ARCHDIOCESE
of NEW YORK

HERALDIC AND WORDMARK STYLE GUIDE

Final Edition

Introduction

Welcome to the Archdiocese of New York style guide.
The purpose of this guide is to introduce you to the visual
elements that express our heraldic identity. It explains the do's
and the don'ts of applying our heraldry to our communications.

This guide is meant to provide a framework for consistency. This
heraldry is founded on our mission to live and proclaim the
Gospel message of Jesus Christ. To accomplish our mission, it's
essential that our communications consistently and cohesively
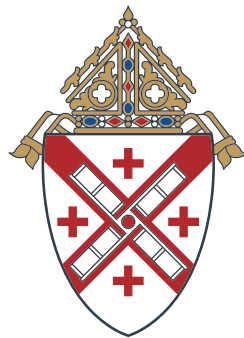deliver our messages.

Heraldry Mark

Shown here is the full color heraldic mark which may be used on its own. Be sure to surround the mark with clear space, defined by the "X" in the visual shown here.
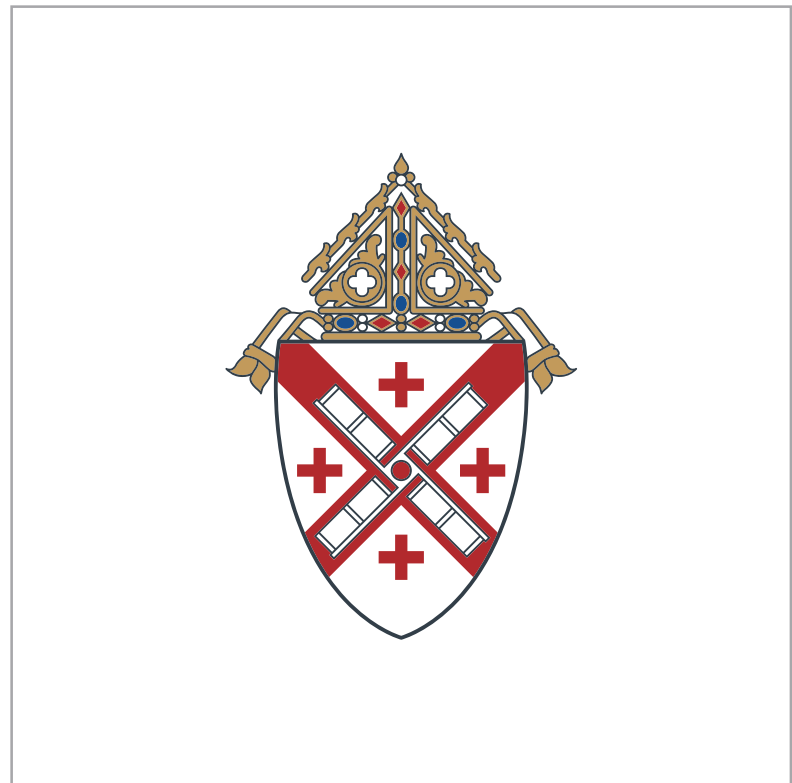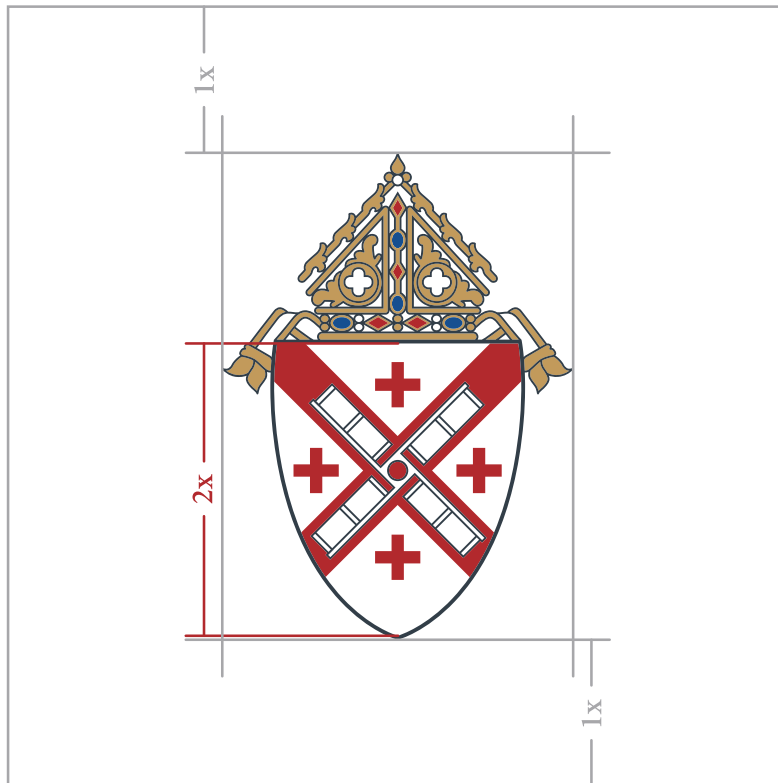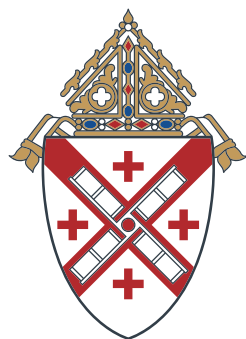
Heraldry Primary Identity

