



Brand Guidelines

ARCHDIOCESE OF KANSAS CITY IN KANSAS



*Growing as disciples of
Jesus*

*Making disciples
of Jesus*



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THE ARCHDIOCESE
OF KANSAS CITY IN KANSAS

Why is Branding Important?

Branding is more than just a logo. Our brand should create a distinct identity that our audiences quickly recognize and trust. Branding helps to establish a connection between our archdiocese and its members.

How do we do that? **Consistency** is key! All of our communications, whether digital or print, should contain our brand elements and be clear as to whom they are from.



Logo Variations | Gold Crest

Stacked



THE ARCHDIOCESE
OF KANSAS CITY IN KANSAS



THE ARCHDIOCESE
OF KANSAS CITY IN KANSAS



THE ARCHDIOCESE
OF KANSAS CITY IN KANSAS

Horizontal



THE ARCHDIOCESE
OF KANSAS CITY IN KANSAS



THE ARCHDIOCESE
OF KANSAS CITY IN KANSAS



THE ARCHDIOCESE
OF KANSAS CITY IN KANSAS



Logo Variations | Color Crest

Stacked

Horizontal



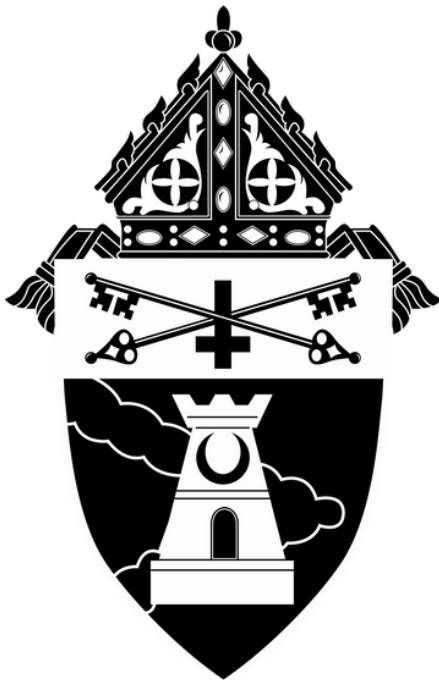
Logo Variations | Black / White Crest

Stacked

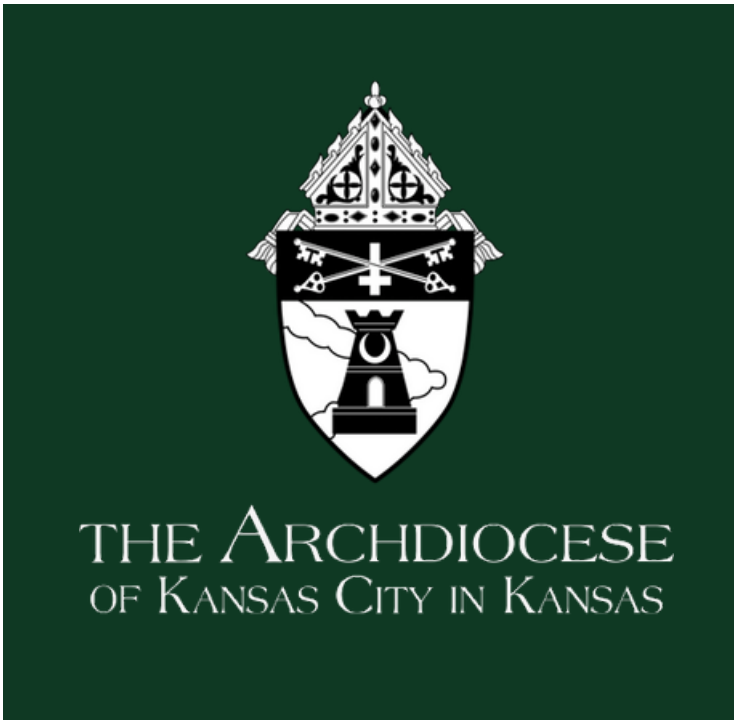
Horizontal

Crest

Black



White



Do's and Dont's of Logo Usage



Do give at least a 1/2 inch of padding around the logo.

