

Identification and Design Guidelines

January 2022

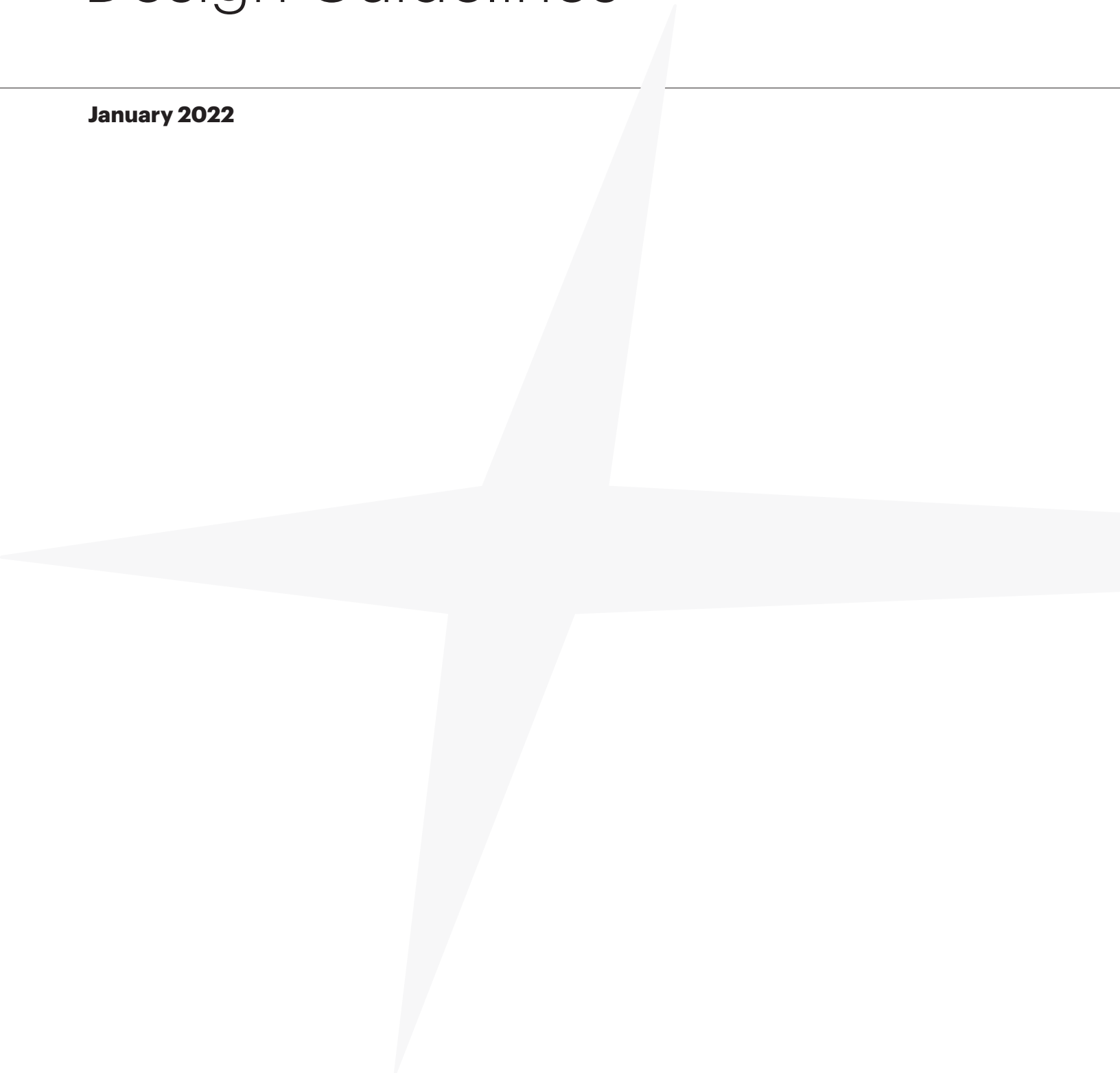


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Why an Identification and Design Program?

Distinctive, meaningful, and consistent visual identity and graphic communications will inform, inspire and then activate our audiences — both emotionally and physically.

It will help them to see, understand, and remember us, and cause them to act.

Communications that are consistently well-executed will help build our reputation and persuade others to embrace our mission.

Our Program Objectives

Build greater awareness of Catholic Charities and greater engagement from potential partners, donors, and clients.

Create a “Best-in-Class” identity for Catholic Charities.

Elevate Catholic Charities’ visual identity to communicate relevance (a 21st century organization), expertise, scale, and spiritual grounding in a deepened awareness of our shared humanity.

Educate audiences of Catholic Charities mission, experience, services, and expertise.

Educate audiences of the needs of people, families, and communities in the Chicago area who are suffering, overlooked, and vulnerable.

Create communications that are more aligned with our mission, as well as more engaging, poignant, and grounded in witnessing our shared humanity.

Create emotional responses among readers and viewers of our communications—focus on their souls. Inspire the practice of mercy, create compassion in peoples’ hearts.

Provide a way for people in need to access the organization.

Have all communications work efficiently, effectively, and harmoniously to create a strong collective impact.

Words and Phrases That Guide Our Program

Simple

Fresh

Modern

Expert

Clear

Accessible

Best-in-class

Aesthetically pleasing

Professional

Human

Engaging

Connected

Dedicated

Responsive

Collaborative

Inspiring

Joy

Mercy

Faith

Hope

Warmth

Compassion

Talented

Scale/breadth

Big shoulders

Community-based

Advocates

Rooted in faith

Challenging indifference

Serving everyone

Appeal to both Gen Z and Millennials

Appeal to donors

The Logotype

Our new logotype has both strength and spirituality.

The sturdy upper case letters provide a stable base from which the symbol ascends.

The cruciform can also be used independently as a decorative identifier (see pages 6 and 7).

The revitalized logotype signals a revitalized, stronger, more contemporary Catholic Charities.

Generally the type is black and the cruciform is red (PANTONE® 199C); however, other color variations can be found on pages 4 and 5.



Logotype Versions

The logotype has three variations which provide great deal of flexibility and can be applied to a variety of configurations (horizontal, vertical, and round).

While the horizontal version is the most widely used, the compact and vertical versions allow greater impact within limited spaces.

Digital files of all versions of the logotype are available at brandtools.catholiccharities.net.

Horizontal Version



Compact Version



Vertical Version



Logotype Versions
(B&W)

PANTONE® 199C red is the official color of the cruciform; however, in one-color printing, a 50% tint of black is preferable. Solid black can be substituted when necessary.

Digital files of all versions of the logotype are available at brandtools.catholiccharities.net.

with 50% tint of black in the cruciform



solid black



Logotype Versions (Reverse)

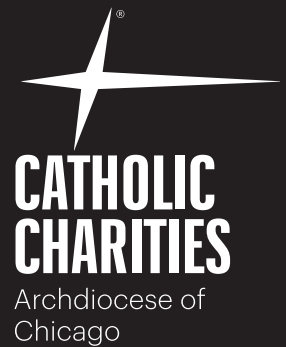
When the logotype is reversed out of black, a solid dark color background, or a photograph, the name should be white and the cruciform can be either 199C red or white.

Digital files of all versions of the logotype are available at brandtools.catholiccharities.net.

with red cruciform



all white



Signature Variations

A signature is the combination of the Catholic Charities name and the cruciform.

There are two variations of signatures—formal (locked up) and informal (separated).

The informal signature “Catholic Charities” is always typeset in Graphik Bold, and “of the Archdiocese of Chicago” is always typeset in Graphik Light.

Formal: The three “locked-up” logotypes



Informal: The name and the cruciform are separated but on the same surface. Their size and distance from each other may vary.