Shown below is the heraldic primary identity.

**Heraldry Primary Identity –
Variation in Spanish**

Heraldry Color Palette
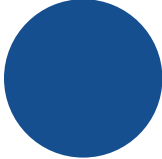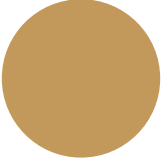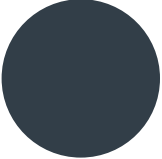
Shown here are PMS, RGB, CMYK and HEX formulas for the five colors used in our heraldry identity.

Before using, please note that the colors shown here are computer simulations of the PANTONE® Colors and may not match PANTONE® identified color standards. Always consult PANTONE® Publications to visually evaluate before using. Also, be cautious of lighter tones when developing a projected presentation. Lighter colors may appear washed out on screen.

Red	Blue	Gold	Dark gray	Light gray
PMS - 1805c	PMS - 7686c	PMS - 7407c	PMS - 432c	PMS - 9102c
RGB - 178, 41, 46	RGB - 25, 79, 144	RGB - 194, 153, 90	RGB - 50, 62, 72	RGB - 217, 218, 211
CMYK - 21, 97, 90, 12	CMYK - 98, 77, 14, 2	CMYK - 24, 38, 75, 2	CMYK - 79, 64, 52, 44	CMYK - 14, 10, 14, 0
Hex - b2292e	Hex - 194f90	Hex - c2995a	Hex - 323e48	Hex - f6f2ee

Heraldry –
Dark/Colored Background

The full-color heraldry identity can be used on a colored background only when the background is one of the Archdiocese of New York's brand colors, as shown here.

Heraldry – One Color

Our heraldry can be created using one color, as the examples on this page illustrate. One color on a light background and reversed out of a darkbackground as shown.

Heraldry –
Colored Background

If the background is dark and not an Archdiocese of New York brand color, then the one-color white version of the masterbrand identity should be used, as shown here.

Heraldry
Minimun Size Requirements –
Print and Digital

Wordmark

In select applications where space, clarity, or context requires a simplified approach, the wordmark version of our logo—"Archdiocese of New York"—may be used in place of the full logo with crest or emblem.

Guidelines for Use

- The wordmark should always appear in the official brand typeface and only in the archdiocesan dark gray and red colors as shown on this page, or in the high-contrast variations shown on page 11.
- Do not add symbols, decorative elements, additional text or taglines to the wordmark.
- Maintain clear space around the wordmark equal to the height of the capital "A."
- The wordmark should not be altered, stretched, condensed, or set in alternate typefaces.

