



# **United in Faith**

*From the Boroughs  
to the Bluffs*

Brand Style Guide

# Introduction

The *United in Faith* campaign is a storytelling initiative of the Archdiocese of New York designed to celebrate the beauty, diversity, and unity of parish life across our region. From bustling boroughs to quiet corners of the Hudson Valley, this campaign affirms our shared Catholic identity while honoring the local character of each parish community.

Through uplifting digital content and a consistent visual identity, *United in Faith* invites the faithful to recognize God's presence in everyday life—and to see themselves as part of one vibrant, living Church.

This style guide provides the framework for campaign visuals, voice, and messaging across all platforms. It ensures every piece of content—whether a social post, video clip, or parish feature—reflects the campaign's tone: joyful, personal, and united in mission. By aligning our storytelling under one visual and thematic identity, we amplify the witness of our parishes and inspire deeper connection across the Archdiocese.

Welcome to the campaign. Let's tell the story of our Church—*united in faith*.

# Primary Identity

The primary logo of *United in Faith* features some of the most iconic landmarks in the Archdiocese of New York. The symbol of the Holy Spirit is prominent at the top, and everything is framed within the shape of a pointed arch with the symbol of the cross at the very top. This is the simplest visual expression of the history, diversity, and mission behind the Archdiocese.

## Things to Know

The dove and the wind in red symbolize the purity and power of the Holy Spirit. They also symbolize the evangelizing mission of the Church.

The building in purple represents St. Patrick's Cathedral – America's Parish Church and center of the Archdiocese.

The buildings in orange represent the metropolitan areas that are part of the Archdiocese.

The arch in blue and the green mountains represent Staten Island and the upper counties that are part of the Archdiocese.

The blue shapes at the bottom of the logo represent the Hudson River, main geographical landmark of the Archdiocese. They also symbolize water and its deep connection with the Holy Spirit.

The pointed arch frame in charcoal color refers to one of the most characteristic shapes in Gothic and Neo-Gothic architecture. It is topped by a cross to represent the unifier force of Our Lord Jesus Christ embracing the Catholic communities within the 10 counties of the Archdiocese.



## Primary Lockup

This is the primary expression of *United in Faith* and should be used as the first option for any brand expression.

The preferred presentation is the full-color graphic on a white background. One-color positive and one-color reverse are also approved variations.



**United in Faith**  
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One-color positive



One-color reverse

## Secondary Lockup

This is the secondary expression of *United in Faith* and should be used when a vertical orientation of the logo is necessary.

The preferred presentation is the full-color graphic on a white background. One-color positive and one-color reverse are also approved variations.



***United in Faith***  
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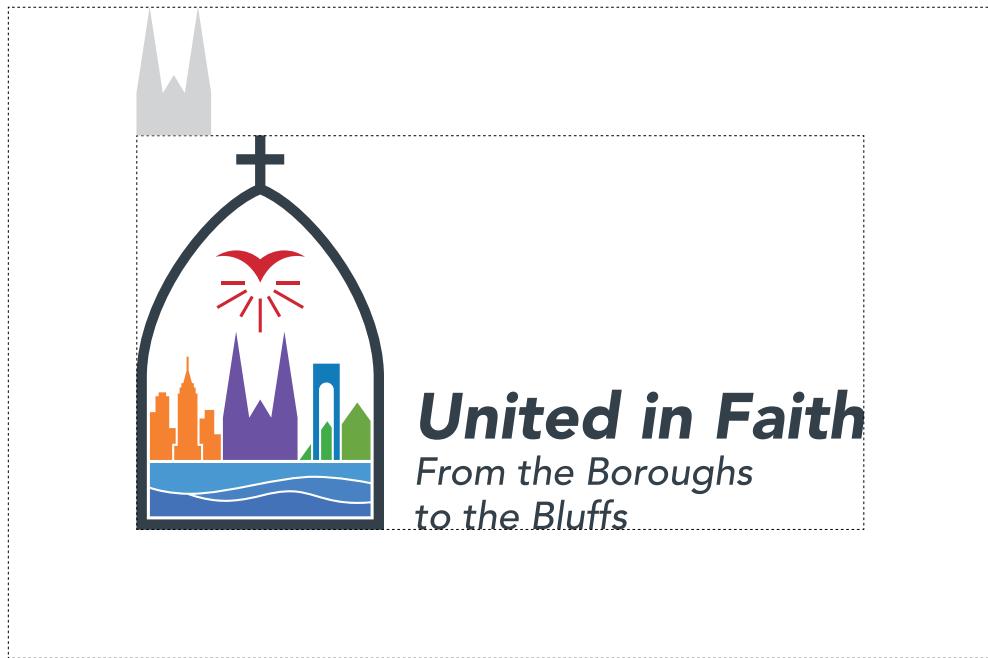
One-color positive