Catholic Charities of the Archdiocese of Chicago



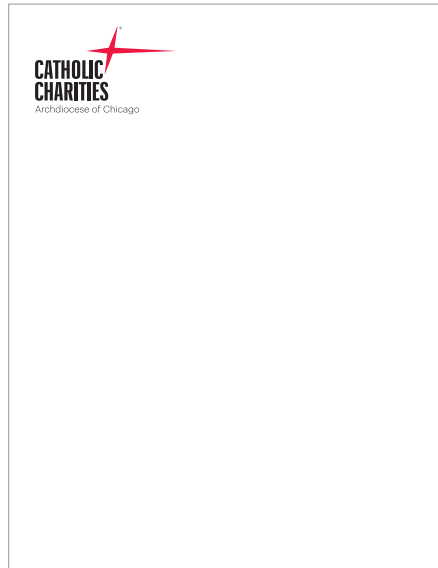
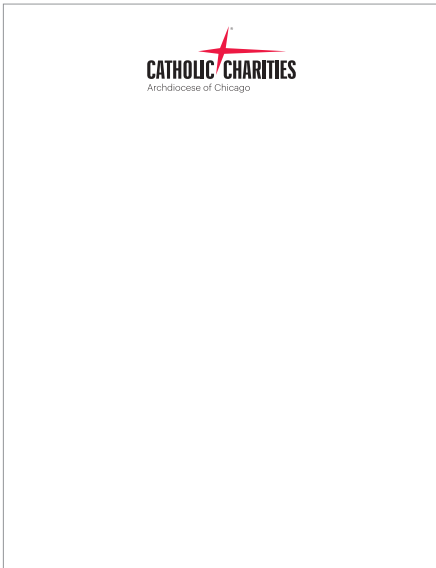
Signature Variations

The formal (locked up) versions of the logotype are used most often to identify the organization. However, on certain items where a more decorative approach is desired, the cruciform can be separated from the name as long

as both the name and the cruciform appear on the same surface. In these cases, "Catholic Charities" is always typeset in Graphik Bold and "of the Archdiocese of Chicago" is always typeset in Graphik Light.

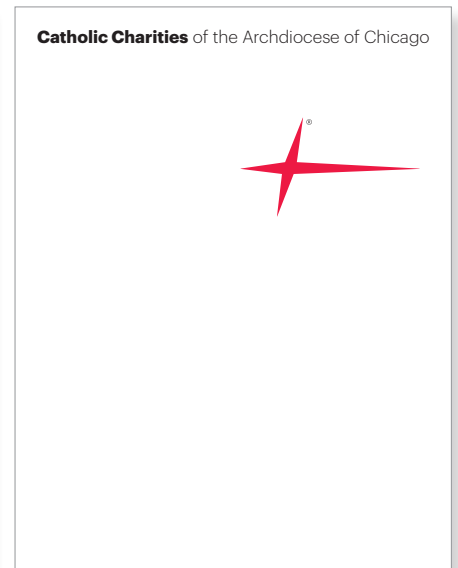
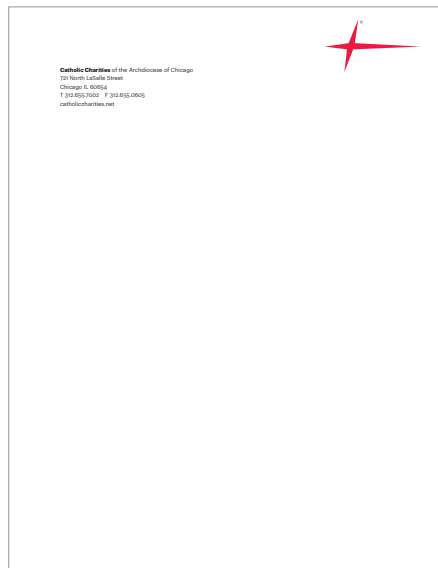
Formal:

Examples of the three "locked-up" versions of the logotype.



Informal:

Examples of the name and cruciform used as separate elements (but always on the same surface).



Type and Typography

The primary typeface used for most printed and electronic materials is Graphik. We use three weights—Light, Regular, and Bold.

Graphik Light is used for copy that is 12 point and larger. Graphik Regular is used for copy that is 11 point or smaller. Graphik Bold is generally used for titles and subtitles or for emphasis.

There are three secondary typefaces for editorial use and for use in special instances—Plantin Regular, Graphik XX Condensed, and Chiswick Headline Italic.

Plantin MT Regular is for editorial applications such as Spirit Magazine and multi-page newsletters.

Graphik XX Condensed can be used when special emphasis is needed for a short statement, such as on billboards or banners.

Chiswick Headline Regular Italic may be used only for very special or stylish occasions such as galas and for holiday greetings.

Links to all of these type fonts can be found at brandtools.catholiccharities.net.

Graphik Light

abcdefghijklmnopqrstuvwxyzABCDEFGHIJ1234567890

Graphik Regular

abcdefghijklmnopqrstuvwxyzABCD1234567890

Graphik Bold

abcdefghijklmnopqrstuvwxyzABC1234567890

Plantin MT Pro Regular (editorial use only)

abcdefghijklmnopqrstuvwxyzABCDEFG1234567890

Graphik XX Condensed Bold (special use)

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMN1234567890

Chiswick Headline Regular Italic (very limited use)

abcdefghijklmnopqrstuvwxyzABCDEFGHI1234567890

Type and Typography Voices

The family of typefaces act as “voices” and can perform like a choir, with each voice having a specific tone and role.

is used, but at times, in order to be heard, we may need to speak more assertively (Graphik XX Condensed).

It’s important to use the proper voice for each situation. In most cases a simple, conversational voice (Graphik)

And, in certain very special instances, we may choose to speak very softly and elegantly (Chiswick Italic).

Voice	Typeface	Tone
Alto	(Graphik Light)	Conversational/Informational
Tenor	(Graphik Regular)	Conversational/Informational
Baritone	(Graphik Bold)	Sturdy, Vigorous
Editorial Use Only		
Mezzo	(Plantin Regular)	Conversational/Editorial
Special Use		
BASS	(GRAPHIK XX BOLD)	STRONG, ASSERTIVE, AUTHORITATIVE
Very Limited Use		
<i>Soprano</i>	<i>(Chiswick Italic)</i>	<i>Special, Joyous, Elegant</i>

Type and Typography Style

Type should generally be set flush left, ragged right and in upper-and lower-case—in most cases using the layout grids developed for the program (see

pages 11-16). Using all capital letters should be avoided (except in special instances such as publication titles, billboards, and banners).

Example of 12-point Graphik Light

Our mission and values are based on the firm foundation of Catholic Social Teaching, a collection of themes developed in papal and other writings over the course of the Church’s history. These themes include the belief that human life is sacred; that all humans have inherent dignity, rights and responsibilities; that social structures like marriage and the

Example of 12-point Plantin Regular

Our mission and values are based on the firm foundation of Catholic Social Teaching, a collection of themes developed in papal and other writings over the course of the Church’s history. These themes include the belief that human life is sacred; that all humans have inherent dignity, rights and responsibilities; that social structures like marriage and the family



CATHOLIC CHARITIES
Archdiocese of Chicago

Free Trauma Trainings

Do you work with youth affected by violence?

Do you want to learn about how trauma influences our community?

Do you want to learn skills to work with traumatized youth?

The Community Based Violence and Prevention Program provides free customized trauma trainings that focus on community violence.

Trainings are available in both Cook and Lake County.

Trainings are provided to schools, community members, organizations, hospitals, and more.

If you are interested in free trauma training, contact:

Gina Young, LPCP
Clinical Manager for the Community Based Violence Intervention and Prevention Program
773 677 3384
gyoung@catholiccharities.net

www.catholiccharities.net



CATHOLIC CHARITIES
Archdiocese of Chicago

OBELISK

September 2021 Loving Outreach to Survivors of Suicide

This Issue

Articles

Cover Story:
The Many Faces of Grief
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Moloreiunt hicipicius sed ma doluptur3
Temperc idelst ute num suntio tem4

Monthly

Reicium fugia nobitis6
Fugiat magnim eatior7
Aspersps duciet8
Explici asesequam9
Assum veniam10
Sentotaque sam11
Nonssectet omnibus12

The LOSS Program
Loving Outreach to Survivors of Suicide
721 North LaSalle Street
Chicago, IL 60654
312.655.7283
catholiccharities.net/loss

The Many Faces of Grief

Ut ate experemqui que num volut vellorum eosam fugiam faccat mos ium aut incium, eum a por suntotatiam et, cum illati vellenimil iumquame dolut et facerferum lici blam repudat occabor eseqe re pelit lab in commis sus quo con pedis aut quo berruptur moluptas venihic atincia muscimu stius.

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My husband and I were both grieving, I openly and he silently. I went to a support group...he kept things to himself. Luckily, our love is very strong... Our bond grew stronger.

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Et que si quos ide odiam fugit officiumquia que cus dolupta toriae num facest, nessequant, aris etauis ut ventisc ipsapedit

Page Layout Grids

To cause greater organization of information and greater unity among our printed communications, a series of layout grids have been created for the most popular sizes of printed materials (also see pages 32, 34, 36, and 39).

