

# Saint Francis Ministries Graphic Standards



**Saint Francis**  
**MINISTRIES**

Welcome to the graphic standards for our brand. Please refer to this document anytime you reproduce elements of our logo and colors. Consistent use of our brand materials communicates a professional, modern image. One in which everything works together in a seamless, smart way.

Thank you for helping advance Saint Francis Ministries in efforts both large and small. It all adds up to one powerful brand.

# Saint Francis Ministries Graphic Standards



## BUFFER ZONE

The signature is comprised of a logo and wordmark. This combination instantly communicates who we are.

A buffer zone provides relief to the signature, visually distancing it from other elements that might confuse its clarity. This area allows the signature to stand apart from its surroundings and facilitates rapid recognition.

The illustrations at left indicate the minimum space around the Saint Francis Master Brand and Sub-Brands that should remain free of other elements or from the edge of a page.

The buffer zone around the signature is determined by the X-height, which is equal to the height of the main wordmark.

# Saint Francis Ministries Graphic Standards



Full Color – Horizontal Logo



Full Color – Vertical Logo



One Color – Horizontal Logo



One Color – Vertical Logo



Black – Horizontal Logo



Black – Vertical Logo



Reversed – Horizontal Logo



Reversed – Vertical Logo

## LOGO COLOR STANDARDS

Critical to the brand is the correct and consistent use of our logo color standard. Following these guidelines helps maintain a unified appearance for all Saint Francis materials. Please use approved colors only.

The four-color process logo on a white background is the preferred use when applicable.

The one-color black logo is preferred when limited to only one-color or continuous-tone printing (e.g., newspapers and magazines).

**On-Screen Applications** – File types such as JPEGs and PNGs are used for viewing on computer screens only. Created in an RGB color space, the resolution in these file types is not suited for enlarging or using on printed materials.

**Print Applications** – File types such as EPS and high-resolution TIFFs are great for printing.

**Other Applications** – High-resolution JPEGs for digitizing embroidery.

# Saint Francis Ministries Graphic Standards

## Dark Blue



PMS = 285  
CMYK = C89, M43, Y0, K0  
RGB = R0, G118, B188  
Hex = #0076BC

## Light Blue



PMS = 284  
CMYK = C55, M19, Y0, K0  
RGB = R71, G178, B255  
Hex = #62ADDF

## Gold



PMS = 7408  
CMYK = C0, M25, Y95, K0  
RGB = R255, G188, B54  
Hex = #FFC226

## Grey



PMS = Warm Gray 10  
CMYK = C3, M3, Y0, K55  
RGB = R132, G133, B139  
Hex = #84858B

## BRAND COLOR PALETTE

The color palette works in concert with other visual elements to create a look that is confident and bold.

The Saint Francis logos and theme are meant to make an impression. The palettes here show the precise colors to use in the appropriate application.

# Saint Francis Ministries Graphic Standards

## HEADLINE: SERIFA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## SUBHEAD: Museo Sans Rounded 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## BODY COPY: Museo Sans Rounded 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## BODY COPY (Web and Universal): Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## TYPOGRAPHIC STANDARDS

Consistent use of typography maintains a unified and distinctive brand in all Saint Francis communication.

The Serifa typeface in the Regular weight has been selected for headlines. The Museo Sans Rounded 700 typeface has been selected for Subheads. The Museo Sans Rounded 500 typeface has been selected for Body Copy. The Arial typeface has been selected for web and universal purposes. No other typefaces should be used for any Saint Francis materials. The list at left details the correct applications for each of the typefaces.

# Saint Francis Ministries Graphic Standards

## EMAIL SIGNATURE

The approved email signature is used to unify all electronic communications. Please use the typefaces and the appropriate color values as listed below. Please contact the Marketing & Communications team if you have any questions or concerns regarding the use of the email signature.

**John Doe**  
Your Title Goes Here



Providing healing and hope to children and families

Cell 316.123.4567 | Office 316.123.4567  
3730 E. Lincoln | Wichita, KS 67218



[SaintFrancisMinistries.org](http://SaintFrancisMinistries.org)

Sign up for updates on our work in providing healing and hope to children and families

### Name

17 pt. Calibri Bold  
Grey #808080

### Contact - Address

12 pt. Calibri Bold  
Grey #808080

### Title

13 pt. Calibri Bold  
Grey #808080

### Website

10 pt. Calibri  
Blue #0076BC

### Tagline

9 pt. Arial  
Color: Bright Blue #47B2FF

### Sign up

9 pt. Calibri  
Blue #0076BC  
Grey #8080

### Contact - Phone

12 pt. Calibri Bold, 12 pt. Calibri  
Color: Grey #808080

## REPLY/FORWARD SIGNATURE

**John Doe**  
Your Title Goes Here

Cell 316.123.4567 | Office 316.123.4567  
3730 E. Lincoln | Wichita, KS 67218

### Name

17 pt. Calibri Bold  
Grey #808080

### Contact - Phone

12 pt. Calibri Bold, 12 pt. Calibri  
Grey #808080

### Title

13 pt. Calibri Bold  
Grey #808080

### Contact - Address

12 pt. Calibri Bold  
Blue #0076BC



**Saint Francis**  
MINISTRIES

800.423.1342

110 W. Otis Ave.

Salina, KS 67401

[SaintFrancisMinistries.org](http://SaintFrancisMinistries.org)