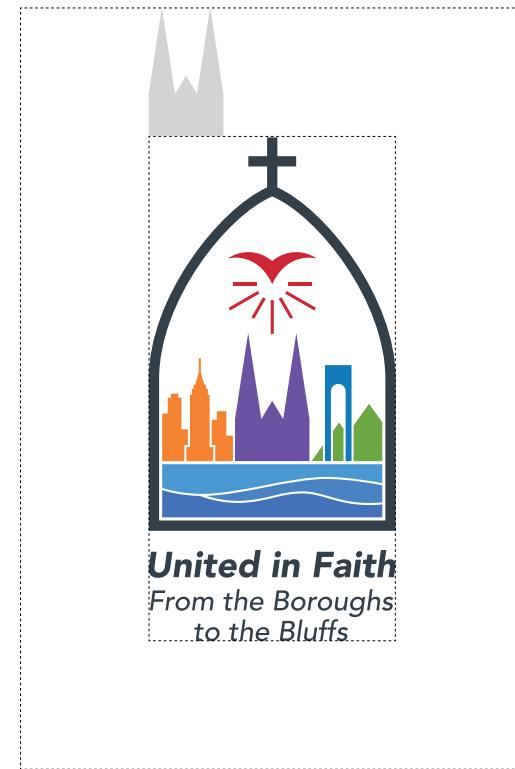
One-color reverse

## Safe Area

Always keep an ample amount of white space around the logo. Use the height of the cathedral graphic as a guide for spacing.



Primary lockup



Secondary lockup

# Minimum Size

To ensure legibility, do not use the logo smaller than the sizes shown here.

Primary lockup



**United in Faith**  
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Print: 0.95" tall  
Screen: 70px tall

Secondary lockup

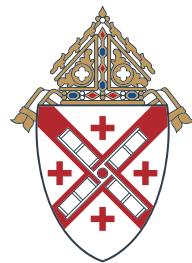


**United in Faith**  
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Print: 1.25" tall  
Screen: 90px tall

## Co-brand

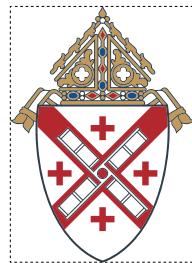
Both logos must have the same height and must be separated by a distance two times the height of the cathedral graphic, as shown on this page.



**ARCHDIOCESE**  
*of* **NEW YORK**



**United in Faith**  
*From the Boroughs  
to the Bluffs*



**ARCHDIOCESE**  
*of* **NEW YORK**



**United in Faith**  
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## Don'ts

Consistency and clarity are paramount.  
Do not distort or alter the art in any way.



Do not stretch or skew the logo.



Do not change the lockup alignment or positioning.



Do not use the logo on a complicated background. If reversing on a photo, use a simple part of the image.

## Don'ts

(Continued)



**United in Faith**  
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Do not reduce the colors in the logo. Either use the full-color or one-color version.



**United in Faith**  
From the Boroughs  
to the Bluffs

Do not use the logo in unapproved colors. Only use the logo in approved brand colors.



**United in Faith**  
From the Boroughs  
to the Bluffs

Do not alter the imagery in the logo.



**United in Faith**  
From the Boroughs  
to the Bluffs

Do not change the typeface in the logo.



