

# Branding Guidelines

## Logo Clear Space

Keeping the integrity of the Catholic Social Services logo should always be of the utmost importance.

Always maintain the indicated clear space in the samples provided to ensure our logo is legible.

The distance between the logo and anything else in your item should be the size of the "C" in the Catholic Social Services logotype.



## Color Palette

### PRIMARY



PMS 7701 C

C 100

M 62

Y 35

K 15



PMS 167 C

C 18

M 79

Y 100

K 7



PMS 1645 C

C 0

M 72

Y 84

K 0

### ACCENT



PMS 7527 C

C 14

M 13

Y 21

K 0

## Typography

Aa

Museo Slab

100

*100 italic*

300

*300 italic*

500

*500 italic*

700

*700 italic*

900

*900 italic*

Aa

Montserrat

Regular

*Italic*

Medium

*Medium Italic*

Semibold

*Semibold Italic*

**Bold**

***Bold Italic***

**Black**

***Black Italic***