



CHURCH OF THE GESU

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GESU CATHOLIC SCHOOL

# Brand Guidelines

October 2022

# **Welcome to Church of the Gesu & Gesu Catholic School Brand Guidelines. We are so happy to share our story with you.**

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

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# Mission Statements

# Church of the Gesu Mission Statement

**Gesu Parish, A Catholic community in the Jesuit tradition is committed to**

*Eucharistic living*

*Lifelong learning*

*Generous serving*

“All for the greater glory of God.”

**Eucharistic living:**

We center our lives in Christ and the celebration of the Eucharist.

**Lifelong living:**

We engage, at all ages, in learning and being formed in the image of Christ.

**Generous serving:**

We use our gifts to serve God and others.

# Gesu Catholic School Mission Statement

Gesu Catholic School is an educational community created in partnership with students, their families and the Gesu Parish.

In the Jesuit tradition, the school community is committed to:

Catholic Faith Formation

Academic Rigor and Excellence

Personal Growth

Service to Others

Global Citizenship

“All for the Greater Glory of God.”

# Gesu Logos

# The Gesu Logo

The logo refresh is part of an effort to make sure our brand is cohesive, clear and identifiable. We are now including the “IHS” sunburst which serves as the primary symbol for the universal Society of Jesus. The administration and the Gesu Communications Committee are working to ensure that the Gesu logo is properly illustrated on all materials, including letterhead, the bulletin, social media, etc.

We are asking all members of the Gesu community to use the logos within this brand book to help unify the Gesu image and singular focus on our mission. If an organization has its own existing logo, it may establish an updated logo similar to those within this book. Our communications team will work will work with the organization to create that logo. Our goal is to provide consistency across organizations.



# Horizontal Logo

Our Logo Mark + Type



Gesu Catholic School



Church of the Gesu

# Logo Extensions

# The Mark

The Gesu “G”

The logo mark should only be used in isolation in places where the Gesu name is visible elsewhere on the asset, such as a social media post. It can also be used on apparel.



## Combined Logo

The new combined church/school logo –  
to be used as an “umbrella” logo when working on  
projects related to both the church and the school.



# BULLDOG LOGO

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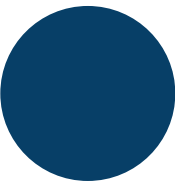
Bulldog logo



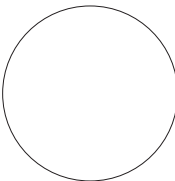
Bulldog bolt logo

Our **Bulldog logo** represents our school mascot and can be used for school signage, apparel and our athletics program.

Our **Bulldog Bolt logo** is used for our annual Bulldog Bolt race and is used on fliers, apparel, the website, etc.



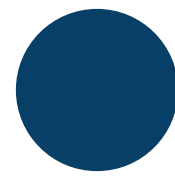
**Blue**  
CMYK 100, 77, 33, 24  
RGB 0, 58, 105  
HEX #003a69  
PMS 2955



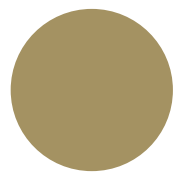
**White**  
CMYK 0, 0 0, 0  
RGB 255, 255 255,  
Hex #FFFFFF

STREAM LOGO

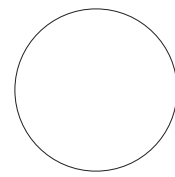
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**Blue**  
CMYK 100, 77, 33, 24  
RGB 0, 58, 105  
HEX #003a69  
PMS 2955



**Gold**  
CMYK 20, 25, 60, 24  
RGB 155, 145, 78  
Hex #9b914e  
PMS 451C



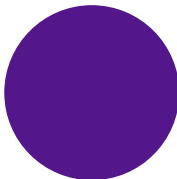
**White**  
CMYK 0, 0 0, 0  
RGB 255, 255 255,  
Hex #FFFFFF

# MARDI GRAS LOGO

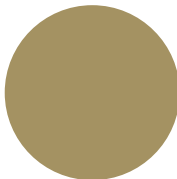
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Our Mardi Gras logo is used for the annual Gesu Mardi Gras, which raises funds to renovate and modernize our school.



**Purple**  
CMYK 83, 100, 4, 2  
RGB 84, 44, 137  
HEX #542C89  
PMS 2597



**Gold**  
CMYK 27, 37, 92, 3  
RGB 186, 151, 59  
Hex #BA973B  
PMS 118



**Green**  
CMYK 44, 2, 100, 0  
RGB 156, 199, 60  
Hex #9CC73C  
PMS 375

# **Organization, Ministry & Committee Logos**



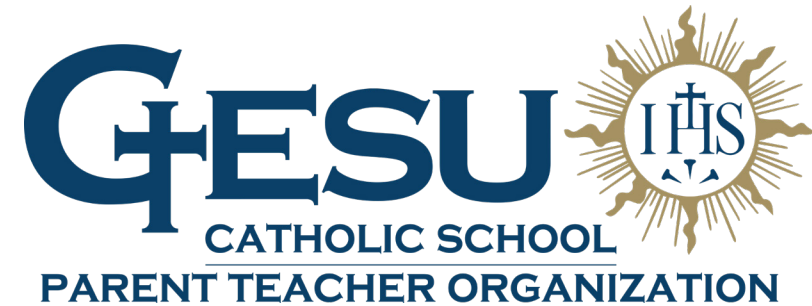
# Gesu Brand Logo

## Extensions



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Gesu Parish School of Religion