Appropriate Applications

- Digital footers and headers with limited space.
- External partnerships where the full logo is already displayed.
- Merchandise, signage, or materials where the crest may not reproduce clearly

ARCHDIOCESE *of* **NEW YORK**

ARCHDIOCESE *of* **NEW YORK**

Safety area

Wordmark Continued

Misuse to Avoid

- Do not use the wordmark version when the full logo is more appropriate or expected (e.g., formal publications & communications, press materials).
- Do not create custom lockups or combine the wordmark with unofficial fonts or graphics.

This typographic treatment represents the voice of the archdiocese and must be used with the same care and consistency as the full logo.

ARCHDIOCESE *of* **NEW YORK**

ARCHDIOCESE *of* **NEW YORK**

High-contrast applications

0.2"   **ARCHDIOCESE** *of* **NEW YORK**

60 px   **ARCHDIOCESE** *of* **NEW YORK**

Minimum size requirements
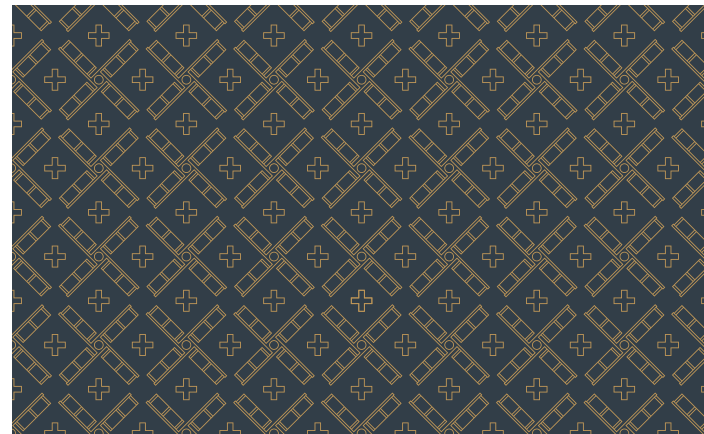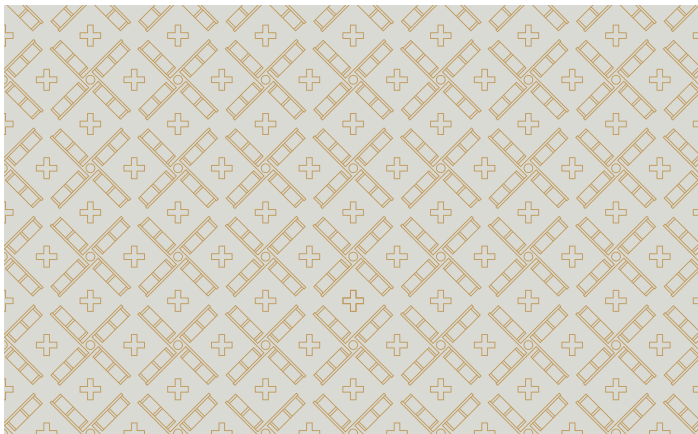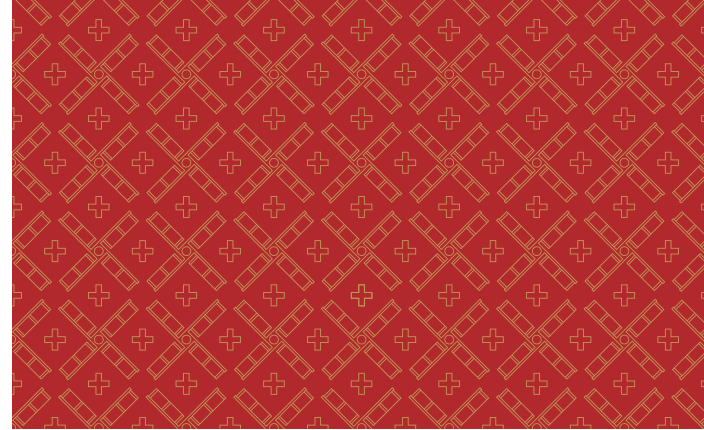
Wordmark Applications

Web banner

Merchandise

Patterns

As extensions of the heraldic primary identity, these patterns can be used as secondary design elements.

Typography

These chosen fonts help to convey the voice of our brand.

