

LOGO STANDARDS GUIDE

St. Joseph The Worker



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.



- 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.



- 1 The selected logo should not be distorted, slanted or displayed at a different angle.
- 2 Color changes are not permitted with the exception of black and white.
- 3 Borders are not permitted.
- 4 The logo cannot be placed on a complex background.
- 5 No individual element should be resized without resizing the entire logo.

LOGO COLORS

PMS 375C	CMYK	46 0 100 0
	RGB	148 213 0
	WEB	94d500

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	008fbc

PMS 584C	CMYK	19 5 82 0
	RGB	213 214 84
	WEB	d5d654

85% Black	CMYK	0 0 0 85
	RGB	76 76 78
	WEB	4c4c4e

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.