

DIOCESE OF LITTLE ROCK

VISUAL STYLE GUIDE

2019

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These guidelines apply to internal and external communications. Through the use of color, graphics and fonts the Diocese of Little Rock is attempting to convey the mission and values of the Catholic Church in Arkansas.

By following guidelines, you are presenting a professional and consistent appearance and avoiding confusion.



COAT OF ARMS

Traditional Symbol

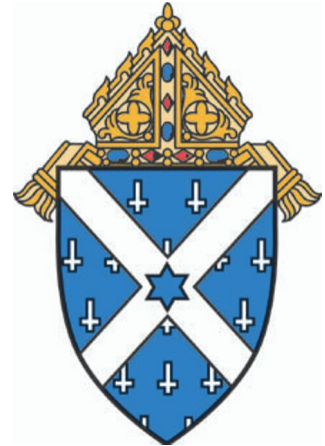
The coat of arms or crest has been the traditional symbol for the Diocese of Little Rock since it was founded 176 years ago in 1843.

It is composed of a shield topped with a gold miter. The miter is the ecclesiastical hat symbolic of the office of bishop.

The shield uses the Marian colors, white and blue. They honor Mary as the patroness of the United States under her title of the Immaculate Conception. The star of six points was taken from the coat of arms of Pope Gregory XVI, who established the diocese on Nov. 28, 1843.

It includes a cross in the form of an "X" that represents St. Andrew, who was crucified on a X-shaped cross. St. Andrew is the patron of the diocese's cathedral and the baptismal patron of Bishop Andrew Byrne, the first bishop of Little Rock (1844-1862).

The small inverted crosses are a reference to St. Peter, the "petra" or rock, upon whom the Church was founded by Jesus Christ. According to tradition, before he was martyred, St. Peter said he was not worthy to die in the same manner as Jesus. The Romans, therefore, crucified Peter with his head pointed downward.



TRADITIONAL COAT OF ARMS

The coat of arms can be presented in three different styles:

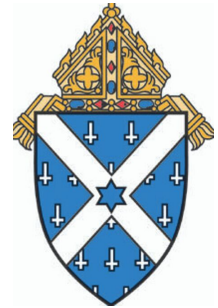
- Color
- Black and white, with gray background
- Black and white, with lined background

Restrictions

To ensure integrity of the coat of arms,

NEVER:

- Alter or re-create it in anyway. Never attempt to redraw it or add a graphic, word or phrase to it.
- Change the colors or their placement.
- Distort its shape by stretching, condensing, tilting or orienting it disproportionately. (Resizing tip: Hold down the shift key while resizing to retain its proportions.)
- Use it smaller than 3/5 inch by 1 inch (at 300 d.p.i.) in print or smaller than 43 x 72 pixels (at 72 p.p.i.) on electronic media.
- Print and publish the lined version of coat of arms in colors other than black, Crest Blue or DOLR Blue.



DIOCESAN LOGO

Restrictions

To ensure integrity of the logo,
NEVER:

- Alter or re-create it in anyway. Never attempt to redraw it or add a graphic, word or phrase to it.
- Change the colors or their placement.
- Distort its shape by stretching, condensing, tilting or orienting it disproportionately. (Resizing tip: Hold down the shift key while resizing to retain its proportions.)
- Use it smaller than 1 inch by 1. inch (at 300 d.p.i.) in print or smaller than 72 x 72 pixels (at 72 p.p.i) on electronic media.

Since 2014 the Diocese of Little Rock has used an adaptation of its coat of arms, along with the words "Diocese of Little Rock, Est. 1843, The Catholic Church in Arkansas" to summarize our presence and reach in the state. Echoed and enlarged behind the coat of arms are the two cross elements prominent in the shield: The martyrdom crosses of Sts. Peter and Andrew.

The logo was created in English, Spanish and Vietnamese.



FILE FORMATS AND SIZES

The crest and logo are available in jpeg and png formats, in small, medium and large file sizes. Download at: www.dolr.org/logo

PNG

Use the .png files whenever you are using the logo on anything other than a white background, as the .jpg logo already has a white background.

JPG

Only use the .jpg files when png formats are not accepted.

EPS

eps files (vector graphics) can be scaled to be very large and are best for printed materials. Contact Tara Little at tlittle@dolr.org for this file type.

What size should I download?

To ensure the integrity of our coat of arms and logo, it is necessary to always use high-quality graphics when representing the diocese.

In general, the small size is best only for email. Medium or large file sizes can be used on the web. For printed materials, download the large file size only. If unsure what size to download, it is always best to download the large file size.

In printed materials, the large size may be used up to 5 x 5 in. at reasonable quality. If you need to print the logo larger than 5 x 5 in, contact Tara Little at tlittle@dolr.org for an EPS format file.

Our Colors

Color plays an important role in an organization's identity and cohesive look. Use the primary colors, with secondary colors as accents

PRIMARY COLORS

DOLR BLUE



Hex: #00629c
CMYK 91 43 0 25
RGB 0 98 156

CREST BLUE



Hex: #007cc2
CMYK 91 43 0 0
RGB 0 124 195
Pantone 285

DOLR GOLD



Hex: #fdb827
CMYK 0 30 94 0
RGB 253 185 39
Pantone 123

DOLR TAN



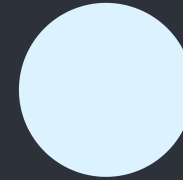
Hex: #ffd995
CMYK 0 15 47 0
RGB 255 217 149
50% of Pantone 123

BLACK

WHITE

SECONDARY COLORS

**DOLR LIGHT
BLUE**



Hex: #dcf2fd
CMYK 12 0 0 0
RGB 220 241 252

DOLR GRAY



Hex: #e7e7e7
CMYK: 8 6 6 0
RGB: 231 231 231

DOLR RED



Hex: #ef3e42
CMYK 0 91 76 0
RGB 239 62 66
Pantone 185

Our Fonts

Typography plays an important role in communicating an overall tone and quality. These are web-safe fonts that are suitable for print. They can be downloaded for free at <https://fonts.google.com>.

Headlines

Raleway Heavy

Raleway Bold

Raleway Extra-Bold

Raleway Black

Montserrat Semi-Bold

Montserrat Extra-Bold

Montserrat Classic

Body copy for electronic/digital

Open Sans Regular

Open Sans Regular Italic

Open Sans Semi-Bold Italic

Lato Regular

Lato Regular Italic

Lato Black Italic

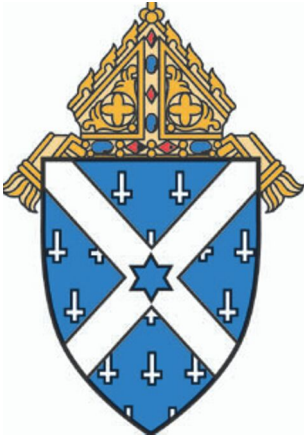
Body copy for print

Lora

Lora Regular Italic

Lora Bold Italic

CONTACT US



Questions regarding the use of the fonts and colors can be addressed to:

Malea Hargett

Editor

mhargett@dolr.org

(501) 664-0125

Questions regarding the use of the diocesan coat of arms or logo can be addressed to:

Tara Little

Website Director

tlittle@dolr.org