

DIOCESE OF DES MOINES

CULTIVATING CONNECTIONS IN CHRIST

STYLE GUIDE



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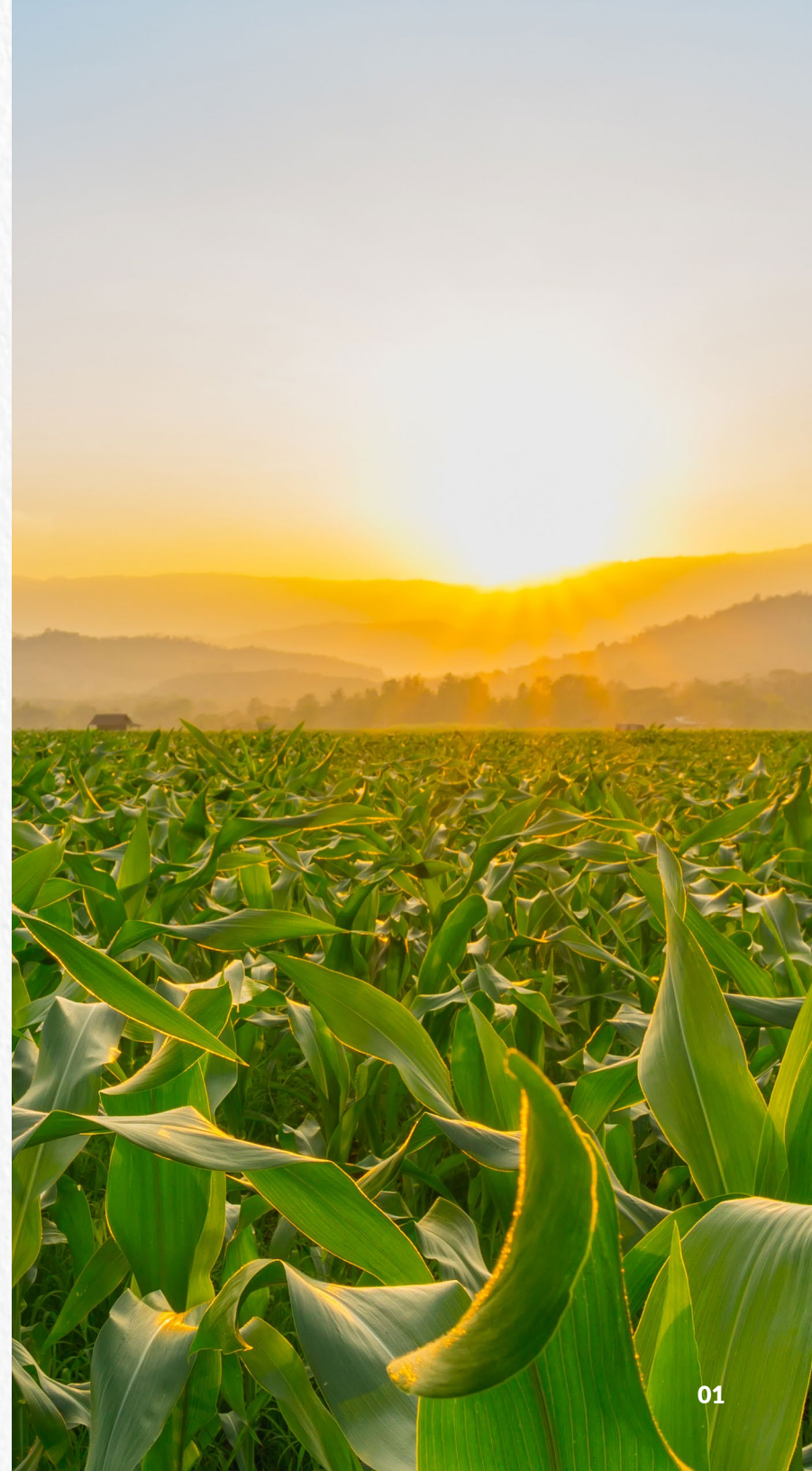
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Identity Brief

CULTIVATING CONNECTIONS IN CHRIST

As we sow God's Spirit in the world, we lean into our vision of cultivating connections in Christ. The seeds of love that we sow yield fruit as we discover Jesus. We are grafted by grace in relationships with Jesus and with one another, like a vine and branches. We form intimate bonds with Christ through the personal and collective experiences of *encounter*, *friendship* and *communion*. Cultivating these connections in Christ is central to our vision as a people after God's own heart.

