

Archdiocesan Visual Identity

Policy No. 901

The Archdiocese has developed a visual identity to support communication of its mission, values and ministries to its parishes and institutions and to the public. The visual identity consists of the Archdiocesan coat of arms and signature word mark (also known as a logo) along with distinctive graphics. Consistent use of the visual identity reinforces the sense of unity of mission and ensures that all communications from the Archdiocese will be immediately recognized.

Policy Statement: The archdiocesan visual identity is to be applied to any communication materials in which “The Catholic Archdiocese of Edmonton” would normally be named.

Intent of Policy: To support effective communication with parishes, archdiocesan institutions and the public.

Definitions: Communication materials include but are not limited to:

- Office stationery
- Email messages
- Business cards
- Forms
- Internal publications
- Liturgical programs
- Promotional posters and brochures
- Advertisements
- Bulletins
- Videos
- Website pages

Procedure:

- a) All Archdiocesan communication materials shall incorporate the visual identity as indicated in the Catholic Archdiocese of Edmonton Visual Identity Manual.
- b) The Director of Communications and Public Relations is to be consulted on proper use of the visual identity on all advertising or promotional materials.
- c) Only the archdiocesan logo is to be used by archdiocesan offices.

Exception: This policy does not apply to the Office of the Archbishop.