St. Vincent de Paul
GEORGIA

Brand Guidelines

Revised 2025

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Identity System

St. Vincent de Paul Georgia has a fresh identity system–our brand. A brand is a promise between an organization and its key stakeholders. In the following pages, you will find St. Vincent de Paul Georgia's logo, color palette, and more. But before getting into the details, it's essential to understand why a brand system is necessary.

How We Look to the World

Clients, partners, and other constituents judge how well we're managing ourselves many times every day. They may see our website. They may see and read our promotional literature. They may read a story about St. Vincent de Paul Georgia. Or they may directly interact with us, e.g., a staff member or even a patient. And when they visit us, they see our identity everywhere they look.

Building Relevance, Differentiation and Confidence

Our visual image is as important as how we speak about ourselves.

- Individuals place great trust in us when they come to St. Vincent de Paul Georgia seeking help and hope for basic needs such as health, food and housing resulting from financial obstacles.
- Donors, corporations and organizations place great trust in use when looking to invest philanthropic donations and services.
- Our communities seek us out as experts in solutions to creating sustainability for individuals in areas of health, housing and hunger.

Our success now and in the future depends largely upon the first impression we make and how we present the management of our business. Our brand's consistent, organized, and clear use in everything we say and on every item we produce tells people about our ability to take care of our mission. And, therefore, it tells them about our ability to take care of them. Consistency is paramount. We can only achieve our highest goals through the use of consistency with your help.

How to Proceed

This manual includes logos, color palettes, typefaces and messaging. Please review it thoroughly and refer to it whenever you have questions about applying and managing the St. Vincent de Paul Georgia brand.

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Our Brand

Bringing Our Brand to Life

If It Bears Our Name, It Should Reflect Our Heart.

Every word we write, every image we share, and every conversation we have should reflect who we are: a community rooted in faith, dignity, and neighborly love. These voice and tone guidelines help ensure our brand doesn't just look right—it *feels* right.

Our Brand Essence

We are:
Compassionate • Faith-driven • Hopeful • Grounded • Genuine • Neighborly

We are not:
Corporate • Judgmental • Generic • Transactional • Cold

Our Voice

Warm • Genuine • Hopeful • Respectful

We speak to uplift, not impress. Our words:
- Show **compassion**, not pity
- Reflect **dignity**, not neediness
- Offer **hope**, not just help
- Are welcoming to all, regardless of faith

Photography Guidelines

We prioritize **authentic, real-life images** that capture the genuine spirit of our community and work. These photos should reflect the dignity, hope, and connection we foster with our neighbors.

- Avoid using clip art or overly staged stock photos — our brand is about real people and real stories.
- When photographing neighbors or community members, always obtain their permission first. If it's not possible to get consent, take photos that protect their privacy, such as images from behind, silhouettes, or close-ups that don't reveal identities.
- Respecting privacy and dignity is paramount — every image should honor the trust our neighbors place in us.

Messaging and Language

Language Guidelines: What to Say and What to Avoid

Do Say	Avoid Saying
"Neighbors in need"	"Clients" or "the poor"
"We help our neighbors in need"	"We serve the poor"
"Personal, compassionate support"	"Handouts or Assistance"
"Rooted in faith and dignity"	"Charity organization"
"Inspired by love, we help all people"	As a Catholic charity…"
"We advocate for the vulnerable"	"We help the poor"

Our Mission in Every Message

"To Serve Our Neighbors with Love and Respect: Delivering Help, Hope, and Pathways to Self-Sufficiency."

Before sharing anything, ask: **Does this feel loving, respectful, and hopeful?**

Note: Emphasize dignity and partnership rather than dependency or charity alone.

Key Phrases and Messaging Anchors

- Feed. Clothe. House. Heal.
- Neighbors Helping Neighbors
- Personalized Help. Powerful Impact.
- Every neighbor deserves to be seen, heard, and supported.
- We don't help people because they're Catholic. We help because we are.
- Living the Vincentian way — one neighbor, one visit, one act of love at a time.

How We Tell Stories

- Use first names only or change names to protect privacy.
- Avoid pity or sensationalism — emphasize resilience and relationship.
- Focus on how we collaborate with neighbors, not "fix" them.

Brand Mark (Main Logo)

Introduction

In our identity system, the primary element is the "brand mark," or logo.

Our goal is to fix the new logo quickly in the minds of all audiences, who are bombarded with thousands of images every day, so we have our work cut out for us. Consistency is the only way to break through the clutter.

