



**SA** SAINT AMBROSE  
CATHOLIC PARISH



Saint Ambrose Catholic Parish  
**Brand Guidelines**  
October 2023



# *Welcome*

## **to Saint Ambrose Parish Brand Guidelines**

If you are reading this, chances are you are here to find out more about how Saint Ambrose is telling its story. This book was created as a resource to build the Saint Ambrose brand. As part of our brand identity, the Saint Ambrose Marketing Team has developed a style guide to keep our marketing and communications materials consistent. We are asking each of our parish staff members, organizations, and committees to use this guide as a reference when creating materials or marketing programs and events.

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# About Us

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## Our Mission Statement, Core Values & Charisms

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### Mission Statement

We are a Catholic community of faith,  
centered on Jesus Christ, who is everything for us.

### Parish Core Values

Grounding our mission statement are our core values:

- Collaboration
- Community
- Care and Compassion
- Celebration
- Catechesis and Conversion

### Parish Charisms

- Joyful Hospitality
- Gratitude and Thankfulness
- Engaging and Empowering Others
- Serving with the Compassion of Christ
- Inspiring Prayer & Worship

# Logos

## Parish Logos and Color Palette

### Saint Ambrose A



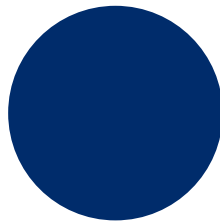
### Horizontal



### Steeple



### Color Palette



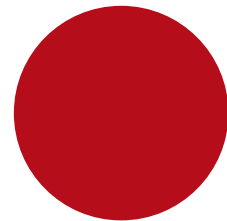
#### Blue

CMYK 100, 78, 0, 44

RGB 1, 45, 107

HEX 012d6b

PMS 2768 C



#### Red

CMYK 0, 100, 96, 28

RGB 181, 18, 27

HEX b5121b

PMS 1807 C



# *Content and Style Guide*

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Grammar, punctuation, and spelling should be adhered to according to the Associated Press Stylebook.

## **Dates & Times**

Please format dates and times as these examples:

Monday, March 1, at 7:00 pm

Monday, March 1, from 7:00-9:00 pm

Monday, March 1, from 10:00 am - 1:00 pm.

Make sure there is a space between the time and period (i.e. 4:00 pm, not 4:00pm).

Dates are written to include st, nd, rd or th. (Example: December 2nd)

## **Months**

Months are always written out fully. Example: September (not Sept.)

## **Numbers**

Numbers zero to nine should always be written out.

Larger numbers should be written as a numeral.

## **Phone Numbers**

Format phone numbers with periods, not hyphens or dashes (i.e. 330.460.7300).

## **Emails**

When publishing a Saint Ambrose email address, please adhere to this format:

RKaaikaula@StAmbrose.us.



# Content and Style Guide

Continued

## Comma

Do not use the Oxford Comma in a series of three or more items, except in the following cases:

- *Do use the Oxford comma if you're connecting items that already have conjunctions.*
  - *Do use the Oxford comma in complex, longer sentences.*
- *Do use the Oxford comma whenever you think it helps aid readability.*

## Other Punctuation

Capitalize the word Mass.

Capitalize all pronouns referring to God and Jesus (He, Him, His)

## Websites

Please ensure any webpages corresponding to what you are promoting are up-to-date.

Please shorten links when possible, eliminating https:// and www at the beginning of the link.

## Preferred Fonts

### Serif Font Options:

Garamond  
Georgia  
Minion Pro  
Times New Roman

### Sans Serif Font Options:

Arial  
Calibri  
Museo Sans  
Myriad Pro

### Miscellaneous

Please use a single space between sentences.

Please spell out the following words: "Saint" instead of using "St." and "Father" rather than "Fr."

For mailing addresses, spell out the words Drive, Street, Road, etc.



# Content and Style Guide

## Email Signature and Away Messages

### Email Signature

To unify Saint Ambrose's brand in email communication, please use the following standard email signature.

Name

Title or Department

Saint Ambrose Parish

330.460.7300 ext. --

Your five CliftonStrengths (i.e. Activator - Ideator - Woo - Maximizer - Relator)

Seasonal Saint Ambrose graphic displayed under your signature with link

### Away & Vacation Messages

There is a high level of importance on replying to emails in a timely manner for all Saint Ambrose employees. It is recommended that staff members notify respondents when they will be away from timely email access (more than 24 - 48 hours). These away/vacation messages should be clear, concise and professional. Here is a sample away/vacation message:

[Your Greeting]

Thank you for your email. I am currently out of the office and will be back on (Date of Return). During this period I will have limited access to my email.