Our refreshed branding reflects the vision of cultivation and sowing, applying a modern feel to the branding that was born out of John Paul II's visit to Iowa in 1979.



Logo

PRIMARY LOGOS

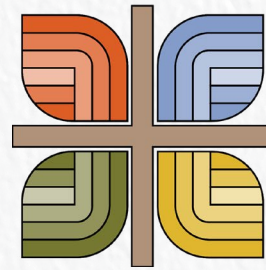
The primary logo is a refreshed version of the quilt logo that has been used over the years. The quilt logo contains 4 leaves that represent the 4 seasons, calling back to Iowa's rural roots.

The colors have been updated to be lighter and more modern, and the number of lines in the quilt has been reduced to make the icon cleaner.

We also have added the tagline from our strategic visioning process "Cultivating Connections in Christ".

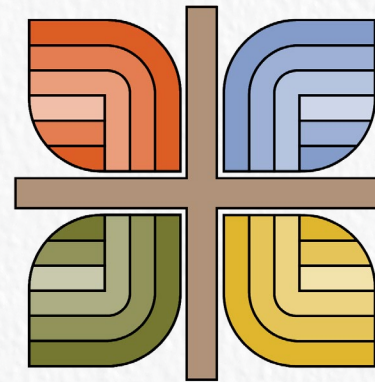
This logo can be used in full color or black/white, with or without the tagline, or just as the four-leaf icon.

HORIZONTAL LOGO



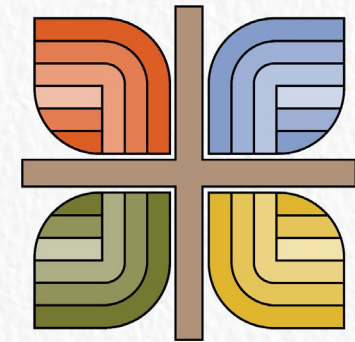
DIOCESE OF DES MOINES
CULTIVATING CONNECTIONS IN CHRIST

VERTICAL LOGO

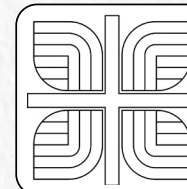


DIOCESE OF DES MOINES
CULTIVATING CONNECTIONS IN CHRIST

ICON

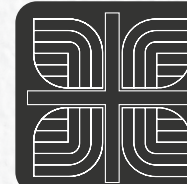


BLACK LOGO



DIOCESE OF DES MOINES
CULTIVATING CONNECTIONS IN CHRIST

WHITE LOGO



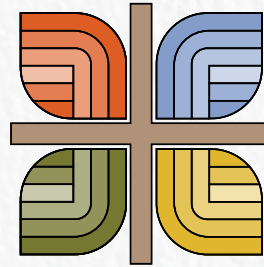
DIOCESE OF DES MOINES
CULTIVATING CONNECTIONS IN CHRIST

Logo

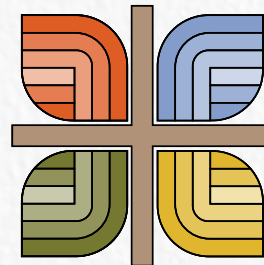
DEPARTMENT LOGOS

While the primary logo should be used in the majority of cases, if your department needs specific-branding there are department logos available.

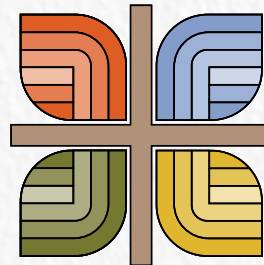
These logos swap the “Cultivating Connections in Christ” with the department/team name and can be made at request.