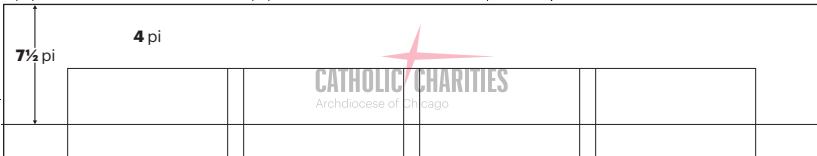
Each grid indicates the default size and position of the logotype.

Digital files of all full-size grids are available at brandtools.catholiccharities.net.

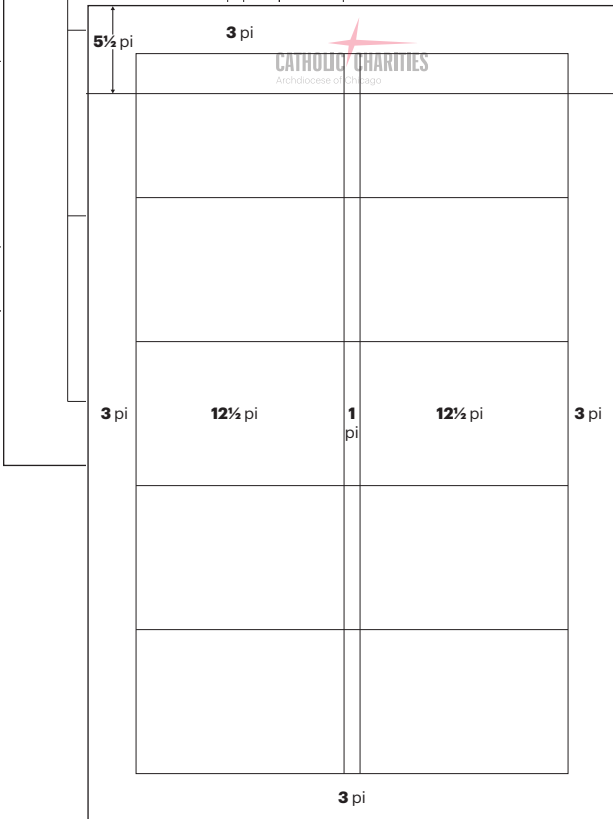
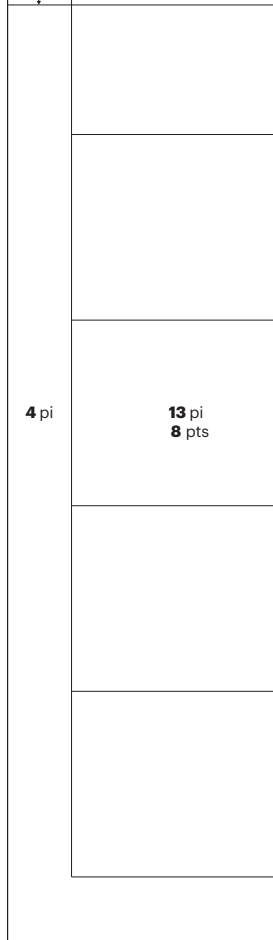
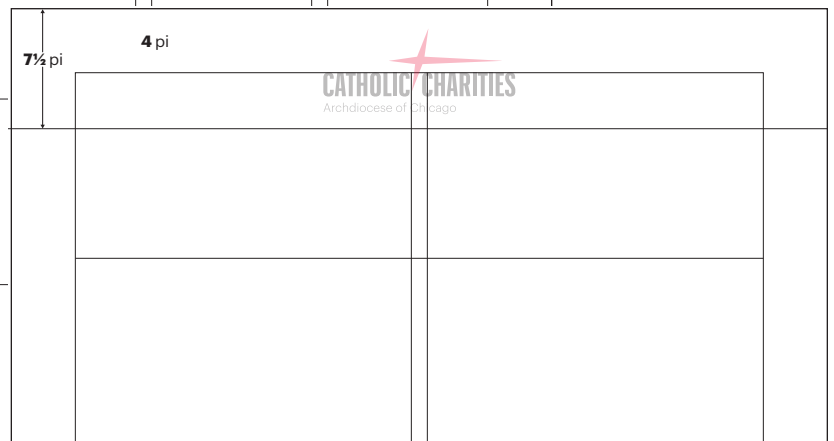
8½" x 11" 3-column grid