For immediate assistance, please contact (Insert Co-Worker) at (Co-Worker's Email Address and/or phone number).

Best Regards,

[Email Signature]



# Communication Resources

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Marketing and communication efforts are extremely important in getting your message out to parish members and the community. Below are some of the tools available to help spread the good news about your ministry.

## Parish Bulletin

- With a circulation of 2,500 copies, our weekly parish bulletin is a wonderful way to get the word out about your ministry. If you have an event, meeting or program you would like to promote, please submit your request by email to **bulletin@stambrose.us** no later than seven business days before the Saturday street distribution date. At certain times of the year, deadlines may fluctuate based on the printer's schedule. We will always provide an email in advance indicating any changes to those deadlines.
- Please note that, due to the size of the publication, a submission does not guarantee inclusion in the bulletin. However, every effort will be made to accommodate your request. Because of limited space, keep articles brief (under 50 words). The maximum an article may run is 2 weeks, unless special arrangements are made. Should you need content to run longer than two consecutive weeks, you will need to submit a new request to **bulletin@stambrose.us**. Submission of images must be copyright and royalty free. Imagery inclusion is subject to the approval of the communications team.
- Our proofing ministry spends a lot of time reviewing content. Please help them by proofing your own submission for proper grammar, punctuation, and spelling according to the Associated Press Stylebook (See previous pages for content/style guidelines).
- Due to parish brand standards, space limitations, and other considerations, submitted content may have to be edited or re-written by the Communications team.





# Communication Resources

Continued

## Parish Website

Our parish website ([www.StAmbrose.us](http://www.StAmbrose.us)) provides a perfect way to reach members and interested parties who may or may not regularly attend parish functions. Because of the amount of material on our website, each parish and ministry leader is responsible for monitoring the information on his or her ministry's specific page. **If you notice that a change needs to be made, submit a "Website Revision Request" at [stambrose.us/staff-resources/](http://stambrose.us/staff-resources/) at least five business days before the content needs to go live.** When submitting revisions and/or additions to make to the website, please include the URL you are referencing and the updates that need to be made. When submitting your request, please include Word documents or pdfs, and copyright and royalty-free images attached to your email formatted as either jpgs or pngs.

## Additional Ways to Promote Your Events and/or Programs

- Parish Events Calendar
- Email (i.e. weekly enewsletter)
- Parish social media pages: Facebook, Instagram, Twitter, YouTube, SOTE.life.
- Parish high-viz screens
- Parish outdoor electronic sign
- Door posters at entrances
- The Angelus (quarterly newsletter), Parish Annual Report, Parish Guidebook, and other publications
- Press releases and/or external media platforms



# Communication Resources

## Social Media

Our social media accounts are wonderful ways to showcase and promote Saint Ambrose events, accomplishments, faith formation opportunities and more. It is important not only to post prior to our programs and events to encourage participation, but also to share photos and highlights soon after they have passed to encourage attendance in the future. **We strongly encourage all ministry leaders and event planners to send any post-worthy photos and highlights to the Saint Ambrose Marketing Team following your program/event to be posted on our Parish Facebook and Instagram accounts.**

**Here are some basic rules for all parish-associated social media accounts:**

- No new account can be created without the consent of the Pastor (or designant).
- All account usernames and passwords must be disclosed to the Pastor (or designant).
- These are not to be dual-use personal accounts. Personal opinions, reflections, images, etc. should not be posted on Saint Ambrose-associated accounts.
- Do not post anything contrary to the Catholic Church or Catholic Diocese of Cleveland.

### Social Media Accounts



**Facebook**

StAmbrose.us



**Instagram**

Saint\_Ambrose\_Brunswick



**YouTube**

StAmbroseBrunswick

### Hashtags

#StAmbroseParish

#EveryDayGod

#SimplyBlessed

#BrunswickOhio

# Photography

Our photography should capture the joys of being in the moment. It should feel candid and casual — showcasing everyday situations with our parishioners, students, and teachers. It should be bright and dynamic, utilizing natural light and pops of color.

Permission must be granted by a parent/guardian in order to use images of children. Please refer to the media consent lists maintained by the school and Parish PSR ministry.

When identifying minors, last names will not be published in accordance to VIRTUS guidelines. They will appear as first name and last name initial and will only be published with a parent or legal guardian's expressed consent.





# Contact Information

Please reach out with questions...

We understand that design can be nuanced, and not every instance of our brand usage has been outlined here in this deck. If you are ever in need of assistance or have questions regarding our brand identity and how it works, please reach out to the Saint Ambrose Marketing Department...We will be happy to answer any questions and help you use these tools to best promote Saint Ambrose.

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