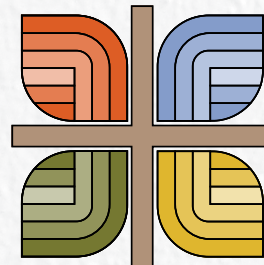
DIOCESE OF DES MOINES
ADMINISTRATION & FINANCE



DIOCESE OF DES MOINES
COMMUNICATIONS DEPARTMENT



DIOCESE OF DES MOINES
DEAF & DISABILITY MINISTRY



DIOCESE OF DES MOINES
YOUNG ADULT EVANGELIZATION

Logo

CULTIVATING CONNECTIONS IN CHRIST

The “Cultivating Connections in Christ” logo should be used in relation to the strategic visioning process and projects related to the strategic vision (parish toolkit, new initiatives, listening sessions, success stories from parishes, etc).

This logo is NOT replacing the standard 4-leaf icon.

FULL COLOR



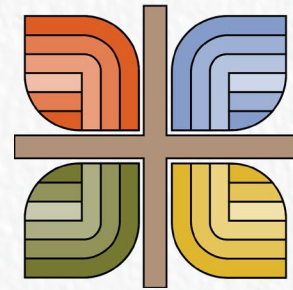
WHITE TEXT



Logo

SPANISH VERSIONS

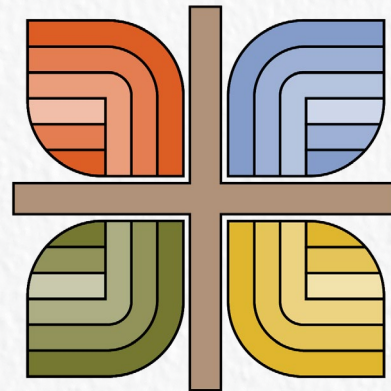
These logos should be used when talking to a Spanish-speaking audience.



HORIZONTAL LOGO

DIÓCESIS DE DES MOINES
CULTIVANDO CONEXIONES EN CRISTO

VERTICAL LOGO



DIÓCESIS DE DES MOINES
CULTIVANDO CONEXIONES EN CRISTO

CULTIVATING CONNECTIONS



Typography

FONTS

IvyPresto Display Regular

Can be downloaded on Adobe fonts. If you do not have access to an Adobe account, substitute with Playfair Display, which can be downloaded for free from Google Fonts or found in Canva.

LATO BLACK ALL CAPS

Can be downloaded for free from Google Fonts and is available in both Adobe and Canva.

Lato Regular

Can be downloaded for free from Google Fonts and is available in both Adobe and Canva.

CORMORANT ALL CAPS

Can be downloaded for free from Google Fonts and is available in both Adobe and Canva.

Headlines



SUBHEADLINES



Our Father, who art in heaven, hallowed be thy name; thy kingdom come; thy will be done; on earth as it is in heaven. Give us this day our daily bread. And forgive us our trespasses, as we forgive those who trespass against us. And lead us not into temptation; but deliver us from evil. For thine is the kingdom, the power and the glory, for ever and ever. Amen.



SUBTEXT ON LOGOS



Typography

HIERARCHY EXAMPLES

Headlines

SUBHEADLINE 1

Hail Mary, full of grace, the Lord is with thee; blessed art thou among women and blessed is the fruit of thy womb, Jesus. Holy Mary, Mother of God, pray for us sinners, now and at the hour of our death. Amen.

SUBHEADLINE 2

Pray for us, O Holy Mother of God, that we may be made worthy of the promises of Christ.

SUBHEADLINE 2

Pray for us, O Holy Mother of God, that we may be made worthy of the promises of Christ.

SUBHEADLINE 3

In the Name of the Father, and of the Son, and of the Holy Spirit, Amen.

Do not abandon yourselves to despair. We are the Easter people and hallelujah is our song.

SUBHEADLINE 4

Colors

The primary colors used for the Diocese of Des Moines are the orange, blue, green, and gold found in the 4-leaf icon.

These four colors remind us of the four seasons: fall (orange), winter (blue), spring (green), summer (gold).

