

LOGO



LOGO DESIGN

The logo of the #iGiveCatholic brand was designed as a modern and contemporary symbol that reflects the Christian beliefs of the organization and its mission of giving.

The design is inspired by a couple of symbols found in Christian iconography. The lowercase and elongated letter "t" in the wordmark represents the Cross. The basket containing 2 fish and 5 loaves of bread is inspired by Christ's miracle of feeding the multitude with only a modest donation. This symbology hopes to inspire donors, volunteers, and parish members that the act of giving what you can, no matter how small it may seem, can go on to do an incredible amount of good through God's grace.

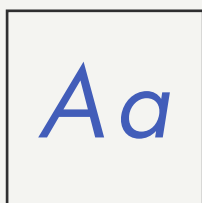
TYPEFACES



FUTURA STD MEDIUM

Futura Standard [medium] is the primary typeface used across the #iGiveCatholic branding. It is used across paragraph text, dates, headings and subheadings. Colors are flexible (within the brand guidelines) and determined by legibility and the designer's preference. Dates are generally displayed in standard case, and headers in uppercase.

**The Quick Brown Fox
Jumped Over the Lazy
Dog**



FUTURA STD BOOK OBLIQUE

Futura Standard Book Oblique is the secondary typeface used across the #iGiveCatholic branding. It can be used for website addresses, phone numbers and can be used as an alternative typeface for paragraph text. Colors are flexible (within the brand guidelines) and determined by legibility and the designer's preference.

*The Five Boxing Wizards
Jump Quickly*

COLORS

The below swatches give the values for the primary color choices of the #iGiveCatholic Brand. These colors help to create specific emotional connections with viewers.

- The deep blue of the wordmark is calming, tranquil and represents faith and confidence.
- The ochre and yellow evokes feelings of energy, unity, and happiness.
- A dark navy outline adds contrast, importance and stability.
- The silver and gray provide neutrality and sophistication.

LOGO & MARKETING COLORS



BLUE

RGB 66 / 93 / 185
CMYK 82 / 62 / 0 / 0
HEX #425DB9



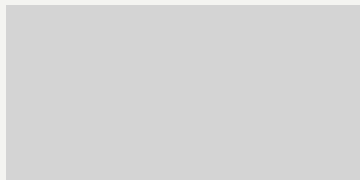
OCHRE

RGB 253 / 168 / 3
CMYK 1 / 33 / 97 / 0
HEX #FDA803



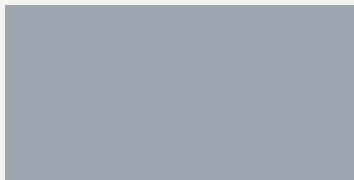
YELLOW

RGB 253 / 213 / 0
CMYK 4 / 11 / 93 / 0
HEX #FDD500



SILVER

RGB 212 / 212 / 212
CMYK 13 / 9 / 10 / 0
HEX #D4D4D4



GRAY

RGB 160 / 166 / 176
CMYK 34 / 23 / 18 / 0
HEX #A0A6B0



DARK NAVY

RGB 0 / 39 / 67
CMYK 100 / 82 / 53 / 34
HEX #002743

OTHER LOGOS

There may be occasions to incorporate other logos with the #iGiveCatholic wordmark, such as the GivingTuesday logo. #iGiveCatholic partner dioceses and participating organizations may also incorporate their logos as they see fit in promoting their campaigns.

The GivingTuesday Logo is in Monserrat font and no longer includes the # previously incorporated.

The logo features the word "GIVINGTUESDAY" in a sans-serif font. The "I" in "GIVING" is replaced by a red heart icon with a white grid pattern.

The use of the #iGiveCatholic with the GivingTuesday logo

The logo features the text "#iGIVECATHOLIC" in a blue sans-serif font. The "I" is replaced by a yellow cross. Below this, the text "ON GIVING TUESDAY" is written in a smaller, gray sans-serif font. The "I" in "GIVING" is replaced by a red heart icon with a white grid pattern.

COLORS



NAVY

RGB 51 / 82 / 105

CMYK 87 / 58 / 37 / 15

HEX #335269



RED

RGB 185 / 32 / 37

CMYK 18 / 100 / 89 / 9

HEX #B92025



GRAY

RGB 160 / 166 / 176

CMYK 34 / 23 / 18 / 0

HEX #A0A6B0