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Gesu Parent Teacher Organization

# Gesu Brand Logo

## Extensions



AMDG logo



IHS Logo

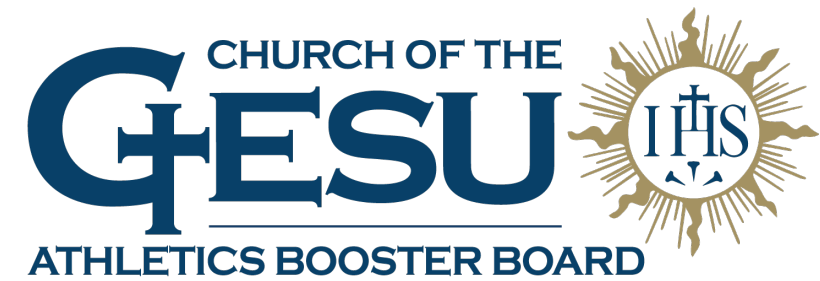
# Gesu Brand Logo

## Extensions



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Gesu Adaptive Needs Ministries

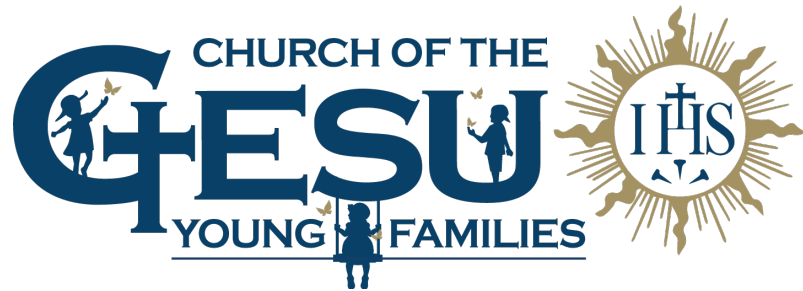


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Gesu Athletics Booster Board

# Gesu Brand Logo

## Extensions



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Gesu Young Families

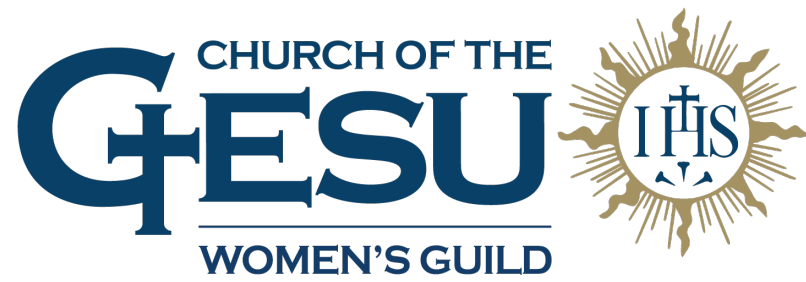


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Gesu Youth Ministry

# Gesu Brand Logo

## Extensions

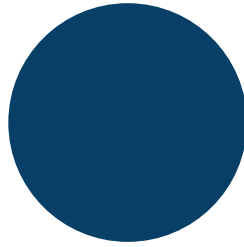


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Gesu Women's Guild

# Color Palette

# Color Palette



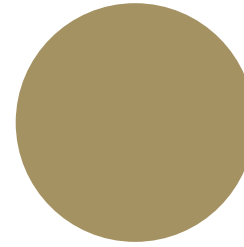
## Blue

CMYK 100, 77, 33, 24

RGB 0, 58, 105

HEX #003a69

PMS 2955



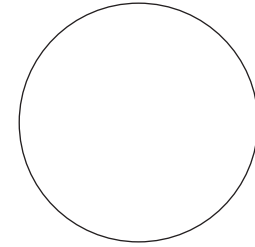
## Gold

CMYK 20, 25, 60, 24

RGB 155, 145, 78

Hex #9b914e

PMS 451C



## White

CMYK 0, 0 0, 0

RGB 255, 255 255,

Hex #FFFFFF

# Photography



# Photography

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

When using images of children, please refer to the media consent list. (Please contact Michael Martinek at (216) 932-0620 ext. 400 or [mmartinek@gesu.com](mailto:mmartinek@gesu.com) for a copy of this list.)



**Content/Style**

# Content/ Style

## TIME

Time of day is written as 7:00 am or 3:30 pm.

Range of time is written as 9:00-11:00 am or 10:00 am - 1:00 pm.

## PERIODS

Use a single space after period at end of sentences.

## MISCELLANEOUS

Please add Jesuit when referring to Catholic – Catholic, Jesuit School or Catholic, Jesuit Parish.

Do not include www or http: when referring to web addresses.

## DATES

Dates are written as numerals without st, nd, rd or th.

