St. Mary of the Assumption
Logo Standards

The official St. Mary logo is shown below rendered in full color. The logo may also be rendered in spot color (Pantone) or one color (black & white).

The font used to create the logo is
COINAGE CAPS HUMPHREY PAGET (+75 TRACKING)

SUGGESTED FONT PAIRINGS
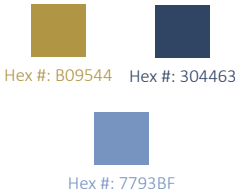Headings should be rendered in Coinage Caps (+75 tracking) where possible.

A sans serif font, such as Futura PT Demi (+50 tracking minimum) can be used for web headings.

Body text should be a readable serif font, such as Source Serif Pro.

Heading
ALTERNATIVE HEADING
Body text. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonum.

WEB COLORS

Hex #: B09544   Hex #: 304463

Hex #: 7793BF

PRINT COLORS

FULL COLOR (CMYK)
- C=31 M=36 Y=87 K=5
- C=88 M=73 Y=38 K=25
- C=56 M=36 Y=7 K=0

SPOT COLOR (PANTONE)
- 9 6 C
- 174 15 C
- 107 1 C

SPACING

Maintain clear space around the logo to protect it from distracting graphics or typography. The example to the right shows the clear space when positioning the logo.

Allow approximately 1/4 of the height of the logo on all sides.

VARIATIONS

Logo 2

Single Color

Single Color 2

Stamp 1

Stamp 2

FILE USAGE

FULL COLOR PRINT
Use the .eps files for printed media whenever possible.
The .eps versions can be scaled to any size and not lose integrity.
*Use the PANTONE version **only** when spot colors are needed.*

The .jpg versions will lose integrity if scaled too large.

Filenames:

St Mary Logo.eps	St Mary Logo PANTONE.eps
St Mary Logo 2.eps	St Mary Logo 2 PANTONE.eps
St Mary Logo Print.jpg	St Mary Logo 2 Print.jpg
St Mary Single Color Print.jpg	St Mary Single Color 2 Print.jpg
St Mary Stamp 1 Print.jpg	St Mary Stamp 2 Print.jpg

WEB
Use these files for imaging on the web. They have either a white background or transparent background. Please pay attention to the file extensions.

These versions will lose integrity if scaled too large.

Filenames:

St Mary Logo Web.jpg	St Mary Logo Web Transparent.png
St Mary Logo 2 Web.jpg	St Mary Logo 2 Web Transparent.png
St Mary Single Color Web.jpg	St Mary Single Color Web Transparent.png
St Mary Single Color 2 Web.jpg	St Mary Single Color 2 Web Transparent.png
St Mary Stamp 1 Web.jpg	St Mary Stamp 1 Web Transparent.png
St Mary Stamp 2 Web.jpg	St Mary Stamp 2 Web Transparent.png