Multiple versions of the logo are provided. This allows for flexibility and responsiveness across multiple platforms.

Click Here for Logo Files

All relationships among the graphic elements – colors, sizes, and position – are fixed and must not be altered in any way unless noted in the brand manual. The signature must only be reproduced from digital files provided on shared drives.

Black Positive Version

Reverse Version

Brand Mark (Logo with Tagline)

Introduction

In our identity system, the tagline logo serves as a key expression of our brand promise. It pairs the logo with our tagline to clearly communicate who we are and what we stand for in a single glance.

The goal is to create strong, immediate recognition of the combined mark among all audiences. In a world overflowing with competing messages, consistent use is essential to making a lasting impression.

Multiple versions of the tagline logo are provided to ensure flexibility and responsiveness across a variety of platforms and applications while maintaining a unified brand presence.

Click Here for Logo Files

All relationships among the graphic elements – colors, sizes, and position – are fixed and must not be altered in any way unless noted in the brand manual.

Black Positive Version

Reverse Version

Brand Mark (Other Versions)

Stacked Logo

The stacked logo offers a vertical orientation for situations where horizontal space is limited. This version is best suited for square or compact layouts, such as social media profile images, event signage, or merchandise where a taller, more contained logo format is most effective. It preserves brand integrity while ensuring clarity in confined spaces.

Icon-Only Logo

The icon-only logo is a simplified mark that should be reserved for use when the full name is already established or where space is highly constrained. Examples include social media avatars, favicons, internal documents, or instances where the audience is already familiar with our brand. While powerful in its simplicity, it should not replace the main logo in primary communications.

Transparent Logo

In most cases, you should use the main blue logo as the default option. The transparent logo is reserved for situations where the standard logo may not stand out, such as websites, photos, patterns, or colored backgrounds. Always ensure there is strong contrast for clear visibility and avoid placing the logo on busy or cluttered backgrounds that reduce readability.

All relationships among the graphic elements – colors, sizes, and position – are fixed and must not be altered in any way unless noted in the brand manual.

Click Here for Logo Files

Tagline Only

The tagline on its own should be used sparingly and only in situations where the full logo is already present or the brand is otherwise clearly established. It works as a supporting element to reinforce our brand promise, never as a replacement for the logo itself. Appropriate uses include campaign graphics, social media posts, or internal materials where the logo is already displayed nearby. The tagline alone should not be used in place of the logo on official communications or as the primary identifier of our organization.

Logo Usage

Control Area

Do not crowd the logo or place other elements inside of the control area.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio Ut wisi enim ad minim veniam, quis nostrud exerci tation ex iusto odio. Duis autem vel eum iriure dolor. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat.

TIP > If you need to insert a picture into your document, like the logo, and need to scale it, you can drag a corner with your mouse and hold the Shift Key to ensure accuracy.

Misuse

The logo should be used according to the guidelines established in this document.
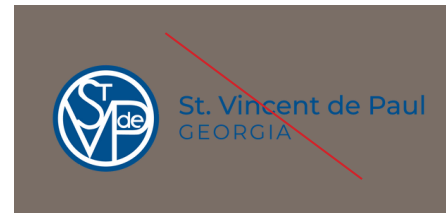
Do Not:

> stretch or condense

> use outlines or drop shadows

> use insufficient contrast or any other background except white

Logo Usage

When to Use the Main Logo

The main logo without the tagline should be used when the brand is already established with the audience or when space and legibility are concerns.

Use the main logo for:
- Internal documents and presentations
- Digital spaces with limited size such as website headers, email signatures, or social profile icons
- Merchandise or apparel where the tagline may be too small to read
- Repetitive branding in a single piece where the tagline has already been introduced elsewhere

When to Use the Tagline Logo

The tagline logo should be used when there is an opportunity to introduce or reinforce our full brand message. This is especially helpful in communications where audiences may be less familiar with who we are or what we do.

Use the tagline logo for:
- First-touch communications such as event invitations, advertising, or sponsorship placements
- Brand introductions to new audiences or markets
- Large-format displays where the tagline will be clearly legible
- Marketing materials that highlight our mission or impact

Logo Selection Checklist

Will this be seen by people who may not know our organization well?

    Yes → Use the Tagline Logo

    No → Go to Next Question

Is there enough space for the tagline to be legible at the intended size?