Example: December 2  
(not December 2nd)

Dates that are occurring soon do NOT need to include the year. When the year is needed please use the full year.  
Example: December 2, 2023

## NUMBERS

Numbers zero to nine should always be written out. Larger numbers should be written as a numeral.

## FONTS

Re: *News & Views* and Fr. Laniauskas' letters: use Garamond

Other suggested fonts: Arial, Calibri, Book Antiqua, Century Gothic, Lucida Sans Unicode, Georgia

## MONTHS

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

## TELEPHONE NUMBERS

Telephone numbers are written with area code in parentheses.  
Example: (216) 932-0617

## TITLES

Separate titles after name with a comma and do not put periods between SJ or OSU.  
Example: Fr. Lukas M. Laniauskas, SJ or Sr. Kathleen Flannery, OSU

## CONTACT INFORMATION

Use a specific action word, such as call or email, when listing contact information.  
Example: Call the parish office at (216) 932-0617 or email Marcia at mleous@...

## COMMA

Do not use Oxford comma.  
Do not put a comma before conjunction in series.  
Example: John, Paul, George and Ringo

## OTHER PUNCTUATION

Capitalize the word Mass.  
Italicize *News & Views*.

**Correct:** Gesu

**Incorrect:** GESU

**Correct:** Church of the Gesu

**Incorrect:** the Church of the Gesu

Capitalize all pronouns referring to God and Jesus.

# Communication Resources

# Communication Resources

A variety of resources are available at Gesu Parish and School to help you promote and share information about your group’s events and activities.



01

**PARISH BULLETIN**

The Gesu Parish bulletin is printed and distributed at all weekend Masses and available online year-round. Send bulletin submissions to [bulletin@churchofthegesu.org](mailto:bulletin@churchofthegesu.org). Submissions are due by Fridays at 5:00 pm, 9 days prior to publication.



02

**PARISH WEBSITE -  
CHURCHOFTHEGESU.ORG**

The News & Events section of the Gesu Parish website is updated regularly with full details, contact information and PDF attachments (if available) for events happening in our Parish. Send website submissions to [communications@churchofthegesu.org](mailto:communications@churchofthegesu.org).



03

**PARISH e-NEWSLETTER**

The Gesu Parish eNewsletter is published every other Thursday and sent to an email database of over 2,600 parishioners. Send parish eNewsletter articles to [communications@churchofthegesu.org](mailto:communications@churchofthegesu.org).



04

**WE CONNECT PARISH APP**

Our Parish App provides users with easy access to important parish information and resources. Push notifications can also be sent to parishioners who have downloaded the app. To request a push notification for your event, please contact your commission’s staff resource person. (Please note that push notifications are limited to 200 characters.)



05

**NEWS & VIEWS  
NEWSLETTER**

Gesu’s News & Views is a printed newsletter published three times a year and sent to parishioners and alumni. Articles in the News & Views are typically a deeper look back on special events of the church and school, highlighted committees or parishioners and more. Send ideas for News & Views articles to [mkfarrar@churchofthegesu.org](mailto:mkfarrar@churchofthegesu.org).

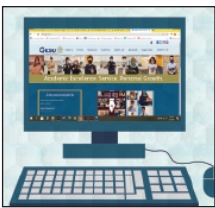
# Communication Resources



06

**SCHOOL e-NEWSLETTER**

The Gesu School eNewsletter is published every Wednesday and sent to all families with children attending Gesu. Send school eNewsletter articles to [kwhite@gesu.com](mailto:kwhite@gesu.com).



07

**SCHOOL WEBSITE - GESU.COM**

The Gesu School website may post information about certain events. Send school website submissions to [mmartinek@gesu.com](mailto:mmartinek@gesu.com).



08

**GESU YOUNG FAMILIES (GYF) e-Newsletter**

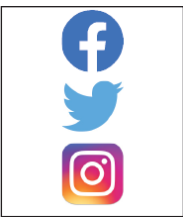
GYF is a group of families with children ranging from infants to kindergarten. Their eNewsletter is sent every week to over 70 families. Send articles to [gesuyoungfamilies@yahoo.com](mailto:gesuyoungfamilies@yahoo.com).



09

**POSTERS/FLIERS**

Fliers for your event can be placed or hung at all church entrances. The school's STREAM Center has a poster maker that can be used to print large format posters. For more information on printing posters larger than 11"x17", please contact Shelly Clary at [sclary@gesu.com](mailto:sclary@gesu.com).



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**PARISH & SCHOOL SOCIAL MEDIA ACCOUNTS**

The parish and school's social media accounts are great places to post upcoming event info or photos from past events. (Please note the 280 character limit for Twitter posts.)



# Thank you for reading. You are ready to tell the Gesu Story.

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 Gesu Marketing Department...We will be happy to answer any questions and help you use these tools to best promote Church of the Gesu and Gesu Catholic School.

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Technology Director

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mmartinek@gesu.com

**Mary Kate Farrar**  
Director of Development  
& Communications

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mkfarrar@churchofthegesu.org

**Meagan Salata**  
Admissions/Marketing Director

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msalata@gesu.com