Avenir Medium (Black) is a sans serif font and should be used for headline copy in communications and marketing. Also, it is used to represent part of the brand primary identity (**ARCHDIOCESE** *of* **NEW YORK**).

Avenir Book is a sans serif font and should be used for body copy in masterbrand, office and ministry communications and marketing.

Avenir italic (Oblique) is a sans serif font and should be used for call-out copy in masterbrand, office and ministry communications and marketing.

The applications section of this document provides examples of how these fonts are used in context.

PC: Avenir LT Std 65 Medium (select bold) - Mac: Avenir Black

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&**

PC: Avenir LT Std 45 Book - Mac: Avenir Book

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

PC: Avenir LT Std 45 Book (select italic) - Mac: Avenir Oblique

Aa

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*

Typography Continued

Minion LT Bold is a serif font. It has both traditional and contemporary characteristics.

Minion LT (Regular) is also a serif font with both traditional and contemporary characteristics. This font is used for body copy and subheads. It is also acceptable to use the *italic version* of this font, which is used to represent part of the brand primary identity (**ARCHDIOCESE** *of* **NEW YORK**).

The applications section of this document provides examples of how these fonts are used in context.

PC & Mac: Minion LT Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

PC: Minion LT - Mac: Minion LT Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

PC: Minion LT (select italic) - Mac: Minion LT Italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

Identity Dont's

Changing font style and family of lockup

Changing lockup alignment or positioning

Applying the masterbrand in a smaller size than the minimun required on this guide

Changing the proportions of elements within lockup

Identity Dont's Continued

Combining colors randomly

Applying the masterbrand directly over a photo or a busy background*

Tilting the masterbrand or applying it vertically

Stretching the masterbrand vertically or horizontally

* There are instances when a one-color variation on this might be OK; however, in general, it is preferable to show the logo on a solid backdrop. Talk to Ricardo Paiba at ricardo.paiba@archny.org, senior designer in the Marketing Office, with any questions.

Identity Dont's –
Prevention of Brand Fragmentation

To maintain a unified and recognizable brand, there will be no custom logos or marks for individual pastoral offices, ministries, or departments. Instead, all offices will use the approved archdiocesan heraldry or digital mark as appropriate, supported by consistent typography and layout standards.

This approach reinforces our renewed focus on parish-centered mission and synodality, emphasizing collaboration, communion, and a shared identity across the entire archdiocese. By speaking with one visual voice, we model the unity we are called to live as Church

Heraldry Identity Applications

The following sample applications demonstrate how the Archdiocese of New York's heraldry visual elements can be applied to create an authentic overall experience.

Stationery

Joseph Carpenter
Director of Marketing
212.371.1000
www.archny.org

1011 First Avenue
New York, NY 10022

Dear Ms. Recipient,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Regards,

Joseph Carpenter

T: 212.371.1000
www.archny.org
office@archny.org

1011 First Avenue, New York, NY 10022

ARCHDIOCESE *of* **NEW YORK**

Joseph Carpenter
Director of Marketing

T: 212.371.1000   D: 646.794.3536
joseph.carpenter@archny.org
1011 First Avenue, New York, NY 10022
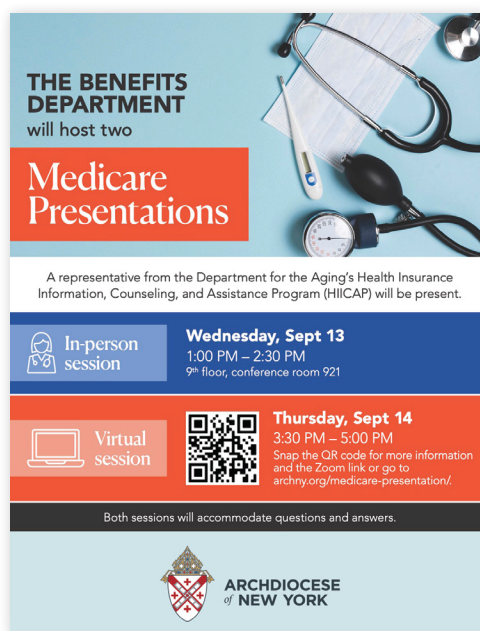
ARCHDIOCESE *of* **NEW YORK**
1011 First Avenue
New York, NY 10022

