



St. Ann Parish

BRAND GUIDE

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Our Why

*We venture into the deep,
casting our nets wide so the
hungry, broken, and empty share
in the abundant life of Christ.*





Values



AUTHENTIC VULNERABILITY

Grace-Filled Humility

We are all the hungry, broken, and empty. We minister to each other out of God's mercy to us.



Authentic Vulnerability

We see the human heart beneath the surface. We courageously invite each other into the depths because that is where God moves.

BOUNDLESS MISSION

Boundless Mission

We believe in extraordinary invitation. We are all made for heaven and will go to great lengths to bring our friends, family, and neighbors with us to the banquet table.



Abundant Hospitality

We believe it is truly better to give than to receive. God is generous with us and we want to be generous with all.



HOLY BOLDNESS

Holy Boldness

God has huge dreams and we honor Him by asking for things that only He can deliver. We will not settle for small thinking and the status quo.



Empowering Leaders

For big dreams to happen, we need the creativity and investment of every member of our community. We don't simply recruit volunteers; we raise up leaders who transform the world.




Glory to Glory

In everything we do, we proclaim that our God is alive in us. The joy of the Lord is our strength.

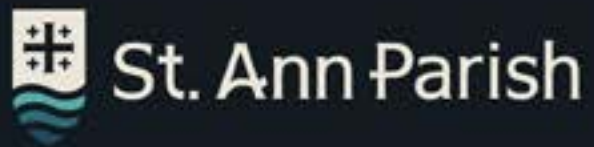


Logo

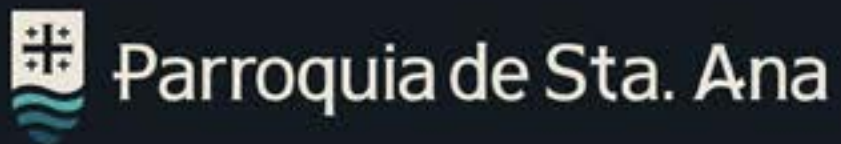


OUR FLAG *and* STANDARD

The St Ann mark is rich with meaning for the parish community. It is crafted to express the vulnerability and boldness with which St. Ann parishioners love Christ and each other. It remembers the roots of the community with its ties to the Jerusalem Cross, but gives a new symbolic language to the parish with the addition of the waves and the shield. The waves bring the brand water imagery that is tied to the mission of St. Ann. St. Ann journeys into uncharted waters for the sake of bringing healing and hope to the hungry, broken, and empty. St Ann is also committed to vulnerability and to seeing beneath the surface of every person's story. The St. Ann's Shield is not just a logo. It is our banner, our flag, our standard, the sail of our ship sailing for heaven.



St. Ann Parish



Parroquia de Sta. Ana





The Jerusalem Cross

Remembers the History and Tradition at St. Ann

- Taking the Gospel to the Four Corners of the Earth
- Drawing Others Into Community with Christ
- Seeking the Lost
- Hospitality and generosity for visitors



The Waves

Baptism, Blood of Christ, Casting Nets Wide

- We Cross Oceans for the Glory of God
- Invitation to Deep Relationship
- See the Story Beneath the Surface



The Shield

Banner, Coat of Arms, Window, Arches

- Boldness
- Identity
- Sending out New Leaders
- Protection
- Safety



Shield Location & Spacing

The icon-plus-word-mark is the primary logo, to be used in full color, whenever possible. To preserve the clear display of the logo, always keep a margin around the logo. Minimal margin size: the height of the lowercase "S," and the height of the Jerusalem cross.



Other Guidelines

Never stretch the logo or separate the wordmark from the shield. The logo must be used with great attention to contrast and legibility. The shield may be used on its own as a brand reminder whenever the full logo has already been used. The wordmark may be used on its own with discretion.



St. Ann Parish



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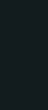
St. Ann Parish



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USE DISCRETION

St. Ann Parish

USE DISCRETION



St. Ann Parish

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Visual Language

1. Colors
2. Patterns
3. Iconography
4. Photography

Colors

The **St Ann brand** conveys boldness, depth, and an overflowing hospitality that is unique to our amazing community. The color palette has been curated to this end. The three primary colors of the brand are Ivory, Blue, and White. The secondary colors are Gold and Crimson. Use the greens and purples only during liturgical seasons/celebrations as needed. Use purple sparingly.





Patterns may be used as brand assets, anywhere the logo has already been used. Always be attentive to color contrast. Never put text over a pattern without a block of solid color behind it or turning down the opacity of the pattern.



Iconography

These glyphs are graphic elements that can be played with to create textures or subtle brand reminders. They are especially effective when used in conjunction with headings. They are never to be used instead of a logo. They should be used on contrasting backgrounds in order to preserve and convey their original meaning.

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Photography



STAY TRUE *to the* BRAND VOICE

The brand voice of St Ann should be welcoming and bold. It should be open and authentic, but never cheesy or sentimental. Photographs should be bold and and subtle. Whenever necessary, utilize dark or light overlays over photography to preserve legibility of text or iconography. Clip art should never be used.

Photo credit: Rachel Moore

Photography

If combining text and photography, legibility comes first. The background image must not compete with text in hue, saturation, nor lightness. Turning down the opacity, contrast, or luminosity of an image can help achieve this.



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Typography





Primary Typeface

Neue Helvetica

St. Ann Parish is bold, hospitable, personal, and open. Neue Helvetica balances these brand values with a relaxed elegance that takes on the personality of the design elements around it. A versatile typeface that is both expressive and imminently readable, Neue Helvetica will be an asset to the St. Ann Parish brand.



Secondary Typeface

Sabon Italic

St. Ann Parish overflows with riches that are ever ancient and ever new. Sabon is a classic serif typeface first used for setting the scriptures. Sabon is a faithful, organic book typeface strongly rooted in tradition. The combination of these two typefaces will mark St. Ann Parish as a place that seamlessly integrates the riches of the tradition of the Church with fresh and new expressions of faith.



WE LIVE *by* OUR WHY

Our Why

“We venture into the deep, casting our nets wide so the hungry, broken, and empty share in the abundant life of Christ.”

We are the hungry, broken, and empty. God is in the process of feeding, healing, and filling each one of us. We're not perfect, and God works in our imperfection. We are wounded healers. In all relationships we begin with mercy, because the Father first had mercy on us. We don't fix people. We welcome the hungry broken and empty because we are there too. Everything we do starts with our own personal transformation and our own need for salvation

WE CAST WIDE NETS

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PreH

9pt Helvetica Neue 55 Roman

All Caps, **bold** emphasized words, change articles to *sabon italic* lower case. Tracking for Helvetica Neue should be set at 200. Tracking for Sabon Italic should be set at 100.

H1

37pt Helvetica Neue 55 Roman

H3

16pt Sabon Italic

B

12pt Helvetica Neue 45 Light

Begin body with bolded statement when fitting. Use Helvetica Neue 65 Medium for bolded phrase. Set tracking to 5.

H4

9pt Sabon Italics

Use all caps, set tracking to 100.