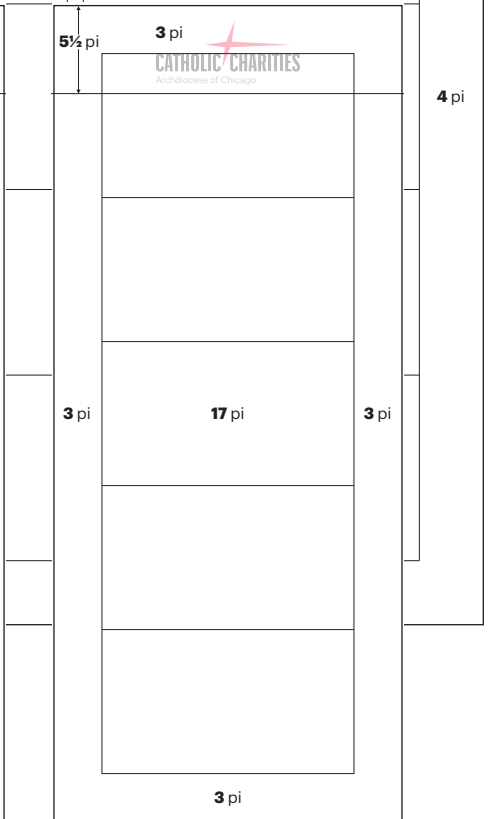
8½" x 11" 4-column grid



8½" x 11" 2-column grid



5½" x 8½" grid



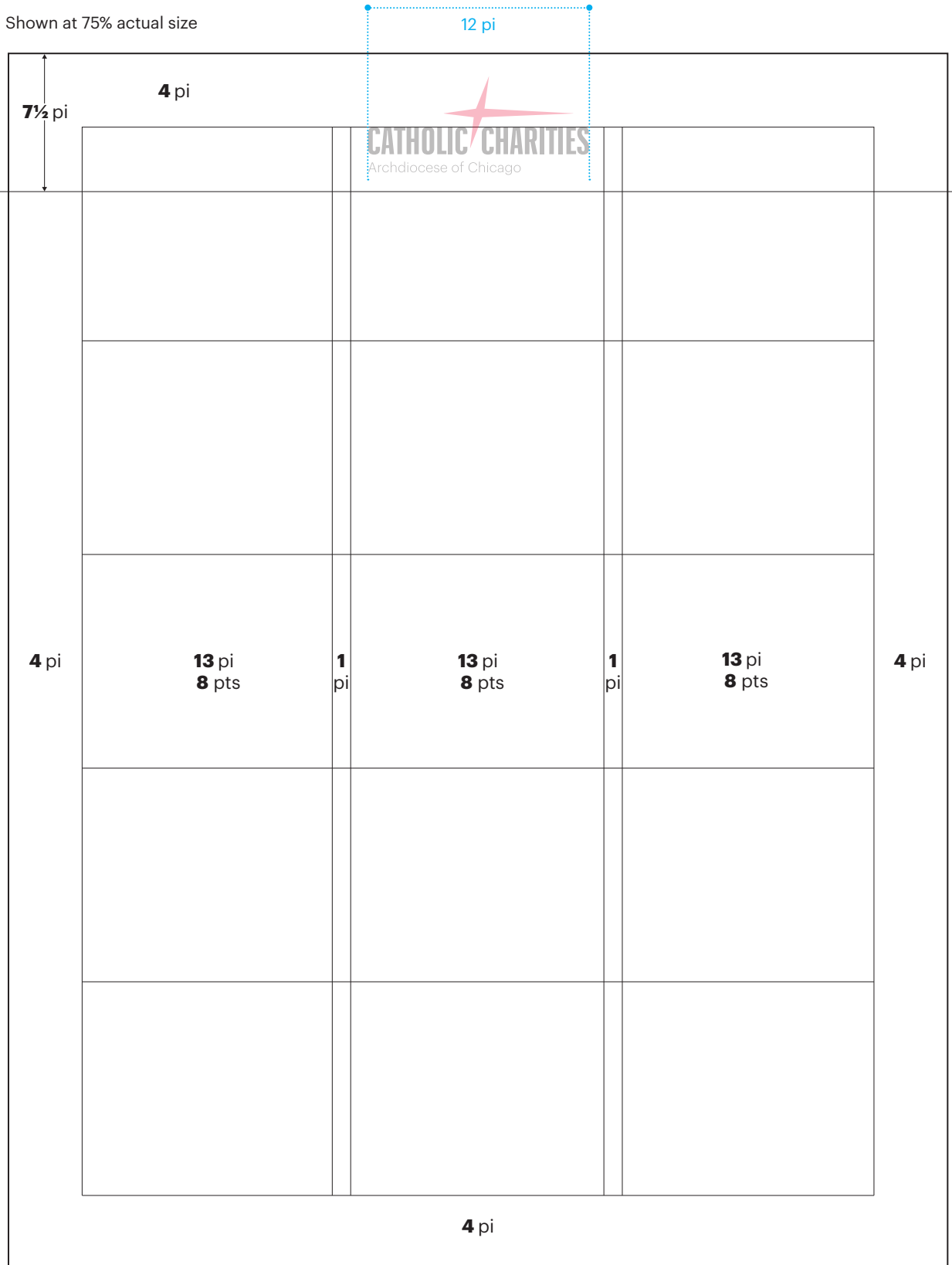
3¾" x 8½" grid

Page Layout Grids 8½" x 11" 3-column

The horizontal version of the Catholic Charities logotype is located in its default position (centered at the top of the cover page), but may be replaced

with a different version of the logotype or repositioned if necessary. Digital files of all full-size grids are available at brandtools.catholiccharities.net.

Shown at 75% actual size



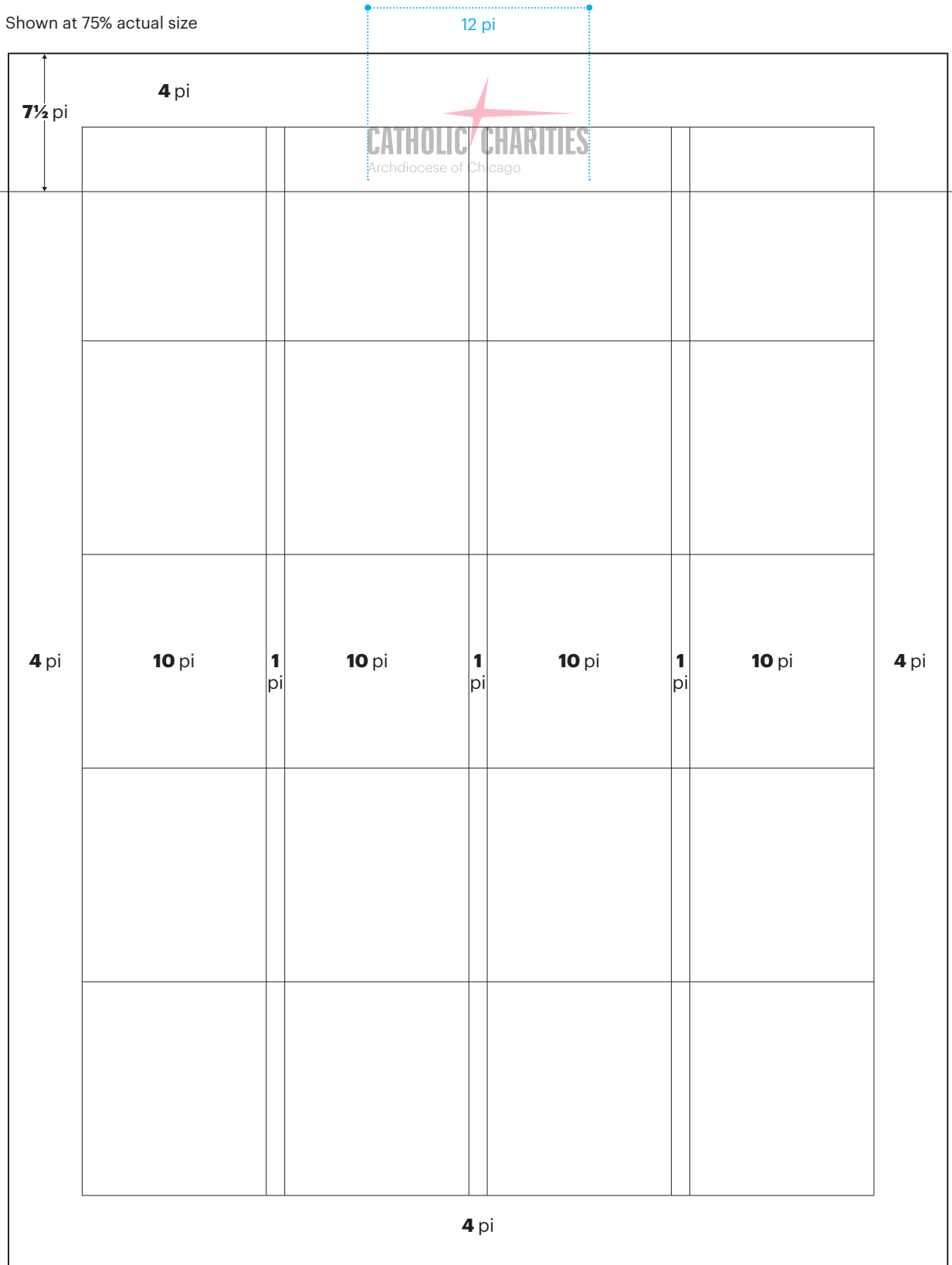
Page Layout Grids 8½" x 11" 4-column

The horizontal version of the Catholic Charities logotype is located in its default position (centered at the top of the cover page), but may be replaced

with a different version of the logotype or repositioned if necessary.

Digital files of all full-size grids are available at brandtools.catholiccharities.net.

Shown at 75% actual size



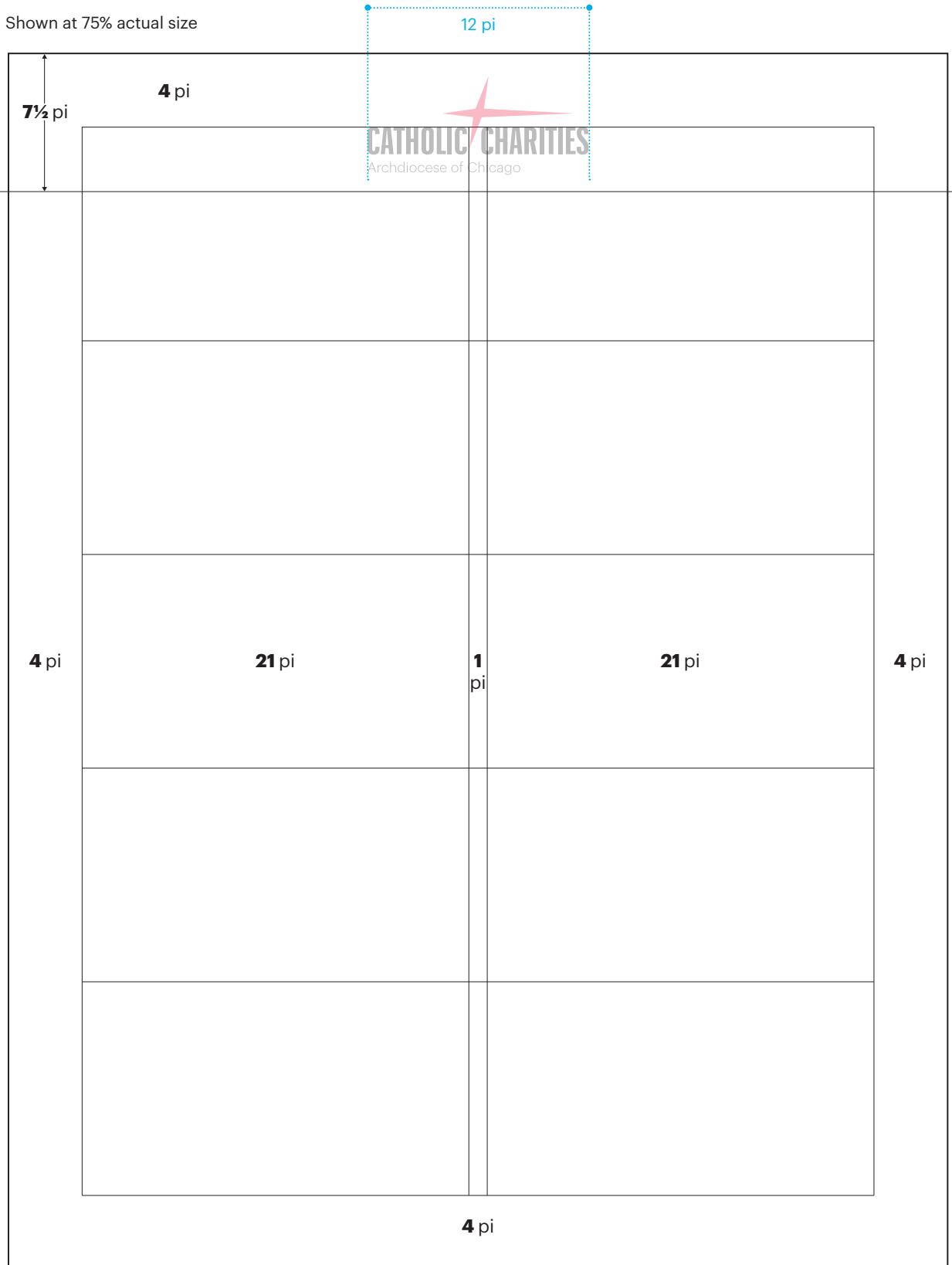
Page Layout Grids 8½" x 11" 2-column

The horizontal version of the Catholic Charities logotype is located in its default position (centered at the top of the cover page), but may be replaced

