

The Cathedral Community Logo Use & Design Standards

Approved 1/23/2012

NEW LOGO (right):

- 1) "Finished" & approved by the Communications & Evangelization Committee, 11/2011
- 2) Must have at least a 1/4 inch border of white space.
- 3) No borders shall be around it.
- 4) Should be on EVERYTHING that goes OUT of the Cathedral and to the public!



LETTERHEAD:

- 1) Logo centered at the top of the page
- 2) Centered at the bottom, in Times New Roman font as written here:

Located at Sacred Heart Cathedral, Mother Church of the Diocese of Rochester, NY
296 Flower City, Park, Rochester, NY 14615
Phone: (585) 254-3221, Fax: (585) 254-8970
www.cathedralcommunity.org

- 3) For additional pages, please use at the top: "The Cathedral Community, Rochester, NY, page 2"

PRINT (Includes brochures, reports, post cards, mailings, etc.):

- 1) Logo must be prominently placed on the top page
- 2) "Located at Sacred Heart Cathedral, Mother Church of the Diocese of Rochester, NY" must also be on the top page
- 3) Full address may be placed in another location on the piece, i.e, Back flap of a brochure
- 4) For bulk mailing, the logo should NOT be used as the return address! According to USPS regulations, only our name and address can appear in that space:

The Cathedral Community
296 Flower City Park
Rochester, NY 14615

WEB:

- 1) Logo should be placed in the top half of the screen
- 2) The following must be placed prominently near the logo, but does not need to be centered. It can be worked into the design.

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