



CATHEDRAL OF SAINT PETER

VISUAL IDENTITY GUIDE

Let your speech always be with
grace, as though seasoned with salt,
so that you will know how you
should respond to each person.

Colossians 4:6



OUR MISSION

THE CATHEDRAL OF SAINT PETER is a unique and diverse faith-filled, downtown parish community, exercising servant leadership by striving to offer prayerful and inspiring worship to all who enter our doors and working to meet the spiritual, educational, and personal needs of those we serve.

INTRODUCTION

At the heart of our diocese

The Cathedral of Saint Peter is the Mother Church of the Roman Catholic Diocese of Scranton.

The way in which the Cathedral is perceived can be strongly influenced by the way in which it presents itself visually. This information is intended to give it an overall contemporary, relevant and organized appearance that will enhance its mission as both a parish community and the seat of the diocesan bishop.

These guidelines have been created to explain the Cathedral of Saint Peter's visual identity and how it should be used. They are intended for anybody who works with us, whether you are commissioning, designing or delivering communication materials as an external agency or a member of staff.

ABOUT THIS DOCUMENT

It is essential that the Cathedral of Saint Peter presents itself as a visually coordinated entity. Therefore all communications should follow a single visual identity guideline. Use of any aspect of the Cathedral identity by external agencies, companies and partners requires approval by the Cathedral. If you have any doubt over the applications of Cathedral identity or how best to use it, please contact the Parish Office. This document and other visual resources (e.g. logos) are available from the official Cathedral website:

www.stpeterscathedral.org/identity



CATHEDRAL OF SAINT PETER

CATHEDRAL IDENTITIES

PRIMARY IDENTITY

The Cathedral's primary visual identity consists of three variations whose application is determined by the audience with whom you are communicating.

THE CATHEDRAL LOGO

The Cathedral of Saint Peter logo is the common graphic representation reflecting the Cathedral or an entity's relationship with the Cathedral.

The logo is a "word mark" - a combination of a graphic image and designed text that is treated as a single identifying mark. It consists of a rendering of the Coat of Arms of the Diocese of Scranton and specified positioning of the "Cathedral of Saint Peter" name.

This logo, in combination with the color palettes, typefaces, and related elements specified in this document, is the primary element of the Cathedral visual identity.



CATHEDRAL OF
SAINT PETER

COAT OF ARMS

The Coat of Arms of the Diocese of Scranton is paired with the Cathedral name for the official logo. The Coat of Arms alone - without the Cathedral name - may only be used in circumstances where the words "Cathedral of Saint Peter" appear very prominently in close adjacency.

The Coat of Arms used by the Cathedral is a custom rendering of the Coat of Arms used by the Diocese of Scranton. This is done with intention to convey uniqueness while at the same time, preserving the close relationship between the Cathedral and the Diocese.

To maintain the strong historic and symbolic elements it represents, the Coat of Arms should never be deconstructed or altered in any way. Acceptable uses include full-color (gold, red, blue and white), one-color variations, and black and white variations.



- A

- B

- A - The Escutcheon is topped by an adorned gold MITRE symbolizing the office of the Diocesan bishop. The color gold is used to represent solemnness.
- B - On the ESCUTCHEON or shield appears a comet, Meuble héraldique Clefs, and two roundels.

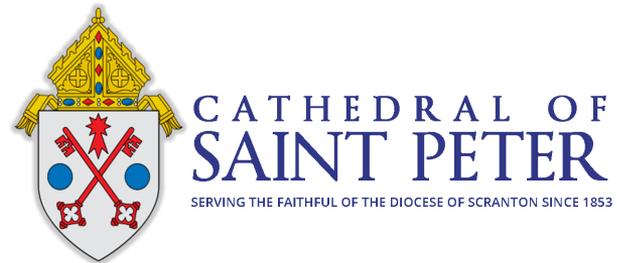
The Meuble héraldique Clefs or pair of keys painted red and crossed in an "X" fashion is a traditional symbol of Saint Peter, the patron saint of the Cathedral church. On either side of the keys are roundels painted blue. Their position here recalls the coat of arms of William Penn, the first Proprietor of Pennsylvania, whose coat of arms comprised three white circles on a black stripe across the middle of the shield. At the top of the shield appears a comet. It alludes to a similar charge in the coat of arms of Pope Leo XIII (1810–1903), who was reigning as pope at the time that the diocesan coat of arms was adopted.