with a different version of the logotype or repositioned if necessary.

Digital files of all full-size grids are available at brandtools.catholiccharities.net.

Shown at 75% actual size

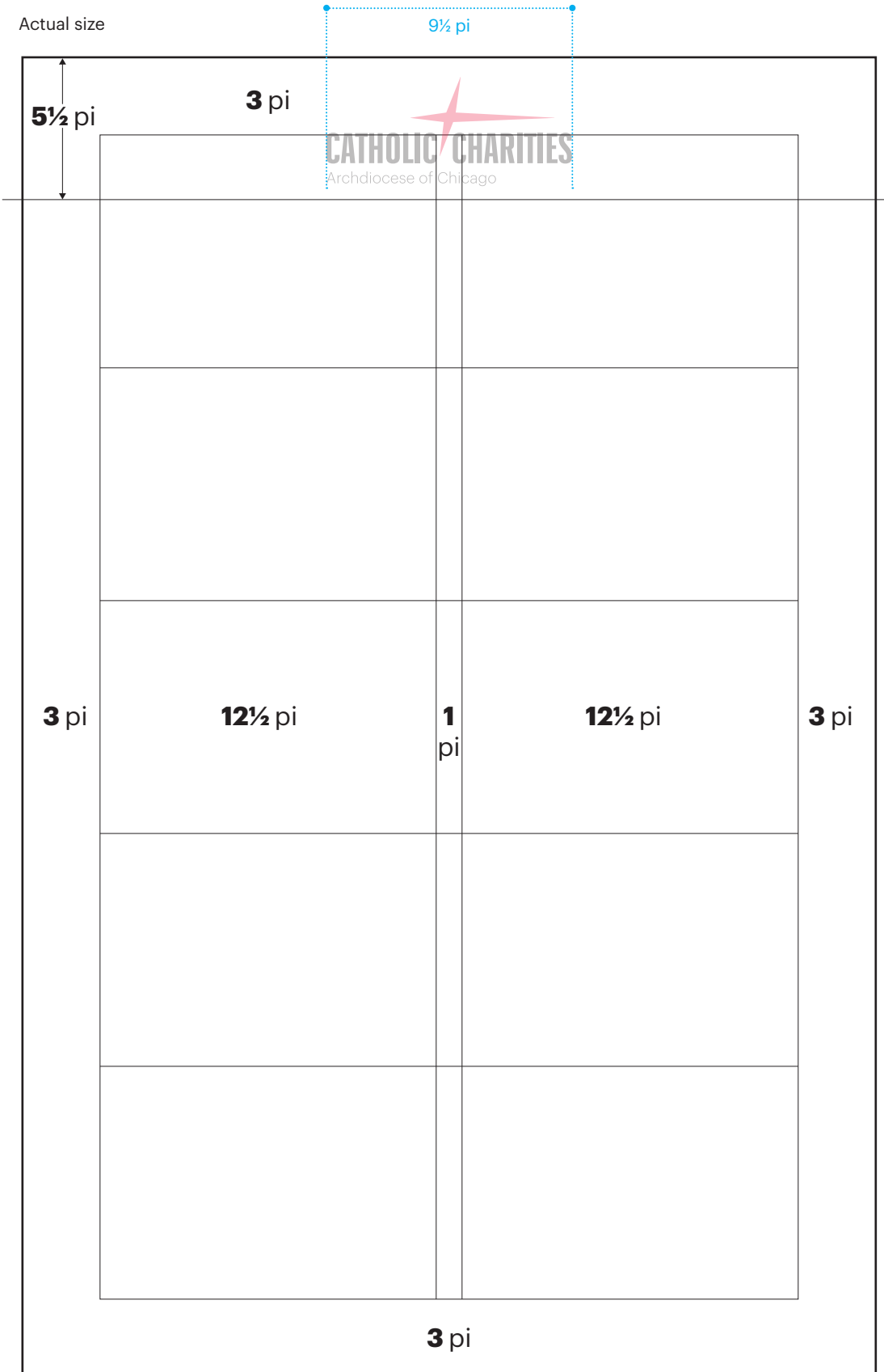


Page Layout Grids

5½" x 8½"

The horizontal version of the Catholic Charities logotype is located in its default position (centered at the top of the cover page), but may be replaced

with a different version of the logotype or repositioned if necessary. Digital files of all full-size grids are available at brandtools.catholiccharities.net.



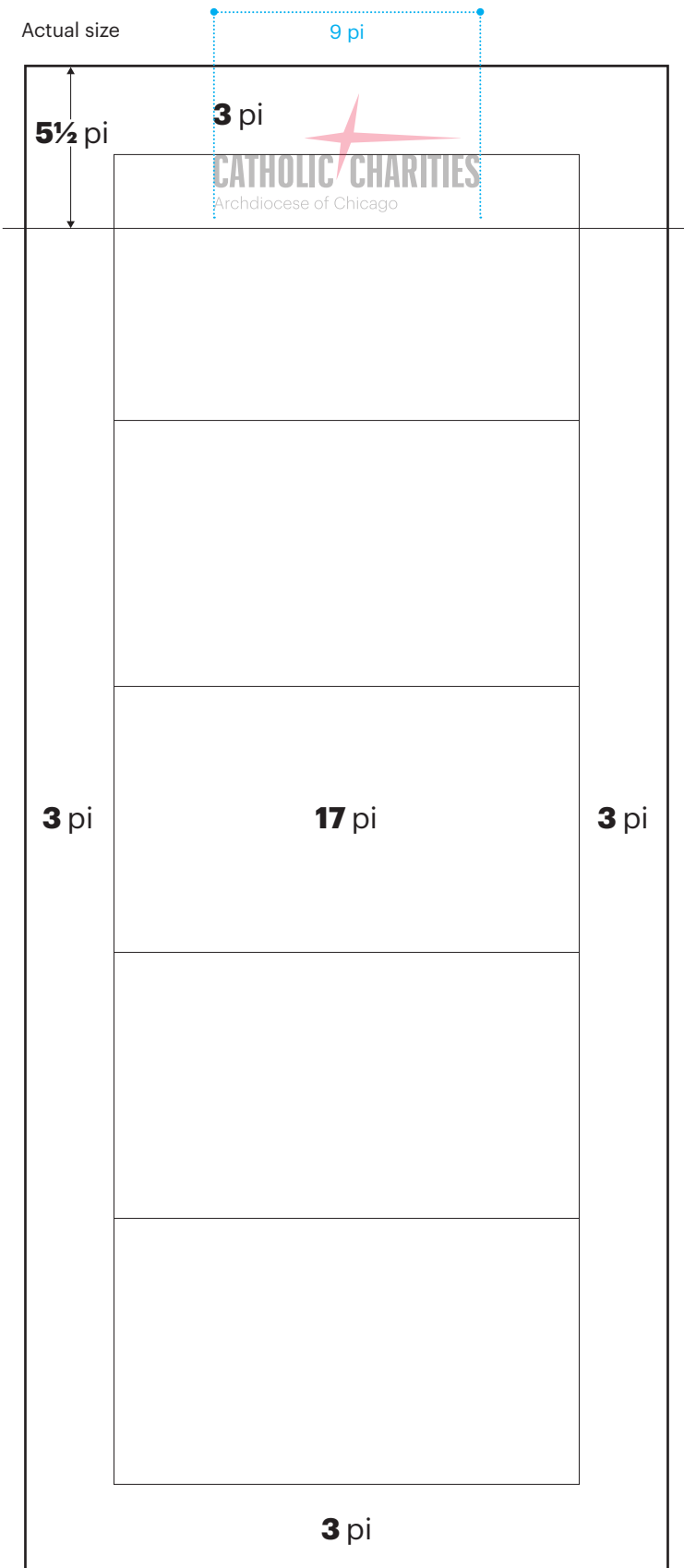
Page Layout Grids

3⁵/₈" x 8¹/₂"

The horizontal version of the Catholic Charities logotype is located in its default position (centered at the top of the cover page), but may be replaced

with a different version of the logotype or repositioned if necessary.

