



— *The* **Diocese** *of* —
West Missouri

Brand Guidelines

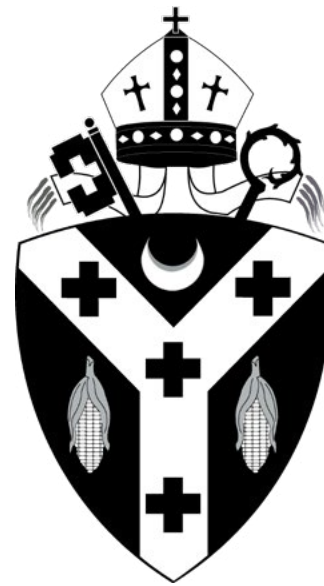
The Diocese of West Missouri

V2 - OCT. 2023

Logomark



Blue Diocesan Shield



Black Diocesan Shield

Logo Arrangements - *Square*



Horizontal



Vertical

Logo Variations - *Color Background*



Horizontal



Vertical

Logo Variations - *Black & White*



Horizontal



Vertical

Typography & Text

Primary Typeface: EB Garamond

Used for headers and logo text.
Microsoft Alternate: Georgia

Use the provided font files or download here through Google Fonts:
fonts.google.com/specimen/EB+Garamond

AaBbCc

AaBbCc

AaBbCc

Regular

Italic

Bold

Secondary Typeface: Cabin

Used for captions and body copy.
Microsoft Alternate: Arial

Use the provided font files or download here through Google Fonts:
fonts.google.com/specimen/Cabin

AaBbCc

AaBbCc

AaBbCc

Regular

Italic

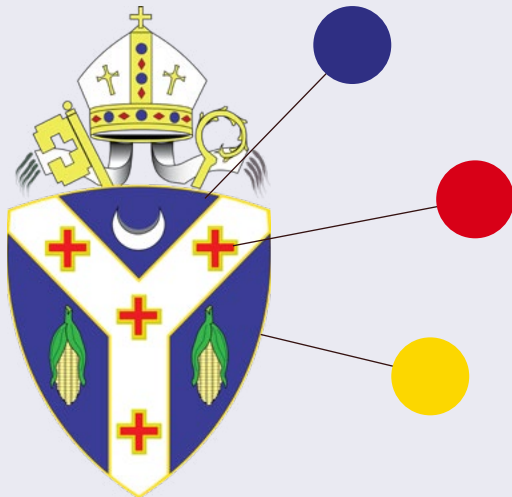
Bold

Color Palette

Primary Palette:

Palette is derived from the primary colors of the Diocesan shield logo.

To be used in all print and web formats.



Resolution Blue

HEX: #302A83

RGB: 48, 42, 131

CMYK: 63, 68, 0, 49

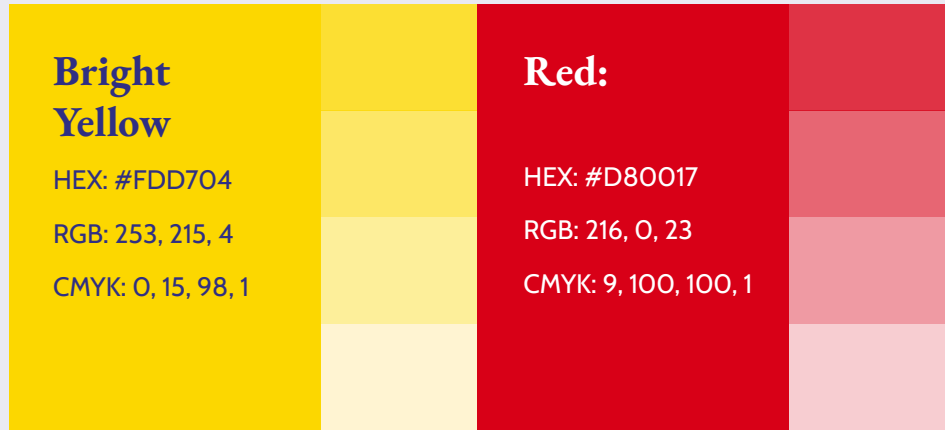


Bright Yellow

HEX: #FDD704

RGB: 253, 215, 4

CMYK: 0, 15, 98, 1



Red:

HEX: #D80017

RGB: 216, 0, 23

CMYK: 9, 100, 100, 1

Social Icons

Instagram 400x400



Facebook 360x360



Twitter 400x400

