

## Church of the Gesu and Gesu Catholic School Style Guide

### 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.

### 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. And when the year is needed, please use the full year.  
Example: December 2, 2021

### months

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

### 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

### comma

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

### periods

- Use a single space after period at end of sentences.

### numbers

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

### telephone numbers

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

### 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@...

### other punctuation

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

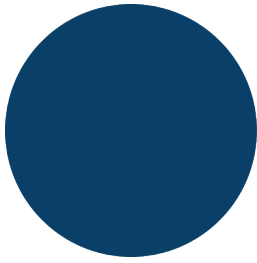
### miscellaneous

- Please add Jesuit when referring to Catholic – Catholic, Jesuit School or Catholic, Jesuit Parish.
- Drop www or http: when referring to web addresses.

### fonts

- Re: *News & Views* and Fr. Laniauskas' letters: use Garamond
- Other suggested fonts: Arial, Calibri, Book Antiqua, Century Gothic, Lucida Sans Unicode, Georgia

official colors



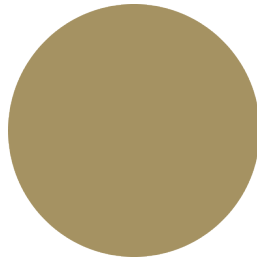
Blue

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

official logos



For questions, or suggestions for items to add to the Guide, please contact Brittany Lynch at [communications@churchofthegesu.org](mailto:communications@churchofthegesu.org).