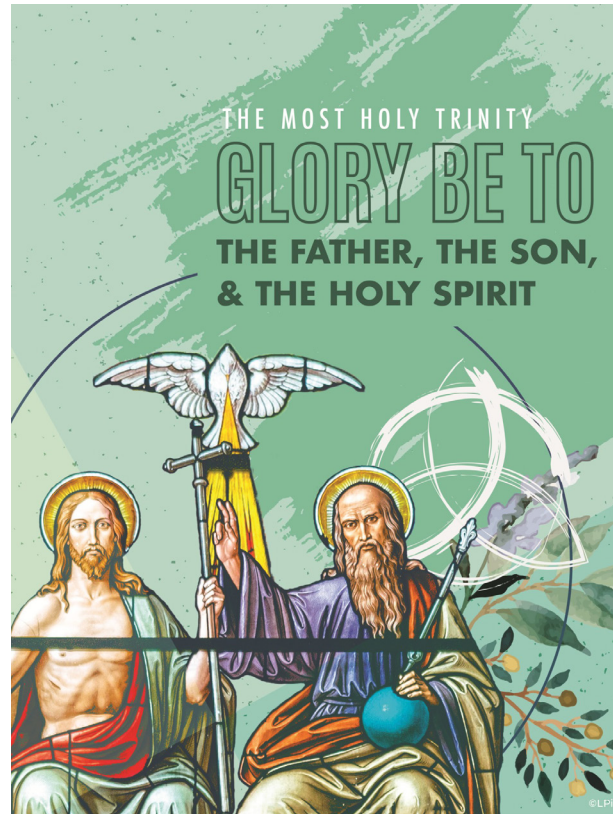
Saturday | 3:30PM - 4:30PM

## ADORATION

Please visit our website for  
Adoration hours and location:  
[popplano.org/mass-times](http://popplano.org/mass-times)

*\*All daily Masses take place at the  
House of God's Glory located at 5220  
Village Creek Dr.*

Month DD, YYYY  
LITURGICAL SUNDAY IN ORDINARY TIME



## GET IN TOUCH

5100 W Plano Pkwy, Plano, TX 75093  
972-380-2100 | [communications@popplano.org](mailto:communications@popplano.org) | [www.popplano.org](http://www.popplano.org)

## MISSION

To engage our community by celebrating, renewing, and sharing our Catholic faith through liturgy, sacraments, education, and service to others.

## VISION

Live and grow as a Catholic community so that we might walk more closely with Jesus.

## SOCIAL MEDIA BANNER AND ICON



Social Media  
Icon



Social Media Banner

## Contact Information

2875 S. James Dr.  
New Berlin, WI 53151  
e: [creativeservices@4lpi.com](mailto:creativeservices@4lpi.com)  
[www.4lpi.com](http://www.4lpi.com)

