



**CATHEDRAL**  
**ARTS**  
**PROJECT**

**Instruct. Instill. Inspire.**

**BRAND STANDARDS MANUAL**

## Logo Anatomy



## Logo Usage



### MAIN APPLICATION

Use this one-color purple logo whenever possible, including on marketing materials, collateral, promotional items, signs and advertising.

### BLACK & WHITE APPLICATION

The logo should be black when used on applications that are printed in black and white, such as a facsimile sheet or documents that will be copied.

### REVERSE APPLICATION

For use on dark backgrounds, the logo could be used in white or yellow.

# TAGLINE

## Tagline Usage

**Instruct. Instill. Inspire.**

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All Cathedral Arts Project correspondence documents should use the Cathedral Arts Project tagline, whenever appropriate and when the space allows. The tagline could be used as part of the logo type or separately from the logo itself. It will depend on the design approach chosen and the size of the logo.

### MAIN APPLICATION

The main application of the tagline should be purple on a white background.

### BLACK & WHITE APPLICATION

The tagline should be black on applications that are printed in black and white.

### REVERSE APPLICATION

For use on dark backgrounds, the tagline could be used entirely in white, or in combination with yellow and green on 4-color documents.

## Tagline Size



W1.6783 x H1.3663



W1.2092 x H0.9858

If the width or the length of the logo is bigger than 1 inch, the tagline should not be altered independently from the type size and logo mark. Always retain defined proportion.

If the width or the length of the logo is scaled down to less than 1 inch, the tagline must be taken out for legibility reasons.

Whenever used independently from the logo, the tagline size does not have to be proportionally related to the logo size.

**Abadi MT Condensed Extra Bold** is the typeface that has been chosen exclusively for the tagline. The minimum size of the tagline should be no less than 6 pt. font size, although there is no maximum size limitations.



6 pt. **Instruct. Instill. Inspire.**

12 pt. **Instruct. Instill. Inspire.**

18 pt. **Instruct. Instill. Inspire.**