VARIATIONS OF THE PRIMARY IDENTITY

There are two additional variations of the primary identity which may be used depending on the application. Judgement may be made by the user but consideration should always be given to the audience with whom the user is communicating.



Primary identity variation for use in Cathedral Parish-specific applications



Primary identity variation

PRIMARY LOGO COMPOSITIONS

There are three logo compositions for the primary identity to allow for flexibility of use.

HORIZONTAL

Ideal for most publications, especially those for which space is not an issue.

STACKED

Ideal for vertical, square, or narrow publications.

COAT OF ARMS

The diocesan Coat of Arms may only be used in isolation in circumstances where the words “Cathedral of Saint Peter” appear very prominently in an adjacent treatment.

The Coat of Arms may also be used in whole or part (cropped, not deconstructed) as a design element or watermark, but should never appear without a Cathedral reference.

*Primary logo
Horizontal variation*



CATHEDRAL OF
SAINT PETER

*Primary logo
Stacked variation*



CATHEDRAL OF
SAINT PETER

*Coat of Arms
(Not to appear alone
without an adjacent
Cathedral reference)*



LOGO SPECIFICATIONS

SIZING

The Cathedral logo must always be used at a size that ensures that all of its elements are clearly visible and recognizable. The logo also must be reproduced at a fixed aspect ratio (scaled up or down proportionally) to ensure it is reproduced consistently. The logo must never be re-shaped or distorted.

Minimum accepted sizes for production of the logo are listed here. There is no maximum size.

CLEARANCE AREA

A clearance area or blank margin around the logo is needed to ensure the logo is never encroached upon by surrounding content.

As illustrated, to determine the minimum clearance area, use the measurement of the width of the shield around all four sides of the logo. This always scales with the logo. When possible, allow additional clearance.

Minimum size:
1.5" wide
Height must scale
proportionally to width



Minimum size:
1" wide
Height must scale
proportionally to width



SECONDARY IDENTITY

To compliment the primary identity, a secondary identity was created to be used for two applications:

- at the end of documents where there exists a substantial amount of space between the beginning of the publication and the end (a multi-page letter, worship guide, or program).
- to serve as a footer for a publication, especially in instances where the contact information, official URL, and social media icons of the Cathedral are presented.



RELATED ELEMENTS

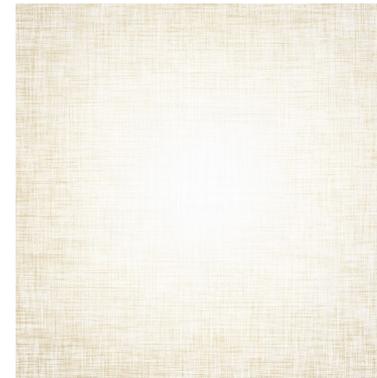
The Cathedral employs two related elements which serve to unite all print and web applications.

THE CROSSED KEYS OF SAINT PETER

A custom designed vector image of the crossed keys of Saint Peter serves as a call back to the keys used in the diocesan Coat of Arms. The crossed keys are most typically used to introduce the footer in an application and are normally struck with a blue line.

LINEN BACKGROUND

A formatted linen background is used frequently on print and web applications. It recalls the liturgical use of linen fabric for altar cloths and other liturgical textiles.