Yes → Use the Tagline Logo

No → Use the Main Logo

Has the tagline already appeared elsewhere in the same piece or space?

Yes → Use the Main Logo

No → Use the Tagline Logo

Color Pallette

Logo Color

Do not crowd the logo or place other elements inside of the control area.

PMS	205-1
HEX	#01518F
RGB	1, 80, 142
CMYK	100, 76, 16, 13

Accent Colors

PMS	7692
HEX	#005584
RGB	0, 85, 132
CMYK	100, 69, 29, 8

PMS	368
HEX	#7fa442
RGB	127, 164, 66
CMYK	56, 18, 97, 2

PMS	138
HEX	#f6871f
RGB	246, 135, 31
CMYK	0, 57, 100, 0

PHARMACY
Giving Tuesday
Holiday Accents
(do not use with orange)

PMS	192
HEX	#ee245a
RGB	238, 38, 90
CMYK	0, 97, 52, 0

Typography

Calibri (Use sans-serif font for body copy)

To create communication materials with a clean, modern, and highly legible look, we have selected Calibri for body copy. This contemporary sans serif font was chosen for its readability, versatility, and crisp lines, making it ideal for both print and digital use.

Calibri Is Available At:
Microsoft Fonts

Note:

If this font is not available to you, you may use the cross-platform font Arial.

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890~!@#$%^&*(){[ ]}'"?

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

Typography

Montserrat

Montserrat has been selected for all header and title text to convey a modern, approachable, and professional tone. Its bold, geometric letterforms create strong visual hierarchy and ensure headings stand out across print and digital materials. Use Montserrat for all primary headings, subheadings, and callouts to maintain consistency and brand recognition.

Montserrat   Is Available At:
Google Fonts

Note:

If this font is not available to you, you may use the cross-platform font Helvetica.

Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Subheads/Services/Mission

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

File Guidelines

Logo Files When is it appropriate to use Pantone, CMYK, or RGB?

Pantone color codes are used when printing offset which only require those colors (i.e., business cards), or can be given to a printer for matching purposes. Always refer to an official Pantone swatch book for accurate color representation. Pantone codes allow for exact color reproduction, whereas CMYK and RGB may have slight variances from different printers and different screens.

CMYK is used when doing a 4-color print (i.e., a brochure that includes photography), or for digital printers (quick turn-around, low-volume printers).

Use RGB files for digital applications, such as a website or e-mail newsletter. Make sure to use RGB versions of these files. A CMYK JPG may not display colors properly on screen. You have been provided an RGB, JPG and PNG file.

What is a Vector File?

Vector files (usually EPS or AI formats) are resolution-independent, and used for print applications. If a designer or printer requests a logo file for a print piece or give-away, usually they want the vector file. It allows unlimited scalability and adjustment of layout and color if necessary.

On the other hand, raster files (like JPG, GIF, PNG, etc.) cannot be scaled without losing resolution quality. Raster files are appropriate for screen/web applications because of their smaller file size.

Common Applications and the Files Types to Use:

- Printing business cards: Pantone, EPS
- Printing a brochure with photography: CMYK, EPS
- Creating an e-mail newsletter: RGB, JPG
- Layering the logo on top of another graphic on a web page: RGB, Transparent PNG

Definitions

RGB: (Red,Green,Blue)- This is the representation of color for display of images in electronic systems such as TVs and computers.

Pantone Matching System (PMS): A proprietary color space used primarily in printing. Pantone color guides allows designers to "color match" specific colors regardless of printing equipment.

CMYK: (Cyan, Magenta, Yellow, Black) - Referred to as process color or four color, it is used in most color printing.

EPS: A vector graphics file format that contains a geometric description which can be rendered smoothly at any desired display size. Can be re-edited. This file works great for signage, embroidery, ad specialty items and ultimate print output.

JPG: A compressed raster image format primarily used for on-screen display. Cannot scale up arbitrarily without loss of quality or be re-edited.

PNG: Created as a successor to GIF. Supports 16 million colors, and excels for images with large, uniformly colored areas. PNG allows for the display of transparent backgrounds. It is a raster format that cannot scale up arbitrarily without loss of quality or be re-edited.

PDF: A multi-platform file format that captures document text, fonts, images, and even formatting of documents from a variety of applications. You can e-mail a PDF document to your friend and it will look the same way on his screen as it looks on yours, even if he has a Mac and you have a PC.