ARCHDIOCESE *of* SAN ANTONIO

Style Guide

September 2024

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The Archdiocese of San Antonio

The Archdiocese of San Antonio encompasses 27,841 square miles and 19 counties serving more than 1 million Catholic residents in the South Texas area. This includes 134 parishes, 36 missions, eight high schools, and 27 elementary schools.

Pastoral Vision

The Pastoral Vision celebrates who we are and places before us the question put to Peter in Jerusalem on the first Pentecost, *"What must we do?"* (Acts 2:37) As we are called into discipleship through the encounter with Christ, we cannot be passive. Illumined by the guiding principles and spirit of the Apostolic Exhortation Evangelii Gaudium, we recognize that our following of the Lord calls us to build a welcoming Culture of Encounter as disciples and missionaries as well as, summoned by the invitation of Pope Francis to live as a Synodal Church:

***Seeking to live in sacramental communion with one another,
the Archdiocese of San Antonio exists to make disciples and missionaries of Jesus Christ
to prepare for the promise of Eternal Life.***

Read the full pastoral vision statement on the website: https://archsa.org/pastoral-vision.

Understanding the Design of the Archdiocesan Coat of Arms

The insignia of the Archdiocese of San Antonio shows the large cross of Christin Faith, its center enlarged and squared to receive the cross peculiar to St. Anthony, called by heralds the TAU cross because of its resemblance to the Greek letter of that name.

It is derived from the short crutch which the saint slipped under one arm to support his tired body during long vigils. Above the cross is the "Lone Star" of the State of Texas. Crowning the Shield is the Miter, the liturgical headdress worn by bishops as a symbol of their special dignity and prominence in the church.

The Importance of Visual Identity

The following graphic standards are intended to present guidelines for a unified, strong and consistent image of the Archdiocese of San Antonio wherever it is represented throughout its 19 counties including online and in print. In addition, we wish to create a strong association among the visual representation of the archdiocese, its coat of arms, and the mission of the Catholic community of San Antonio. With the help of archdiocesan staff, parishes, schools and affiliated organizations, a strong visual presentation will help generate increased understanding and support for the diocese's mission of proclaiming the Gospel.
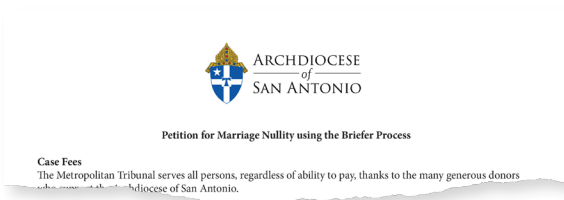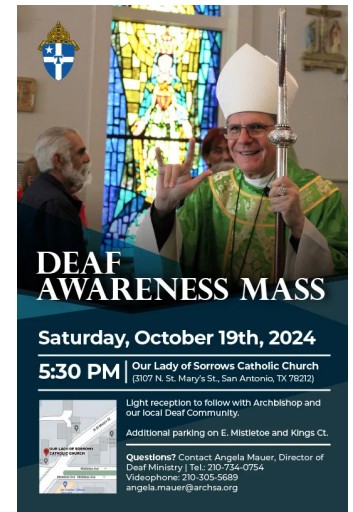
Graphic Standards

Image Resolution for Printing

The resolution of a photo refers to the density of the pixels (or printed dots) that make up that image or graphic. The higher the resolution, the crisper and more detailed the image will be. A lower resolution will be fuzzy, and less detailed. Image resolutions are measured in DPI (Dots Per Inch) and PPI (Pixels Per Inch). Save images for the web and newspaper in JPG or PNG format with at least 300 DPI.

Archdiocesan Coat of Arms Acceptable Uses

The following images demonstrate acceptable uses of the Archdiocese of San Antonio coat of arms.

Archdiocesan Coat of Arms Unacceptable Uses

No variations or modifications may be made to the crest. It is important to follow the rules below to uphold the integrity of the crest. If you ever resize the crest in your preferred program (Microsoft Office, Adobe, Canva, etc.) be extra careful to not stretch the crest—the proportion of the crest must be maintained.

Don't change the proportions:

Don't rotate:

Don't use a strong shadow:

Don't place on a background that obscures it:

Don't lay text over it:

TEXT SAMPLE

Minimum Sizing

To maintain the integrity of our crest, please ensure the following rules are followed. If you are not sure how to make sure the sizing rules are maintained, please email website@archsa.org.

For layout flexibility, the crest is available in both horizontal and vertical formats. To ensure the crest is legible, never size the horizontal crest any smaller than 1.5" inch wide (or 108 pixels if appearing on screen) and do not use the vertical version of the crest smaller than .75" inches wide (or 54 px if appearing on screen). If using the crest without text, use the crest at .5" wide (or 36 px).

1.5 inches wide

.75 inches wide

.5 inches wide

Colors in the Archdiocesan Crest

It's essential to keep crest colors consistent. Here are color options for print and electronic use.

HEX	#0F57A5
CMYK	96 72 2 0
RGB	15 87 165

HEX	#CD2027
CMYK	13 100 98 3
RGB	205 32 39

HEX	#E4B821
CMYK	12 26 100 0
RGB	228 184 33

Fonts in the Archdiocesan Crest

ARCHDIOCESE = TRAJAN PRO 3 REGULAR
of = *Goudy Old Style Italic*
SAN ANTONIO = TRAJAN PRO 3 REGULAR

Complementary Fonts

Because Trajan contains only capital letters, the following are recommended substitutes:

Preferred:	Minion Pro Regular	**Acceptable:**	Times New Roman Regular
	Minion Pro Italic		*Times New Roman Italic*
	Minion Pro Bold		**Times New Roman Bold**
	Minion Pro Bold Italic		***Times New Roman Bold Italic***

The options above are all examples of serif fonts. If you would like to use a sans serif font like the one used throughout this document, Azo Sans is recommended:

Preferred:	Azo Sans Light	**Acceptable:**	Gill Sans MT Regular
	Azo Sans Light Italic		*Gill Sans MT Italic*
	Azo Sans Regular		**Gill Sans MT Bold**
	Azo Sans Italic		***Gill Sans MT Bold Italic***
	Azo Sans Bold		
	Azo Sans Bold Italic		

Image Formats

The archdiocesan crest is available in English and Spanish and various formats to provide the greatest amount of flexibility for reproducing the crest.

Full Color	This is the preferred format of the Archdiocese of San Antonio crest. Always use this version of the crest when possible. Used for full-color printing, video, online, email, social media.	
Grayscale	Use this version when unable to print in color but need the detailed representation of the crest.	
1-Color	Use this version when printing in 1-color or when printing capabilities are limited and unable to reproduce the detailed version of the crest. Used for: Embroidery, screen printing, faxed documents.	

File Types

File Description		Used for:	
		Electronic/Web	**Print**
JPEG	JPEG is best for full-color images and photos when you need to keep the file size small and don't mind giving up some quality for a reduction in size. It is supported by Microsoft programs and reproduces well on laser and ink jet printers. This format should be used on white backgrounds only.	✖	✖
PNG	PNG file sizes are small and support transparency in the background. Use this file type when inserting the logo onto a colored background.	✖	✖
EPS	EPS is a vector file that can scale to very large and small sizes without losing image quality. A special program is needed in order to read this file format, but it is the format most often requested by large format professional printers.		✖

How to Access the Artwork

This style guide and the crest graphics can be downloaded from the website:

https://archsa.org/style-guide

Questions or Comments?

If you need help accessing files or have questions, please email website@archsa.org or call 210-734-1981 for assistance.