CATHEDRAL OF SAINT PETER

COLORS AND TYPOGRAPHY

COLOR PALETTE

The Cathedral's color palette is derived from the diocesan Coat of Arms and the interior colors used in the Cathedral church. This is a purposeful choice so that all publications, especially when used in the church building, feel cohesive. This is most evident in the dark blue color, "Cathedral Blue."

There are two colors that make up the Cathedral's primary color palette. The primary colors may be adjusted within 50% tint for use in print and web based applications.

An additional three colors support the primary colors.

A set of tertiary colors are used when necessary to support the current Liturgical Season. This is most evident during The Seasons of Advent and Lent. These liturgical colors are not contained within the standard color palette.

PANTONE 7687C HEX #1D428A RGB 48, 55, 135 CMYK 79, 52, 0, 46	PANTONE 185C HEX #E4002B RGB 192, 0, 0 CMYK 0, 100, 81, 11	
CATHEDRAL BLUE (Primary)	DARK RED (Secondary)	
PANTONE 109C HEX #FFD100 RGB 220, 168, 0 CMYK 0, 18, 100, 0	GRAY (Secondary)	PANTONE 7543C HEX #98A4AE RGB 152, 164, 174 CMYK 13, 6, 0, 32
GOLD (Secondary)	LIGHT BLUE (Primary)	PANTONE 300C HEX #005EB8 RGB 0, 112, 192 CMYK 79, 52, 0, 46

Tertiary liturgical colors

PRIMARY TYPOGRAPHY

Although the Cathedral's logo-type is Byington, we employ a number of additional fonts to provide the maximum amount of freedom when executing a publication.

Garamond is the primary serif typeface for the Cathedral. It is used in the weekly bulletin article copy and in all external correspondence. It should be produced at a minimum of 10pts.

Serif Typeface

GARAMOND

Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

SECONDARY TYPOGRAPHY

The following additional sans serif typefaces are used throughout print applications. They each convey a modern, distinctive confidence and authority.

Sans Serif Typefaces

FUTURA

Book:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Medium:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Extended:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Extra Bold Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

CALIBRI

Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

DIGITAL APPLICATIONS

The official Cathedral website relies on a separate set of typefaces to convey a familiar yet distinct message.

PRIMARY TYPOGRAPHY

PLAYFAIR DISPLAY

Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Bold Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

DIGITAL APPLICATIONS

SECONDARY TYPOGRAPHY

PALATINO LINOTYPE

Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

OPEN SANS

Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Semi Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Extra Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890



CATHEDRAL OF SAINT PETER

STANDARD PRACTICES

OVERVIEW

This guide to applying the visual identity standards was developed by the Cathedral to assist Cathedral staff, vendors, and contractors create effective, attractive, and professional communications.

Additional project-specific guidance is available through the Parish Office.

The following pages include:

- Examples of the Cathedral's identity elements in standard and print publications
- Tips on effective use of images and photography
- Tips on applying identity standards to social media
- Guidance on affiliated logos





LETTERHEAD AND ENVELOPE

The Cathedral's letterhead and envelope are the primary means of hard copy communication to our external audience. The letterhead employs the Cathedral of Saint Peter logo and crossed keys related element, while the envelope uses only the Cathedral of Saint Peter logo.



315 WYOMING AVENUE | SCRANTON, PENNSYLVANIA 18503 | PHONE: 570.344.7231 | FACSIMILE: 570.344.4749
INFO@STPETERSCATHEDRAL.ORG | WWW.STPETERSCATHEDRAL.ORG | [f](#)/CSPSCRANTON

