

Communications for leaders who love Jesus and live His mission.

A guide to sharing the Good News
of the Catholic Diocese of Green Bay.




From the words we speak
to the encounters we create,
the Diocese must continuously
work to move faith forward, to
show the world how our Church
lives out Christ's loving action.

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you live it
we story it





There is a tremendous hunger for the Church to re-establish relevance in the Diocese through the advancement of compassion and service to God's people.

As we work to authentically live Jesus' mission, we must consistently deliver His message in a manner that is universally understood within our communities.

Collaborating on communications projects helps us extend a cohesive, joyful, welcoming message to all who come before us.

All communications on behalf of the Catholic Diocese of Green Bay must be reviewed and approved by the Office of Communications.

Email logo requests to comm@gbdioc.org

Let's work together to support your ministry's communications needs and plan ahead for the future.

The Office of Communications is here to help you create print materials, digital experiences, and more that enhance our overall identity as the Catholic Diocese of Green Bay.

Examples:

- posters
- flyers
- email templates
- presentations
- videos
- displays
- social media
- brochures

To make a communications request
visit www.gbdioc.org/communicationsrequest

- 1 Fill out the Communications Request form.
- 2 You'll receive an email copy of your request.
- 3 We will call you to create an action plan.
- 4 Your communication needs will be appropriately placed into the work queue.

Please call us (x8209 or x8213) or email comm@gbdioc.org
for questions or assistance with any Communications Request.

speaking



Loving all God's people means speaking in a language everyone understands.

The words we use to welcome people
and share important news matter –
and we don't mean English vs. Spanish.

Our research indicated a need to avoid
an elaborately theological vocabulary.
We connect more readily with people
when we meet them where they're at
with language they are familiar with.

Keep in mind that many people read and comprehend at a fourth
or fifth grade level. Our vernacular can skew scholarly very quickly.

Simplifying our message.

Internally we say

Externally we say

Discipleship

Discover, Follow,
Worship, Share **Jesus**

Missionary

Do Jesus' work

Curia

Diocesan staff

Ecclesial

Church

Doctrine

Teaching

Catechesis

**Instruction in the
Catholic faith**

Kerygma

**Announcing the Good
News of Jesus Christ**

Evangelization

Share Jesus with others

Hierarchy

Church structure

Accompany


Walk with people

Encounter

**Meet people where
they're at**

aligning





As the open arms and open heart of
Jesus, our communications
must feel alive with love in action,
acceptance, courage, and above all:

JOY

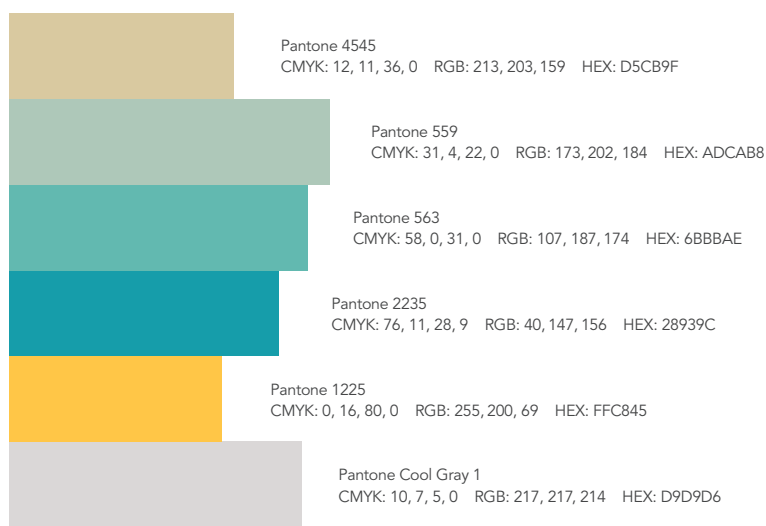
People express a wide range of emotions when speaking of religion,
including comfort, hope, fear, anger, compassion, and ambivalence.
Unfortunately, they seldom express happiness or joy.

Our colors, fonts, and photos are purposefully selected to overcome the rigid attributes people ascribe to the Catholic Church.

COLOR

We have intentionally selected these colors to be invigorating and welcoming.

Color breakouts are based on the 2020 color-finder at [pantone.com](https://www.pantone.com)



PRIMARY COMMUNICATIONS

FONT(S)

We have intentionally selected a sans serif typeface to simplify and modernize the words we use to share Jesus with others.

Avenir

Book
Roman
Medium

SECONDARY (POWERPOINT, EMAIL)

Arial

Regular
Bold





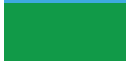
Approved logo usage.



Minimum logo size.



The following logo colors must not be changed.
CMYK color percentages are preferred for printing.

	Pantone Process Black CMYK: 0, 0, 0, 100 RGB: 32, 34, 29 HEX: 20221d
	CMYK: 4, 0, 93, 0 RGB: 247, 233, 34 HEX: f7e922 Spot color Pantone 3955 - for promotional item reference.
	CMYK: 0, 99, 97, 0 RGB: 214, 29, 47 HEX: d61d2f Spot color Pantone 2035 - for promotional item reference.
	CMYK: 66, 16, 0, 0 RGB: 93, 165, 213 HEX: 5da5d5 Spot color Pantone 2915 - for promotional item reference.
	CMYK: 85, 14, 100, 2 RGB: 23, 139, 70 HEX: 178b46 Spot color Pantone 348 - for promotional item reference.

To ensure the logo maintains adequate "breathing room," use the height of the "D" in "Diocese" as a visual buffer.

No words, patterns, or imagery may invade this space.

The Coat of Arms as we know it today is divided into two areas. The upper portion contains a white St. Andrew's cross on a field of blue. The cross symbolizes the establishment of the Christian faith in the Diocese. The ship in the center of the cross is a symbol of St. Francis Xavier, patron saint of the diocese and the Cathedral; the ship also represents the means by which the early missionaries came to the shores of Green Bay to preach the Gospel. The arrowhead honors the earliest settlers of the territory. In the lower portion, the Bay of Green Bay is represented by the break into the field of green. The green represents the earthen terrace on which the city and Diocese of Green Bay are built, thus our motto, "Platanus Juxta Aquam," or Planted Near the Water."

The following logo treatments are to be used on a white or light-colored background.



No alterations to the logo are permitted.



The following logo treatments are to be used on a dark-colored background.



If a project requires alternative use of the logo,
please contact the Office of Communications.
Email logo requests to comm@gbdioc.org

The Style Guide and all Diocesan logos, letterheads, templates
and additional materials can be found on the I:Drive.

All photography should feel like an authentic encounter suspended in time. That means:

Using images that capture movement.
Avoiding images that contain watermarks.
Properly scaling (not stretching) photos.
Referring to our original, Diocese-specific gallery vs. taking photos off the Internet.

Good.



Stretched.



Watermarked.



The Office of Communications' photo gallery contains approved, original imagery with all the proper usage permissions secured.

Email photo requests to comm@gbdioc.org

You serve as Jesus' hands and feet.
We serve as His voice.

Our office exists to customize communications based on your outreach needs. Not only does this make your work easier, it maintains consistency in how we message and visually communicate our mission.

And consistency builds trust, safety, belief, and growth.

Whenever you need a poster, flyer, e-mail template, presentation deck, video, or brochure, please reach out to us. We'll walk with you to express your message in the most succinct, easy-to-understand manner possible.

Remember:

As you work to authentically live Jesus' mission,
we work to consistently deliver His message in a manner
that is universally understood within our communities.



Diocese of
Green Bay

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