When needing lighter colors, utilize the 80/60/40/20 fades shown on the next page.

When creating items related to the liturgical year, there are separate colors for Ordinary time, Advent/Lent, Pentecost/feasts of Martyrs, and Gaudate/Laetare Sunday.

PRIMARY COLORS



ORANGE

#dd5d25

C 9 R 221
M 77 G 93
Y 100 B 37
K 1



DARK BLUE

#637598

C 67 R 99
M 51 G 117
Y 23 B 153
K 3



DARK GREEN

#757831

C 53 R 117
M 38 G 120
Y 100 B 49
K 18

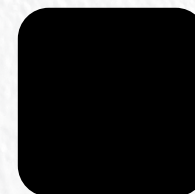


GOLD

#dfb62e

C 14 R 223
M 26 G 182
Y 96 B 46
K 0

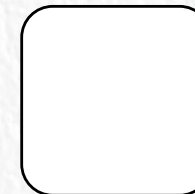
SECONDARY COLORS



BLACK

#000000

C 75 R 0
M 68 G 0
Y 67 B 0
K 100



WHITE

#ffffff

C 0 R 255
M 0 G 255
Y 0 B 255
K 0



DARK GREY

#343333

C 69 R 52
M 63 G 51
Y 62 B 51
K 58

LITURGICAL COLORS



ORDINARY

#91935a

R: 145 G: 147 B: 90
C: 45 M: 31 Y: 76 K: 7



ADVENT/LENT

#896778

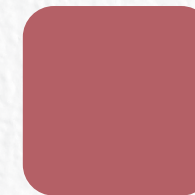
R: 137 G: 103 B: 120
C: 47 M: 62 Y: 38 K: 10



PENTECOST

#a22d2d

R: 162 G: 45 B: 45
C: 24 M: 94 Y: 87 K: 19



GAUDATE/LAETARE

#b46066

R: 180 G: 96 B: 102
C: 26 M: 72 Y: 51 K: 6

Primary Colors

80%	ORANGE #dd5d25 C 9 R 221 M 77 G 93 Y 100 B 37 K 1	80%	DARK BLUE #637598 C 67 R 99 M 51 G 117 Y 23 B 153 K 3
60%		60%	
40%		40%	
20%		20%	
80%	DARK GREEN #757831 C 53 R 117 M 38 G 120 Y 100 B 49 K 18	80%	GOLD #dfb62e C 14 R 223 M 26 G 182 Y 96 B 46 K 0
60%		60%	
40%		40%	
20%		20%	

Visual Design Elements

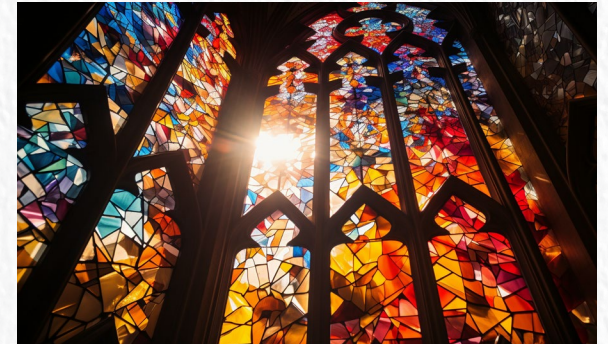
Visual elements should include light and warmth, ultimately tying back to the ideas of *cultivating* connections in Christ and *sowing* God's spirit.

While most of the population in our diocese no longer works in agriculture, culturally the tie to the land is still strong. Jesus often referenced farming & fishing in his parables, and our use of natural images ties together the natural beauty of the state with Jesus' commission to go forth and make disciples.