APPLYING THE IDENTITY TO STANDARD PUBLICATIONS

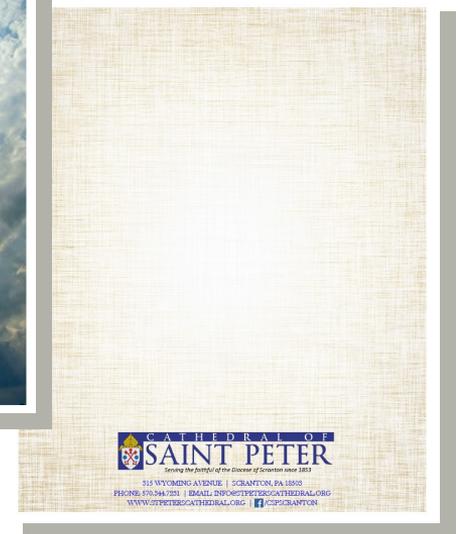
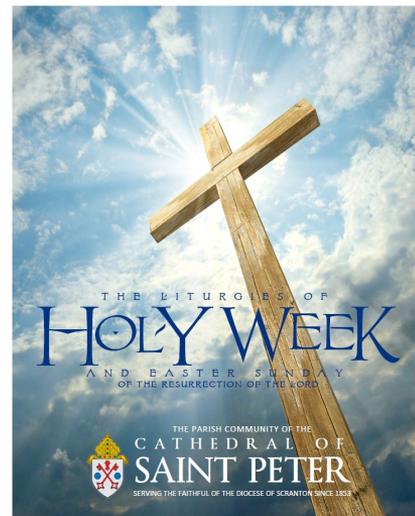
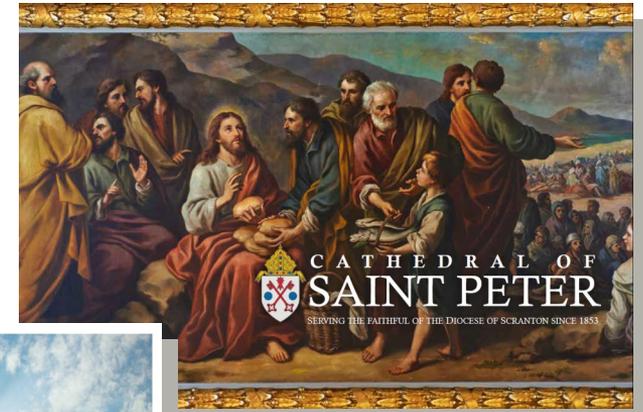
LOGO PLACEMENT

The Cathedral logo should be present on the front/cover of all printed communications.

Depending on the communication's scope, size and design, the secondary logo may appear on the back cover.

Additionally, the manner in which the logo is used within design should be handled carefully and respectfully. If used on top of a design element, the background should be simple and clear, not busy are of the photograph or pattern, or against a color that is jarring to the Cathedral's official colors and identity.

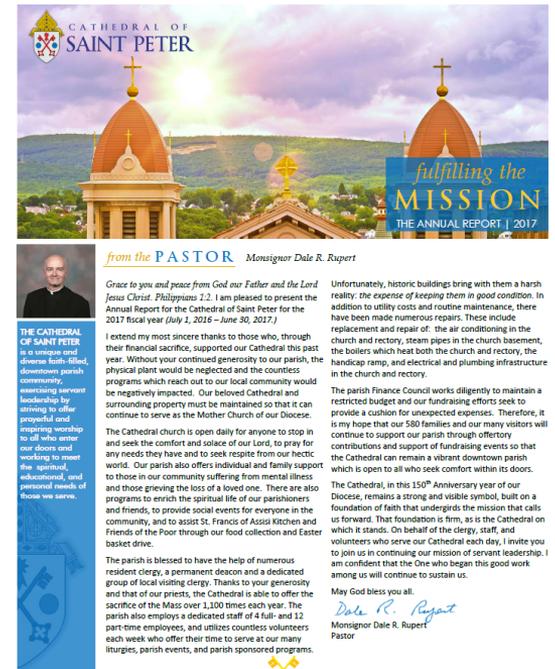
Visual effects should be handled sparingly and respectfully, avoiding excessive animation and overlays.