**United in Faith**  
From the Boroughs  
to the Bluffs

Do not change the scale relationship of the lockup elements.



**Peace on Earth**  
From the Boroughs  
to the Bluffs

Do not change the wordmark in the logo.

# Color

The *United in Faith* color palette is bright and energetic. These are the only approved colors for *United in Faith*.

Charcoal

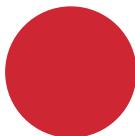


CMYK 78/63/53/43

RGB 52/64/73

# 344049

Red



CMYK 13/98/88/3

RGB 205/38/51

# cd2633

Orange



CMYK 0/60/91/0

RGB 244/130/48

# f48230

Purple



CMYK 68/79/0/0

RGB 108/82/162

# 6c52a2

Green



CMYK 64/13/100/1

RGB 107/109/67

# 6ba943

Primary blue



CMYK 85/45/5/0

RGB 22/123/184

# 167bb8

Secondary blue – light



CMYK 68/29/0/0

RGB 73/152/211

# 4998d3

Secondary blue – mid



CMYK 73/43/0/0

RGB 71/131/196

# 4783c4

Secondary blue – dark



CMYK 78/54/0/0

RGB 67/114/184

# 4372b8

# Typography

Avenir is the primary typeface. It brings a clean, modern tone to the brand. While the black oblique and medium oblique styles are used in the logo wordmark, the black and book styles can be used in headlines and captions respectively.

## **Avenir Black Oblique**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz**

## *Avenir Medium Oblique*

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz**

## **Avenir Black**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz**

## *Avenir Book*

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz**

Minion LT is the secondary typeface. It is a modern version of a classic serif and contrasts with the sans-serif headlines. It should be used for body copy.

## *Minion LT Regular*

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz**

## *Minion LT Italic*

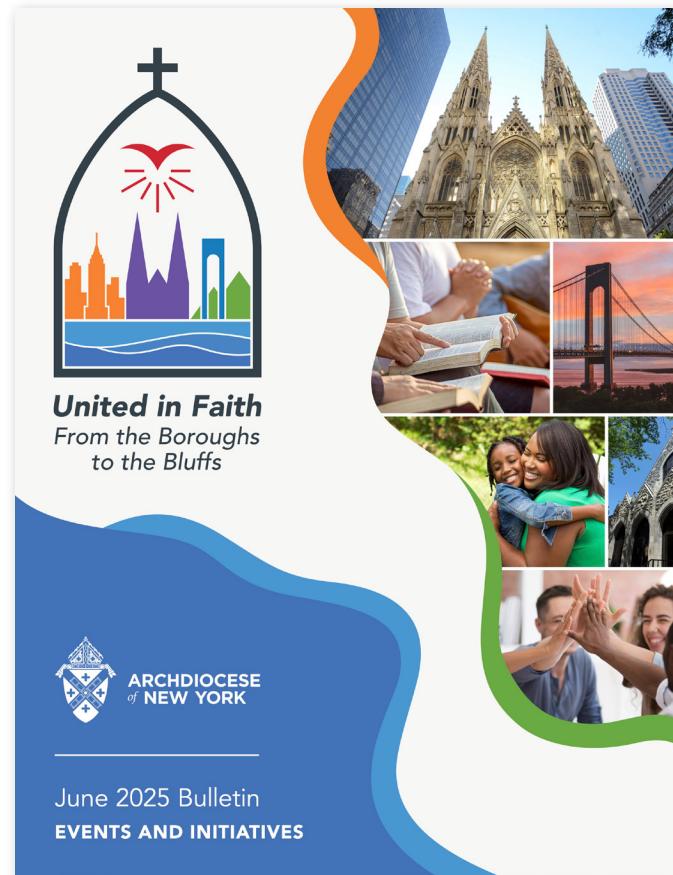
**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz**

# Applications

The following samples demonstrate how the *United in Faith* logo can be applied.



Social media post



Bulletin cover

## **Questions?**

Direct all questions or needs beyond  
the scope of this document to:

Ricardo Paiba

Email: [ricardo.paiba@archny.org](mailto:ricardo.paiba@archny.org)