



Catholic Archdiocese of Adelaide
Living Catholic Style Guidelines.



Living Catholic.



Aim.

To identify a way of life, not just an institution. An underpinning identity.

Living Catholic



Living Catholic.

Why?

- To give support and encouragement through identity to those performing good work on behalf of all catholic inspired organizations and endeavour.
- To create an understanding and awareness of the scope of good and useful work Catholics are involved in, in our community
- To assist in creating a favourable attitude towards Catholic inspired activities, in our community.

Watch Archbishop Philip Wilson's Podcast explaining the rationale and importance of 'Living Catholic'

<http://www.youtube.com/watch?v=gpkp5QqdKjM>

Living Catholic

The Living Catholic identity



Living Catholic

Living Catholic



The elements of the Living Catholic identity.

- Spot and Process colours.



Living Catholic red is made up using
0C 100M 100Y 0K or
Pantone Process Red





The elements of the Living Catholic identity.

- The logo.



The Living Catholic logo is a single, complete entity. Always use a logo supplied by the Catholic Archdiocese of Adelaide.



Using the logo on the wrong colour



Making up the logo



Distorted



The elements of the Living Catholic identity.



- Typography

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
1234567890

Quadraat OT

The corporate font is Quadraat OT. This is used for headers on print communication such as advertising, brochures, posters and stationary.

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
1234567890

Nobel

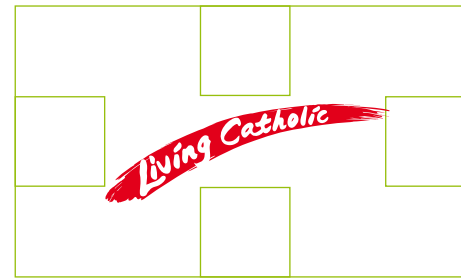
The corporate font is Nobel. This is used in various weights for body copy on print communication such as advertising, brochures, posters and stationary.





The elements of the Living Catholic identity.

- Clear space and minimum size.



Minimum non-encroachment zone - the height and width of 12mm is the minimum distance any text, image or logo can be placed next to the Living Catholic logo.

Minimum size
< 25mm >



Generally the desired logo size is 35-45mm or larger as the logo is a design element.






Example: Living Catholic advertising.

- Correct use of layout and positioning of Living Catholic logo.

**God knows
we need
organ donors.**



Nothing breathes new life into a Cathedral more than the uplifting and glorious strains of an organ.
Sadly, the organ at St Francis Xavier Cathedral is in desperate need of repair and upgrading to the tune of \$800,000.
It's a significant step in the \$10,000,000 restoration of this icon and it's something we ask your assistance in.
It's Living Catholic.

Living Catholic

Bodycopy always ranges left, with the living catholic logo placed in bottom right corner, close to the second paragraph.

**God knows
living with death
ain't easy.**

Physically and spiritually supporting someone on their journey into death is challenging to say the least.
It's why the role of a Chaplain is as vital as it is demanding.

It's also immensely rewarding.
And it's something worth bearing in mind if you are considering bequeathing to a specific area of the Catholic Church.
It's Living Catholic.

Living Catholic

Headlines to always be centred with the bodycopy ranged into two columns.

**November is
First Collection Appeal month.**

First Collection monies go towards helping your local parish priest cover his expenses. The duties of your local parish priest include baptisms, funerals, marriages, anointing the sick, proclaiming the gospel and celebrating Mass, to name just a very few.
His expenses include things like his car running costs, health insurance, medical and dental expenses, housekeeping costs and a very modest salary. The cost of living has risen over nine hundred percent in the last fifty years.
Giving a dollar or two back then is like giving ten or twenty now.
It's worth considering this as you open your purse or wallet for First Collection.
It's Living Catholic.

Living Catholic

...we cannot do without the example of those who have already said 'yes' to God and to His plan for the life of each individual.
Pope Benedict XVI
Message of the Holy Father for the 47th World Day of Prayer for Vocations.