EXAMPLES OF GOOD LOGO PLACEMENT

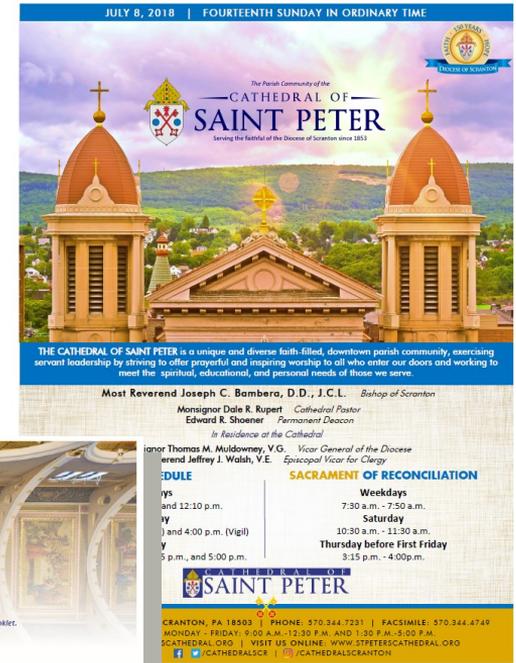
USE OF COAT OF ARMS IN ISOLATION

As stated on page 10, the Diocesan Coat of Arms may only be used in isolation in circumstances where the words “Cathedral of Saint Peter” appear very prominently in an adjacent treatment, as demonstrated in these examples of the masthead of the website or a publication.



COLOR

The primary color palette should be used as often as possible. The secondary color palette should be used to accent or compliment the primary colors.



JULY 8, 2018 | FOURTEENTH SUNDAY IN ORDINARY TIME

The Parish Community of the
CATHEDRAL OF SAINT PETER
Serving the Faithful of the Diocese of Scranton since 1853

THE CATHEDRAL OF SAINT PETER is a unique and diverse faith-filled, downtown parish community, exercising servant leadership by striving to offer prayerful and inspiring worship to all who enter our doors and working to meet the spiritual, educational, and personal needs of those we serve.

Most Reverend Joseph C. Bambero, D.D., J.C.L. *Bishop of Scranton*
Monsignor Dale R. Rupert *Cathedral Pastor*
Edward R. Shoemaker *Parsonage Deacon*
Residences at the Cathedral

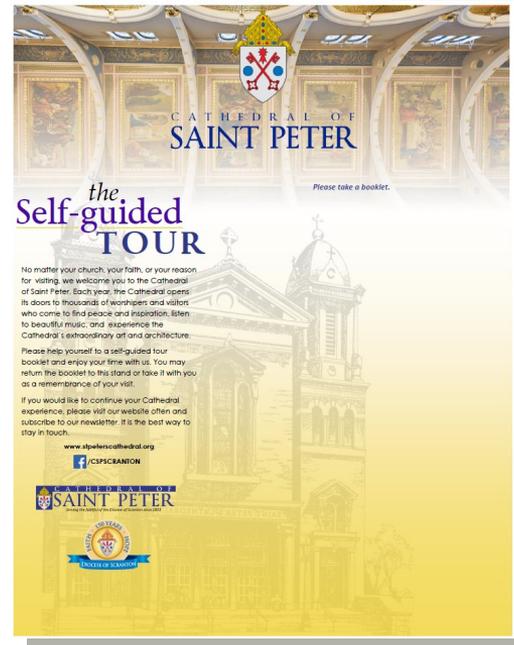
Honorable Thomas M. Muldowney, V.G. *Vicar General of the Diocese*
Reverend Jeffrey J. Walsh, V.E. *Episcopal Vicar for Clergy*

SCHEDULE

	SACRAMENT OF RECONCILIATION
Weekdays	Weekdays
7:30 a.m. and 12:10 p.m.	7:30 a.m. - 7:50 a.m.
Saturday	Saturday
4:00 p.m. (Vigil)	10:30 a.m. - 11:50 a.m.
Thursday before First Friday	3:15 p.m. - 4:00 p.m.

