



Society of the Sacred Heart™
United States – Canada

Graphic Standards Guide

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mission

To discover and reveal God's love in the heart of the world.

The Society of the Sacred Heart is an international community of women religious in the Catholic Church, founded in 1800 by Saint Madeleine Sophie Barat. Sharing her vision and mission, we are convinced of the centrality of prayer and contemplation in our lives. We are committed to discovering and revealing God's love in the heart of the world through the service of education.

Conscious that what we do, we do together, and remembering a tradition marked by a love for young people and missionary spirit, the Religious of the Sacred Heart (RSCJ) carry out this service of education through: teaching and formation work; ministries for human development and the promotion of justice, peace and the integrity of creation; and pastoral work and guidance in the faith.

The United States – Canada (USC) Province is one of 28 Society of the Sacred Heart provinces. There are more than 1,800 RSCJ worldwide, 280 of whom are members of the USC Province. Today, RSCJ throughout the world continue to live out the Society's mission in 41 countries.

Boiler Plate Mission

The Society of the Sacred Heart was founded in 1800, in Paris, France, by Saint Madeleine Sophie Barat. In 1818, Saint Rose Philippine Duchesne brought the Society to North America, establishing the foundation of the now United States – Canada Province. The Society's mission is to discover and reveal God's love in the heart of the world through the service of education. Today, more than 1,800 Religious of the Sacred Heart (RSCJ) throughout the world continue to live out this mission in 41 countries.

the icon

The Sacred Heart icon is an open heart encompassing the world.

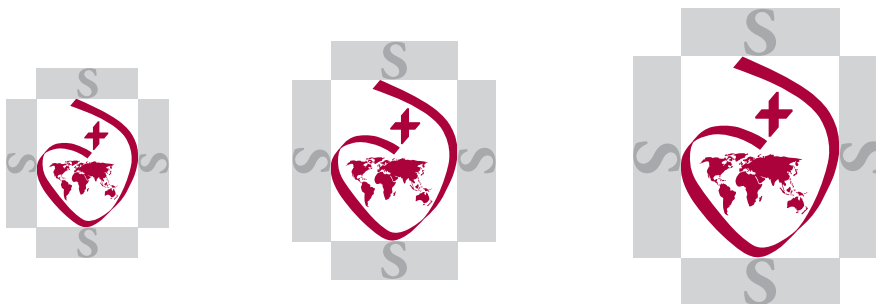
Designed by a religious and appropriated by many of the schools, communities, and alumnae groups within the Sacred Heart family, this logo made of calligraphic ribbon and encompassing the world, reminds us of the traditions of Sacred Heart education while opening us up to the global reach of St. Madeleine Sophie's vision.



An open heart... all embracing... feminine... graceful... strong.

Those words aptly describe the logo of the Society of the Sacred Heart.

The icon may be used alone or with its accompanying logotype. Used alone it can be used as a watermark, graphical element, icon, etc. However, the proportions should remain equal – do not squish or stretch the icon. Always leave a minimum clear area around the icon of .23 inches on all sides, as icon scales, the minimum space should be equal to the size of the “S” in Society at the same size.



the logo

The Society of the Sacred Heart logo is composed of both an icon and logotype of the Society name.

There are two versions of the logo – a stacked, vertical logo and a horizontal logo. Both versions are branded with a TM, and maybe used in all types on types of branding materials. The Society logo may be downloaded in correct formats from: rscj.org/graphicsresources



Stacked Version | Used centered



Horizontal Version | Used left aligned

using the logo

The Society logo should be used in a consistent and prominent way on all materials, websites, and communications. Some consideration should be used in placing and sizing the logo as to enhance and not detract from a pieces overall look.

The logo should **not** be modified, stretched, font replaced, elements deleted or color changed. The following images show the appropriate ways to use the logo in its official color options.



Society of the Sacred Heart™
United States – Canada

✓ – Used Correctly



Society of the Sacred Heart™
United States – Canada

X – Used Incorrectly
Logo is squished, and part of the
logotype is deleted



Society of the Sacred Heart™
United States – Canada

✓ – Used Correctly



Society of the Sacred Heart™
United States – Canada

X – Used Incorrectly
Not enough contrast between background and
logo - white logo should be used

For use on white or light color backgrounds – always use the official Society red version.



For use on dark or black backgrounds – always use the white knock-out version.



For use when item is limited to black/white or grayscale – always use the black version.



our red

The Society logo uses a very specific, vibrant red. The red color reinforces the lived experience of the Sacred Heart mission to “To discover and reveal the love of God in our world.”

Whenever possible, this red should be used to reproduce the logo in publications, marketing materials, and online. Tints of the red may also be used in conjunction with the icon.

100% PMS: 1945 CMYK: 0 100 55 33 RGB: 171 2 59 HEX: #AB023B	75%	25%
	50%	10%

color palette

Besides the Society organizational red, there is also an extended, pre-approved color palette that may be used in conjunction with the red. Care was taken in selecting a versatile palette of colors that reflect the Society brand.

For printing: CMYK color formulas should be used in most situations; however producing a 1- or 2-color project, then Pantone (PMS) colors should be used.

For screen/web: HEX code or RGB colors should be used for any electronic project.