Do use our logo on all external facing materials (parishes, parishioners, entities, community members, vendor partners, etc.)



Don't place other elements within this area of the logo

Don't stretch wording size or crest, and keep scale proportioned. (Tip: hold shift key while resizing to maintain scale.)

Color Palette

Primary Colors

Ordinary Green

Hex Code
#0F3923

CMYK
74-0-39-78

RGB
15-57-35

Glorious Gold

Hex Code
#B1A78E

CMYK
0-6-20-31

RGB
177-167-142

Secondary Colors

Preparation Purple

Hex Code
#645394

CMYK
32-44-0-42

RGB
100-83-148

Godly Grey

Hex Code
#C5C6C7

CMYK
1-1-0-22

RGB
197, 198, 199

Boundless Black

Hex Code
#000000

CMYK
0-0-0-100

RGB
0-0-0

Sacred Sage

Hex Code
#9CAF88

CMYK
11-0-22-21

RGB
156-175-136

Blessed Blue

Hex Code
#0B4368

CMYK
89-36-0-59

RGB
11,67,104

Passion Red

Hex Code
#710C04

CMYK
0-89-96-56

RGB
113-12-4

Resurrection White

Hex Code
#FFFFFF

CMYK
0-0-0-0

RGB
255-255-255

Perpetual Pink

Hex Code
#E6C3C1

CMYK
0-15-16-10

RGB
230-195-193

To avoid a distortion in the colors, please use CMYK for print and RGB for web collateral.

FONTS

HEADLINES - SANS SERIF

Montserrat Bold

HEADLINES - SERIF

Americana/Americana Roman
Century Expanded

SUBHEADLINES

Merriweather
Merriweather Sans

BODY

Montserrat
Gotham

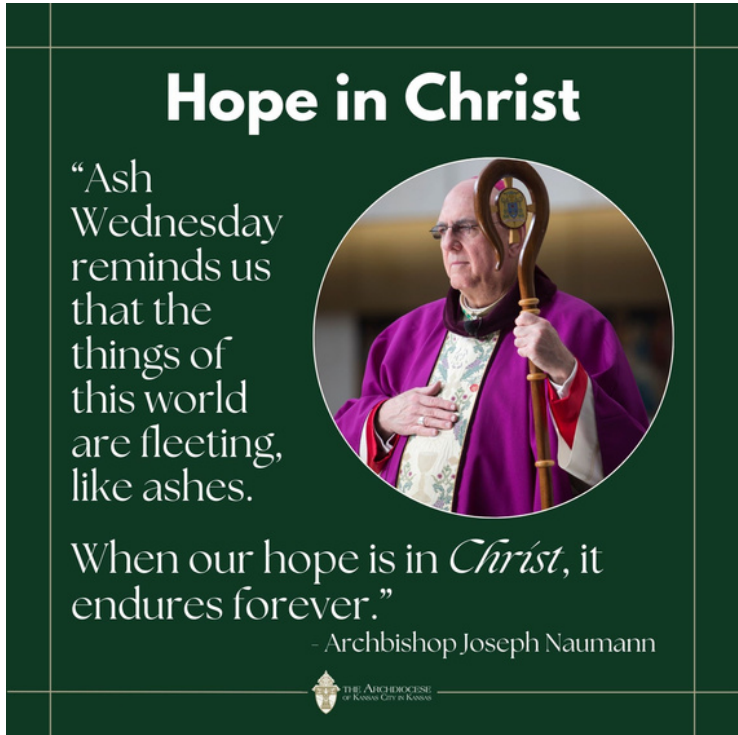
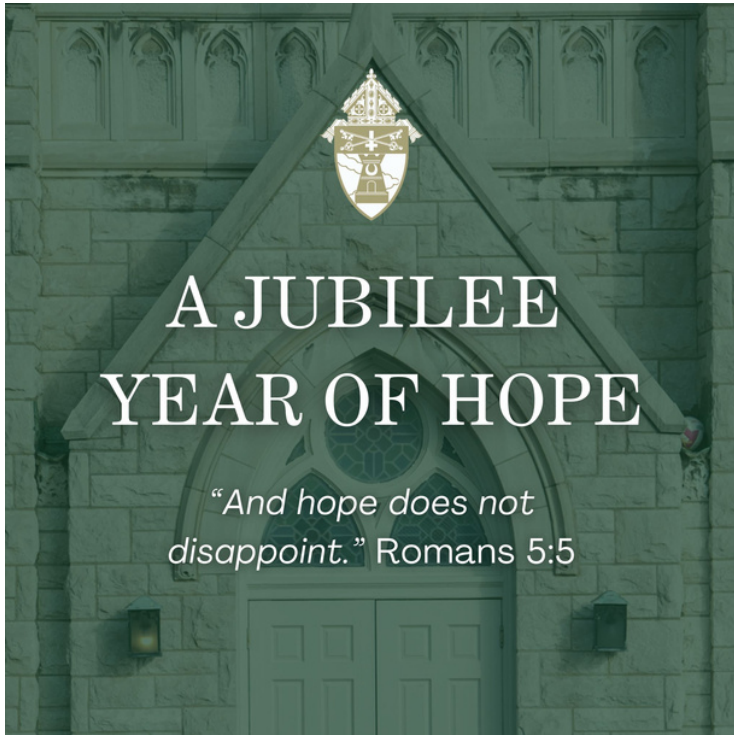
Cursive*