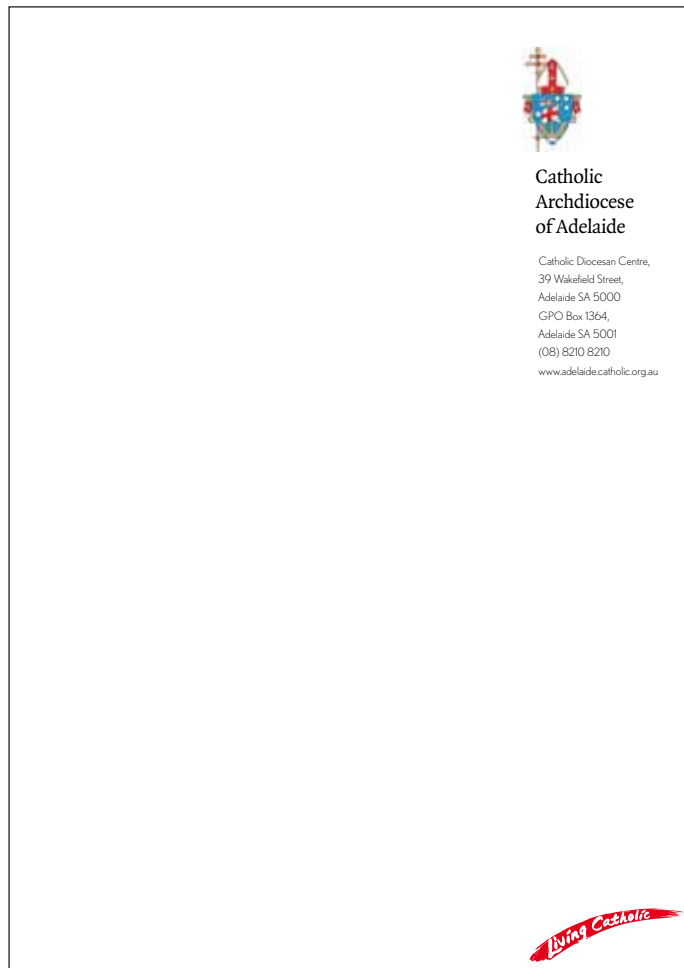


Example: Living Catholic stationery.

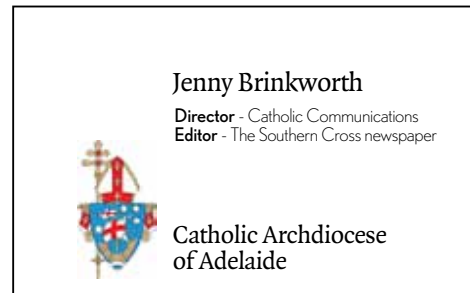


- Examples of stationery.

Letterhead



Business Card



Example: Living Catholic Powerpoint template.



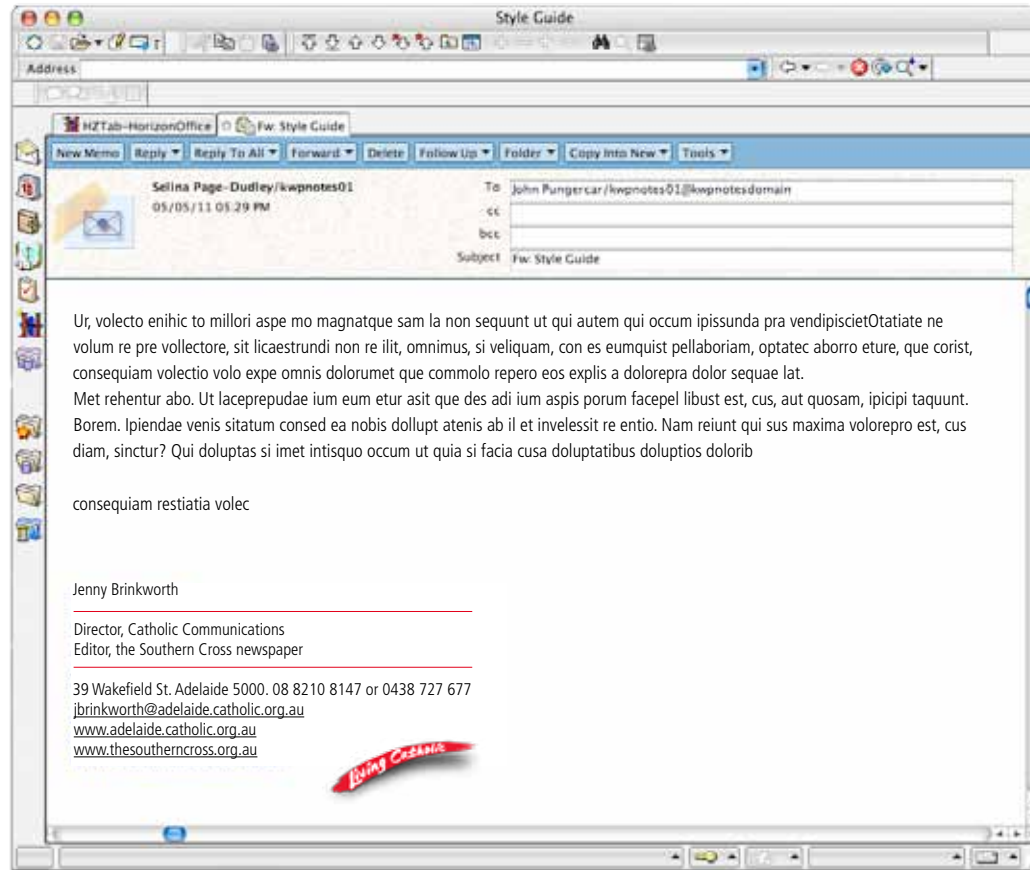
Catholic Archdiocese of Adelaide Headline / Title Style

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Example: Living Catholic email signature.



Example: Living Catholic press release.



Beatification of John Paul II

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Catholic
Archdiocese
of Adelaide

For further information:

Bishop Christopher Saunders,
Chairman, ACSJC
Tel: 0418 260 156.

John Ferguson,
National Executive Officer, ACSJC
Tel: 0418 260 156

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For further information please contact
Rosie McMutrie on 08 8210 8160
or email rmcmutrie@adelaide.catholic.org.au

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