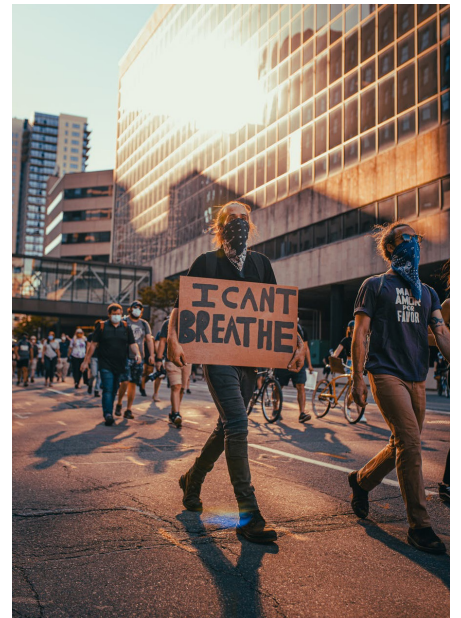
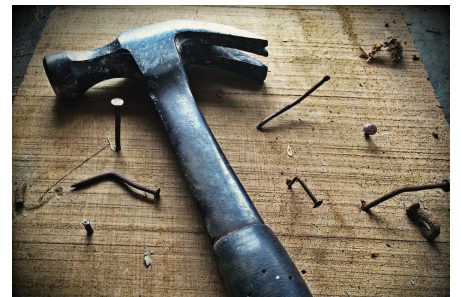
Digital files of all full-size grids are available at brandtools.catholiccharities.net.



Photographic Imagery

Photography and other imagery should be or feel real—not staged, phony or corny.

Images should be as dramatic and emotional as possible and should tell stories rather than serving as simply position holders or space fillers.

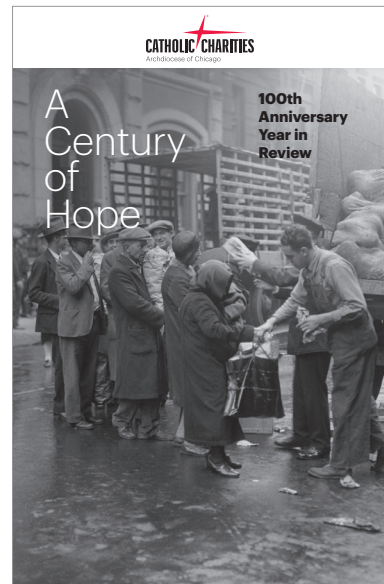
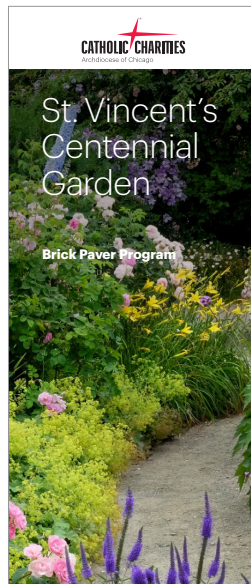
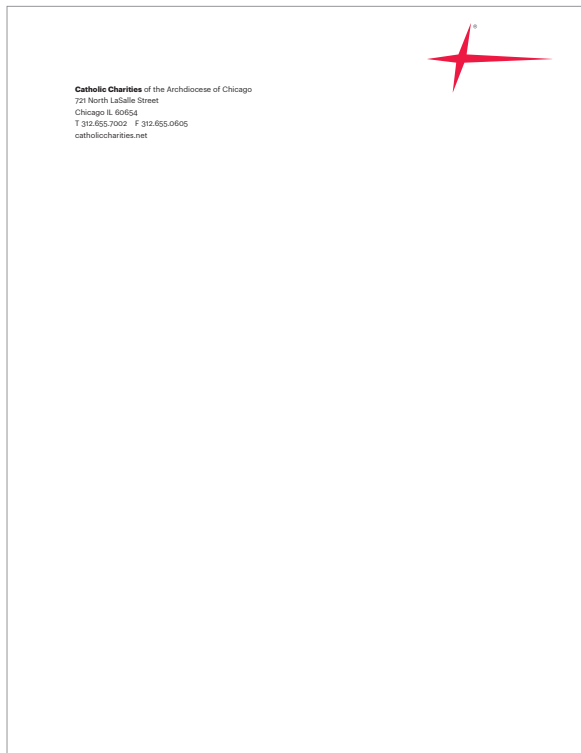


Formatting

All of Catholic Charities' communications should feel familiar but not the same. The viewer should inherently know that a printed or digital piece is from Catholic Charities.

All printed communications should be produced using one of the available grids (see pages 11-16, 30, and 32). Typography is generally set flush left and ragged right (see pages 8, 9, and 10).

In most cases the Catholic Charities logotype is centered at the top of the cover page. However, when space is limited, one of the other versions of the logotype may be used (see pages 3-5 and 34). Also, on several special pieces the Informal Signature may be used (see pages 6 and 7). Special permission from the Vice President of Communications is needed to use the Informal Signature.



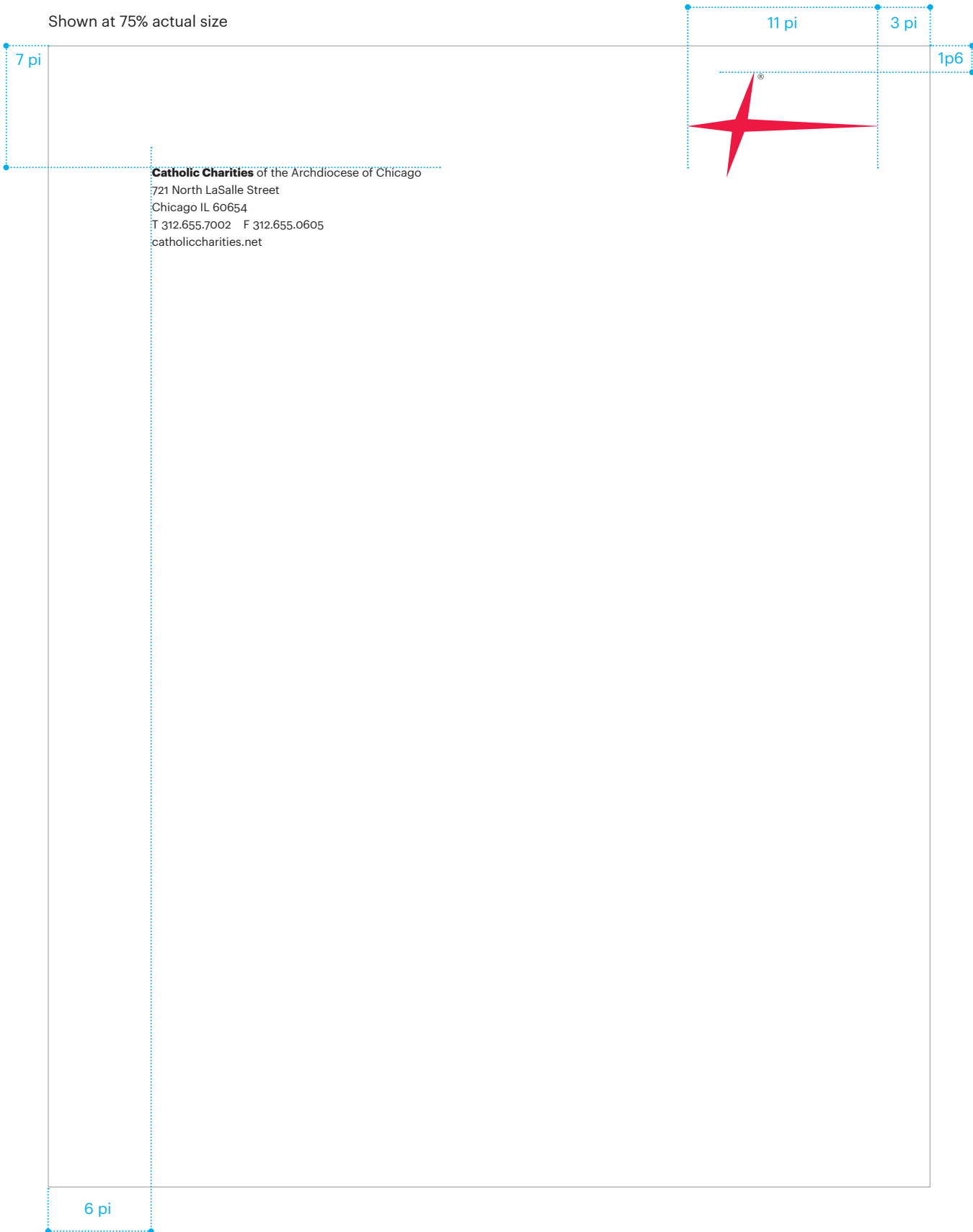
Letterhead

Size: 8½" x 11"