CATHEDRAL OF SAINT PETER

SCRANTON, PA 18503 | PHONE: 570.344.7231 | FACSIMILE: 570.344.4740
MONDAY - FRIDAY: 9:00 A.M. - 12:30 P.M. AND 1:30 P.M. - 5:00 P.M.
CATHEDRAL.ORG | VISIT US ONLINE: WWW.STPETERSCATHEDRAL.ORG
f /CATHEDRALSCK | /CATHEDRALSCKRANTON



CATHEDRAL OF SAINT PETER

Please take a booklet.

the Self-guided TOUR

No matter your church, your faith, or your reason for visiting, we welcome you to the Cathedral of Saint Peter. Each year, the Cathedral opens its doors to thousands of worshippers and visitors who come to find peace and inspiration, listen to beautiful music, and experience the Cathedral's extraordinary art and architecture. Please help yourself to a self-guided tour booklet and enjoy your time with us. You may return the booklet to this stand or take it with you as a remembrance of your visit.

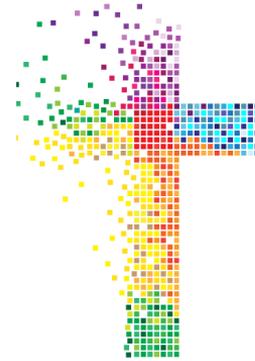
If you would like to continue your Cathedral experience, please visit our website often and subscribe to our newsletter. It is the best way to stay in touch.

www.stpeterscathedral.org
f /CSPSCRANTON

CATHEDRAL OF SAINT PETER
SERVING THE FAITHFUL OF THE DIOCESE OF SCRANTON SINCE 1853

AFFILIATE LOGOS

The Cathedral maintains several affiliate logos which are used for programs and initiatives sponsored by the Cathedral.



SCRANTON MENTAL
HEALTH MINISTRY
at the CATHEDRAL OF SAINT PETER

SPIRITUAL SUPPORT GROUP



CATHEDRAL IMAGERY

GENERAL GUIDELINES

Images should be used to draw a viewer into a publication and to add a deeper understanding of the information being communicated in text.

For the most effective visual storytelling, use one or two larger images rather than multiple smaller images. This will help to keep the final design clean and concise.

ACTION IMAGES

The use of action images should vividly recall the day or event being depicted in the publication. Genuine engagement between people, positive facial expressions, emotion and feeling create a relatable response in the viewer and can make a lasting impact.

CATHEDRAL PHOTOGRAPHY

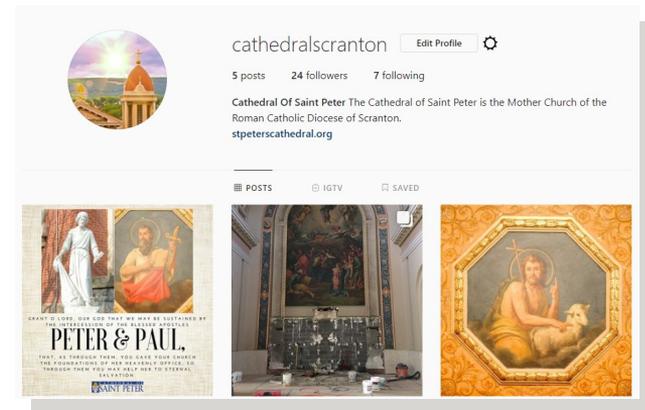
The Cathedral maintains an ever growing library of current and historical images of the Cathedral campus. These images should be used whenever possible when depicting the Cathedral or a piece of artwork in the church or rectory.



SOCIAL MEDIA

Social media guidelines are meant to help the followers of Cathedral social media profiles easily recognize the account as an official Cathedral account.

Our social media accounts follow a consistent and unique identity standard.





CONTACT

For questions regarding the information contained in this guide, contact the Cathedral.

570.344.7231

info@stpeterscathedral.org

