



St. Joseph **THE WORKER**

Transforming lives through employment

BRAND ASSET GUIDE

July 2017

1.0 LOGO STANDARDS GUIDE

This logo standards guide is to be followed for consistency internally and externally. The specifications outlined within this guide will create a uniform brand and demonstrates the proper use and applications of the St. Joseph The Worker logo.

GUIDELINES FOR PROPER USE

Several logo styles have been provided to accommodate desired use and placement.



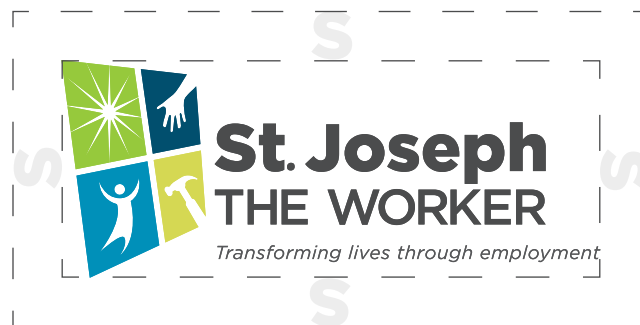
Full Color Logo—primary logo option, to be used in most instances.



Grayscale Logo—only to be used when full color printing is not available.



Reversed Out Logo—only to be used on solid color blocks or dark backgrounds.



1. The elements of the logo are sized and should not be altered in any way.
2. The logotype and image must be treated as one image.
3. The logo must be protected on all sides by a solid white background.
4. Always use the master files provided.
5. For proper visibility, the St. Joseph The Worker logo shall always have a free space zone around the logo equal to the height of the "S" in St. No text, graphics, color shading or other visual elements should encroach on this free space.
6. Minimum size of logo should be no less than 1" wide.

IMPROPER USE

The examples below are NOT approved for use.



Do not skew. Scale proportionately.



Do not change any of the colors within the logo.



Do not place the primary logo on a solid background. Use Reversed Out logo .png file with transparent background.



1. Do not skew the logo, scale proportionately.
2. Do not change any of the colors within the logo.
3. Do not place the primary logo on a solid background. Use Reversed Out logo .PNG file with transparent background.
4. The Full Color Logo, cannot be placed on a complex background. Use Reversed Out logo if possible, if background is still too complex, do not place on background.
5. No individual element should be resized without resizing the entire logo.

2.0 COLOR PALETTE

Below are the brand colors and values for all types of design, print & web. The specifications outlined within this guide will create a uniform brand and demonstrates the proper use and applications of the St. Joseph The Worker logo.

85% BLACK

CMYK

0 | 0 | 0 | 85

RGB

213 | 214 | 84

WEB

d5d654

PMS 3025C

CMYK

100 | 65 | 37 | 21

RGB

0 | 17 | 113

WEB

004d71

PMS 313C

CMYK

100 | 23 | 19 | 0

RGB

0 | 143 | 190

WEB

008fbe

PMS 375C

CMYK

46 | 0 | 100 | 0

RGB

148 | 213 | 0

WEB

94d500

PMS 584C

CMYK

19 | 5 | 82 | 0

RGB

213 | 214 | 84

WEB

d5d654

While this guide provides general guidelines, it can't anticipate every graphic application of St. Joseph The Worker. If you have a project involving special circumstances that are not covered in this guide please contact St. Joseph The Worker.