Duffy & Partners
323 N Washington Avenue N.
Suite 200
Minneapolis, MN 55401
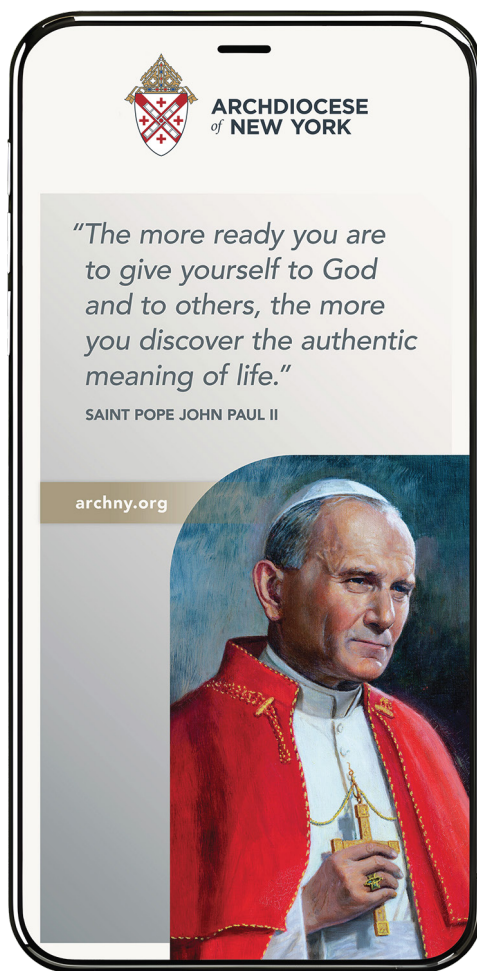
Marketing Materials
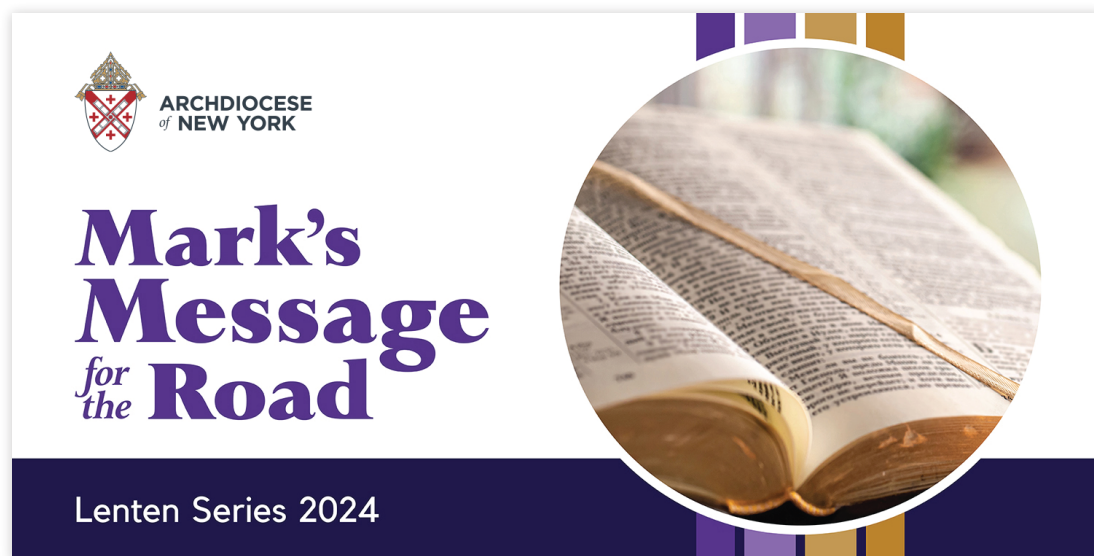

Event program

Flyer

Pop-up banner

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Marketing Materials

Digital prayer card

Social media post

Web banner

Contact

Please contact Ricardo Paiba, Senior Designer, with any questions:
ricardo.paiba@archny.org