Feeling Passionate
Alex Brush

**Cursive and decorative fonts are less legible and may be difficult for some viewers to read.*



Creative Examples of Proper Branding





THE ARCHDIOCESE
OF KANSAS CITY IN KANSAS



JUBILEE 2025
PILGRIMS OF HOPE

2025 Jubilee *Pilgrims of Hope*



About the 2025 Jubilee

We are excited to celebrate 2025 as a Jubilee Year in the Catholic Church with the theme Pilgrims of Hope! This Year of Jubilee offers many opportunities for spiritual growth and sharing of the Good News of Jesus Christ. Take advantage of our local opportunities to grow as missionary disciples, strengthen marriages and families, and to engage as Pilgrims of Hope in 2025!

Pilgrims of Hope

This Jubilee Holy Year 2025 marks the 2,025th anniversary of the Incarnation of our Lord, an "event of great spiritual, ecclesial, and social significance in the life of the Church." The concept of "jubilee" has its origins in the Book of Leviticus (chapter 25) as a special year of reconciliation and reunion. Pope Francis has designated this a "Holy Year marked by the hope that does not fade, our hope in God." We are called to consider our journey of faith as pilgrims who live joyfully that "through our witness, may hope spread to all those who anxiously seek it."

Plenary Indulgences

The Vatican has decreed an opportunity for Catholics to receive a plenary indulgence during the 2025 Jubilee Holy Year. A plenary indulgence is "a priceless gift of divine mercy" that "allows us to discover how limitless God's mercy is." For more information, please refer to the Catechism of the Catholic Church (1471-1479) and the ArchKCK Jubilee 2025 website.

Local Opportunities



Archdiocesan Holy Door
Visit the Cathedral of St. Peter and walk through the Archdiocesan Holy Door.



Walk with One Initiative
We are called to trust the Holy Spirit in guiding our one-on-one relationships of joyful accompaniment.



Evangelization 101 Series
Learn practical tips and tools for effectively sharing the Gospel.



Dilexit Nos Encyclical
On the Human and Divine Love of the Heart of Jesus Christ by Pope Francis.



Acts of Mercy
We model Christ's love in flooding our community with kindness and compassion.



Pilgrimage to Jubilee Sites
Journey to a church under the patronage of the Sacred Heart of Jesus in ArchKCK.



archkck.org/jubilee



archkck.org/jubilee



12615 Parallel Pkwy, Kansas City, KS 66109



enflame@archkck.org

Email Signatures

We encourage all employees to use the below email signature to display brand and consistency in our communications. This is located in the Brand kit within Canva.



JOHN SMITH

Title Goes Here

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