Address Block: 8/12 Graphik Regular and Bold with old style numerals

Paper Stock: Neenah Classic Crest, Avalanche White 24# writing, Smooth

Shown at 75% actual size

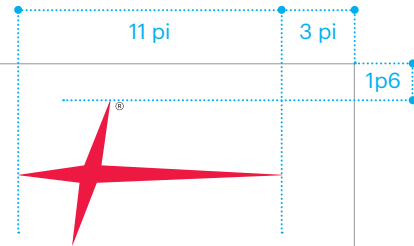


Second Sheet

Size: 8½" x 11"

Paper Stock: Neenah Classic Crest,
Avalanche White 24# writing, Smooth

Shown at 75% actual size



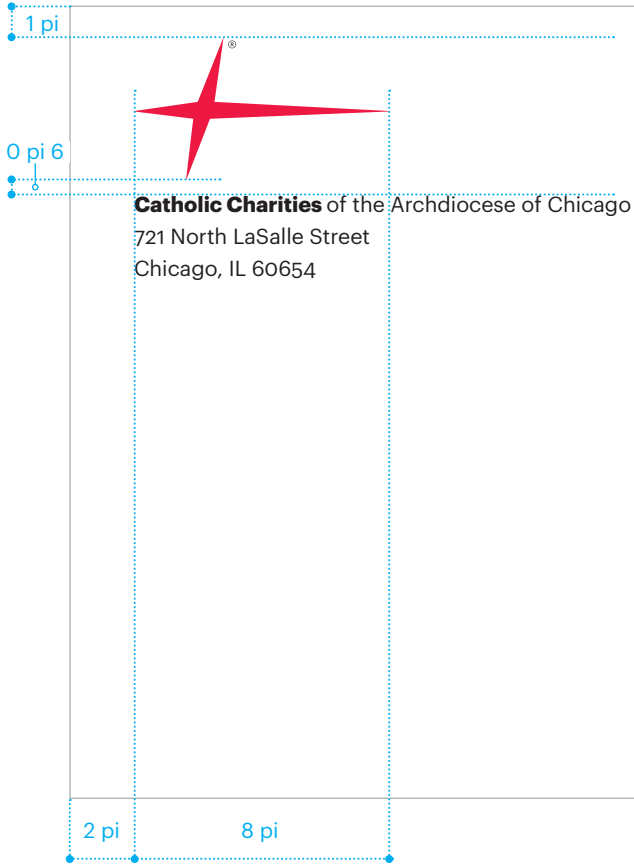
#10 Envelope

Size: 9½" x 4¼"

Address Block: 8/12 Graphik Regular
and Bold with old style numerals

Paper Stock: Neenah Classic Crest,
Avalanche White 24# writing, Smooth

Shown at actual size



Monarch Letterhead and Envelope

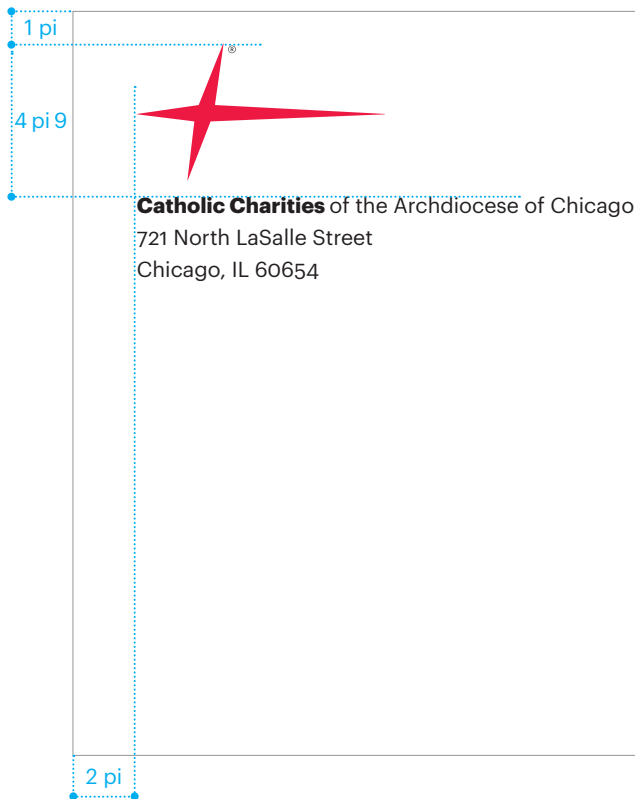
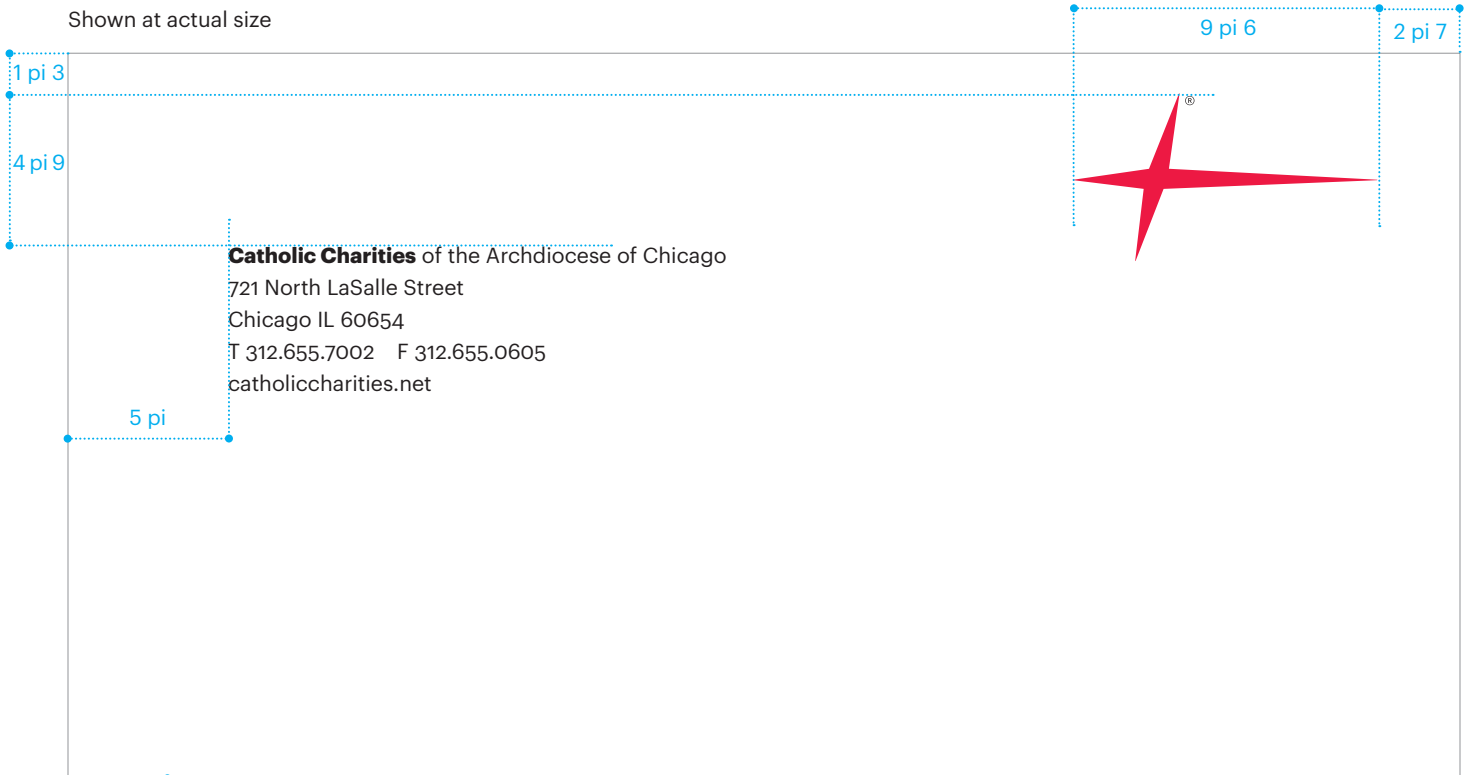
Letterhead Size: 7¼" x 10½"