"The harvest is plentiful, but the laborers are few;"

OUR LOOK & FEEL INCLUDES:

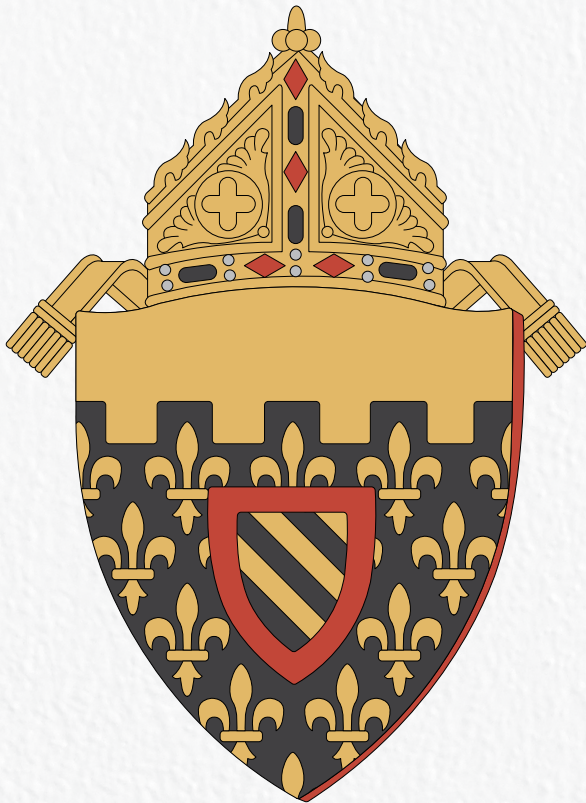
- *Stained glass*, illuminated by light this imagery not only reminds us of the beauty of our churches but emphasizes the need for the light of Christ
- *Emphasized text* using italics, complementary colors, highlights/underlines.
- *Photography that is warm and inviting*. Use of people in images is meant to invoke the idea of "welcome and care" so candid photography of people is the gold standard. Staged photos of people smiling can be used but should be used in tandem with candid photography for a more inviting feel.
- *Textured backgrounds* like paper or fresco texture add depth and warmth to designs.
- *Blue and green are the favored colors*. Blue reminds of Mary while the green evokes the sense of growth and new life.
- *The "Cultivating Connections in Christ" and "Friendship Communion Encounter" assets* can be used to further highlight our mission and vision.



Use of Coat of Arms

The Coat of Arms for both the Diocese of Des Moines and Bishop William Joensen should only be used in formal, official communications. *The primary logo with the 4-leaf should be used in the majority of cases.*

The Bishop's Coat of Arms should *only* be used on communications coming directly out of the Bishop's office by the Bishop.



**DIOCESE OF DES MOINES
COAT OF ARMS**



**BISHOP WILLIAM JOENSEN
COAT OF ARMS**



Logo Misuse

Alterations should NOT be made to the primary logo. This includes changing colors of the leaves or font, stretching or compressing the image, and adding in new elements. If an alternate logo is needed for a department, please contact the Communications Office at communications@dmdiocese.org.

EXAMPLES OF LOGO MISUSE

INSTANCES WHEN LOGO HAS BEEN SQUISHED AND STRETCHED



INSTANCES WHEN TEXT ON LOGO HAS BEEN ALTERED TO NEW COLORS OR FONTS



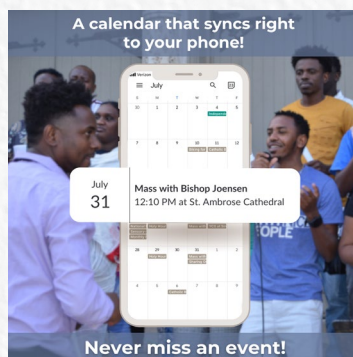
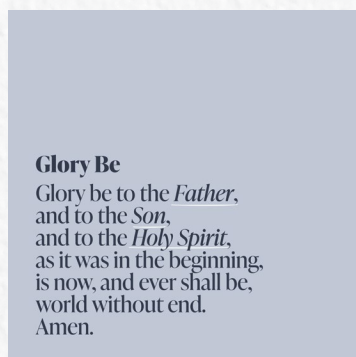
INSTANCES WHEN LEAVES HAVE BEEN ALTERED OR NEW ELEMENTS HAVE BEEN ADDED



Examples

Below are examples of digital and print designs with the new branding.

SOCIAL MEDIA GRAPHICS



LETTERHEAD

