INTRODUCTION

This style guide has been prepared to assist those in dioceses around Australia working on the Year of Grace project. It will also be useful for any design professionals engaged to work with a diocese on Year of Grace. The guide provides a brief overview of the logo design, its design specifications and guidelines for its use.

Dioceses and Catholic organisations are encouraged to use the Year of Grace logo as much and as widely as possible in order to promote local initiatives for a Year of Grace.

With any logo, consistency in application is imperative in order to communicate a stylish, uniform and professional message. It is the responsibility of everyone involved in using the logo to ensure it is consistently and accurately represented. Your cooperation with these guidelines is most appreciated.

LOGO

There is no one symbol or message that the Year of Grace logo is intended to convey. It is a bright and stylish image which, in looking at it, has many significant symbols and connections that can be drawn:

- The cross
- The sun
- A circle that represents the infinity of God
- The halo incorporating a cross that surrounds the head of Jesus in Eastern iconography
- The host used at Mass
- The monstrance used in Eucharistic adoration
- A link with the artistic tradition of our Indigenous people
- The earthen, ochre colours of Australia
- A diversity of peoples and cultures, gathered into one community
- A star-burst
- Light

There may be other ways in which the logo speaks to people.
COLOURS

The PMS colours of the Year of Grace logo are as follows:

- Yellow: Pantone 116C
- Red/Ochre: Pantone 179C
- Orange: Pantone 1375C
- Grey: Pantone 424C

FONT

The Year of Grace official typeface (font) is Helvetica Neue.

Helvetica Neue should be used on all corporate and promotional materials. The only exceptions to this are the website, where standard web fonts apply and any internal communication such as email or internal documents, where Helvetica Neue is replaced by VERDANA.

GUIDELINES FOR LOGO USE

- The Year of Grace logo should never be redrawn, traced or modified in any way for any purpose
- Original electronic ‘master files’ should only ever be used. The logo must always be used in its entirety
- Do not separate the logo from the text or ever associate the logo with an alternative font
- The logo must appear in colour on all electronic media. Ideally the logo should appear in colour on all printed materials also. The black and white logo may be used for printing purposes
- Never stretch, distort or skew the logo’s fixed proportions
- Never use the logo on obscure backgrounds that affect its legibility (eg highly detailed photographic backgrounds or, tonally similar coloured backgrounds)
- Do not place anything in the exclusion zone which is marked around the logo: 15mm
- Do not use the logo smaller than 50mm in width

Please note special permission must be sought if the logo is to be used on any items that will be made available for purchase.

Queries regarding the logo can be sent to yearofgrace@catholic.org.au

*Please note that CYMK reproduction of pantone colours will differ slightly.*