Cool Main Colors

PMS: 3135
CMYK: 84 | 31 | 31 | 2
RGB: 1 | 137 | 159
HEX: #0A8AA0

PMS: 259
CMYK: 40 | 81 | 0 | 20
RGB: 135 | 66 | 134
HEX: #874286

PMS: 293
CMYK: 100 | 80 | 15 | 5
RGB: 17 | 74 | 138
HEX: #114A8A

Expanded Accent Colors

PMS: 205
CMYK: 4 | 91 | 26 | 0
RGB: 229 | 59 | 121
HEX: #E53B79

PMS: 368
CMYK: 65 | 10 | 100 | 0
RGB: 104 | 173 | 69
HEX: #68AD45

PMS: XXX
CMYK: 0 | 80 | 90 | 5
RGB: 228 | 86 | 46
HEX: #e4562e

Neutral Colors

PMS: 409
CMYK: 0 | 10 | 0 | 50
RGB: 147 | 137 | 144
HEX: #938990

PMS: Black
CMYK: 0 | 0 | 0 | 100
RGB: 0 | 0 | 0
HEX: #000000

CMYK: 0 | 0 | 0 | 0
RGB: 255 | 255 | 255
HEX: #FFFFFF

typography

The preferred fonts for the Society of the Sacred Heart brand identity are Adobe Garamond Pro and Franklin Gothic URW. Adobe Garamond Pro is a serifed font family, and is used in the logotype element of the Society logo. Franklin Gothic URW is a sans serif font family that pairs well with Garamond. Both font families are available from Adobe, and are part of the Adobe TypeKit included with a Creative Cloud subscription. Both preferred fonts work well as headlines and text, and can be used to give either a formal or informal feel.

Fonts should never be stretched or squished – if a condensed style is needed use the correct font style. Whenever possible in both print and electronic use the following should be used:

Adobe Garamond Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Available in: Regular, *Italic*, **Bold** and ***Bold Italic***

Franklin Gothic URW

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Available in: Light, Book, **Medium**, **Demi**, **Heavy** - with matching *italics* in each weight. This font family also has Condensed, Compressed, and Extra Compressed sets. It is a highly-versatile, readable font family.

Preferred Matching Web Based Fonts for rscj.org

Libre Franklin - a free Google font for web use, free download from FontSquirrel.com

Cormorant Garamond - a free Google font for web use, free download from FontSquirrel.com

Alternative/Special Use Fonts

For most print and electronic communications, the preferred fonts Adobe Garamond Pro and Franklin Gothic URW should always be used. However, there are many cases where one might want to use fonts outside of the preferred fonts for “special uses” such as a script font for an invitation or Christmas card, or a fun/wild font for a flyer. This is an acceptable practice, but should always match the aesthetic of the pieces theme and should always be paired with one of the main preferred fonts.

The Society has designated Beautyland as an alternate use font for headlines::

Beautyland

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Beautyland

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Our Name in Type

When typing/typesetting the name of the Society, always use an en dash v. a hyphen between United States and Canada (see below). An en dash is longer than a standard hyphen. To use an en dash: on a Mac press *option + the minus key* for an en dash and on a PC an en dash is alt code *Alt+0150*. Always include a space before and after the en dash.

Correct: Society of the Sacred Heart, United States – Canada

Incorrect: Society of the Sacred Heart, United States - Canada

imagery

They say a “picture is worth a thousand words” – so any imagery used should capture the essence of the Society brand.

Photographs should:

- be engaging, warm, personal, meaningful;
- express a feeling of connection, authenticity and love;
- be action-oriented or candid whenever possible;
- try to avoid group or posed shots – if these type of images are needed make sure they are well framed and lighted.

Technical Aspects

Photographs should always be in focus and of high quality. Make sure that images are high resolution – if using a digital camera make sure to capture them at the highest settings. If sharing images from a smart phone, make sure to use the highest settings. Never use an image downloaded from the web to use in print – always locate the original image.

Resolution: 300ppi for print, 72ppi for web/electronic use

File types: Tiff files in CMYK mode for print, PNG or JPG in RGB mode for web/electronic use.

Aspect ratio: Never squish/stretch an image always make sure to “constrain” the aspect ratio.

Cropping/Resizing: Crop images to help focus in on the subject. When resizing an image you can always make an image smaller, but you cannot make an image larger than its resolution.



Original Image

The photo is nicely framed, in focus, and in engaging and meaningful.



X – Used Incorrectly

The photo shown was stretched when resized/cropped



✓ – Used Correctly

The photo shown has been resized/cropped proportionally to focus in on the main subject.

**Original Image**

The photo is badly framed - too far from subject, odd blurred shape at right.

**X – Used Incorrectly**

The photo shown was resized/cropped but badly

**✓ – Used Correctly**

Photo has been resized/cropped correctly – focuses on the main subject, eliminates distractions and is more engaging.



Bad Image – can be fixed

The photo is too dark, can't see the man's face well.



Image – fixed

The photo has been edited so that the man's face is a bit lighter and you can see facial features.



Bad Image – can't be fixed

While engaging and non-posed, the main subject is out of focus.



Good Image

Shows an exception to group shots rule - this group shot tells a story, is engaging and active.

brand description

Words we use to describe ourselves

belonging	contemplative	justice	relationship
catholic	courage	love	service
community	education	mission	spirituality
compassion	inclusiveness	prayer	joy
connection	international	faith	peace

Words to describe our visual brand

approachable	forward-thinking	inviting
clean	friendly	modern
engaging	fresh	bright



related logos

Other Province Logos



International Logos



These logos can all be downloaded from rscj.org/graphicresources

helpful contacts

Communication Office Staff

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CEDC:

Sponsored by the Society, CEDC provides graphic design services to Province ministries. for more information visit: cedc.org or contact Beth Ponticello at beth@cedc.org.



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