Envelope Size: 7½" x 3⅞"

Address Block: 8/12 Graphik Regular and Bold with old style numerals

Paper Stock: Neenah Classic Crest, Avalanche White 24# writing, Smooth

Shown at actual size

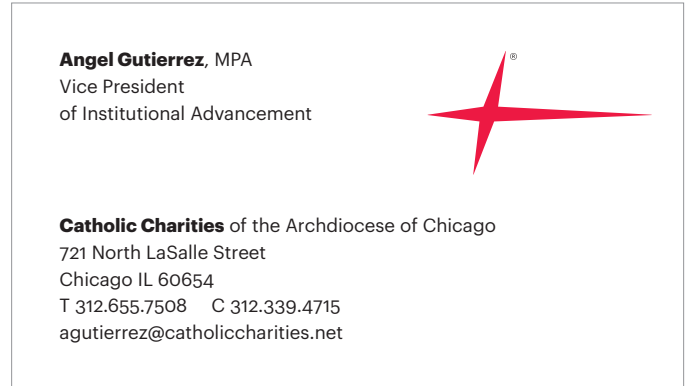
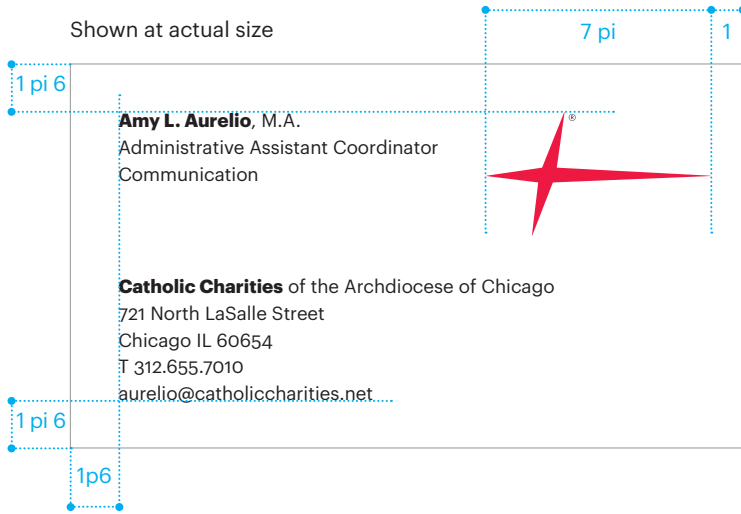


Business Cards

Size: 3½" x 2"

Paper Stock: Neenah Classic Crest,
Avalanche White 100# cover, Smooth

Address Block: 7/10 Graphik Regular
and Bold with old style numerals



Note Cards

Size: 3½" x 7"


Address Block: 7/10 Graphik Regular and Bold with old style numerals

Paper Stock: Neenah Classic Crest, Avalanche White 100# cover, Smooth

Shown at actual size

1 pi 6

Amy L. Aurelio, M.A.
 Administrative Assistant Coordinator
 Communication



7 pi


1

Catholic Charities of the Archdiocese of Chicago
 721 North LaSalle Street
 Chicago IL 60654
 T 312.655.7010
 aurelio@catholiccharities.net....

1 pi 6

1p6

Angel Gutierrez, MPA
 Vice President
 of Institutional Advancement



Catholic Charities of the Archdiocese of Chicago
 721 North LaSalle Street
 Chicago IL 60654
 T 312.655.7508 C 312.339.4715
 agutierrez@catholiccharities.net

Mailing Envelopes and Mailing Labels

Sizes: 5½" x 3½" to 14" x 11"

Address Block: 9/13 Graphik Regular with old style numerals

Paper Stock:

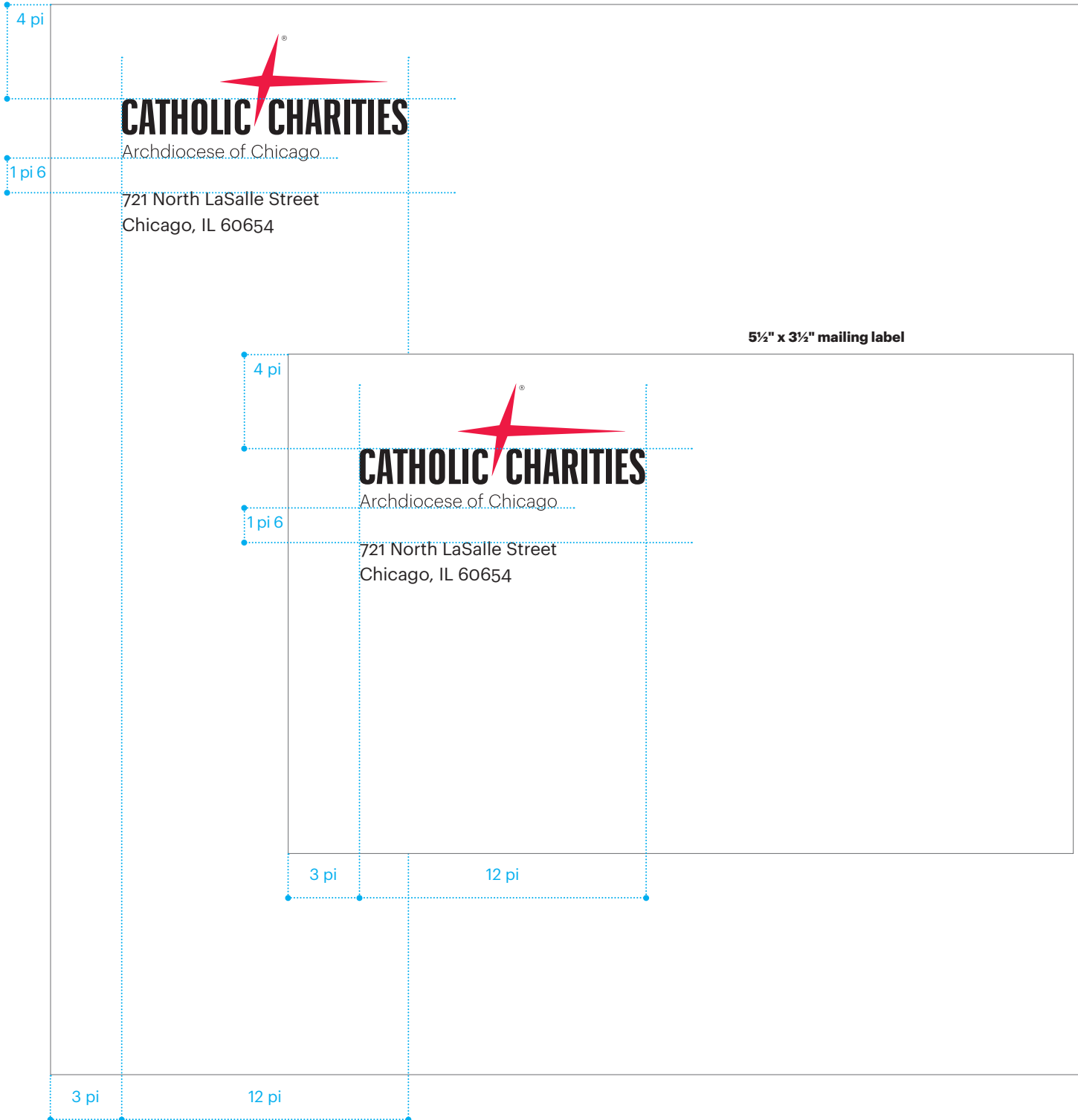
Mailing Envelopes: White kraft

Mailing Labels: FASSON Crack'n Peel

Multi-Print Digital 60# Premium Bright Uncoated

Shown at actual size

Regardless of envelope size, all elements are the same size and have the same corner positioning



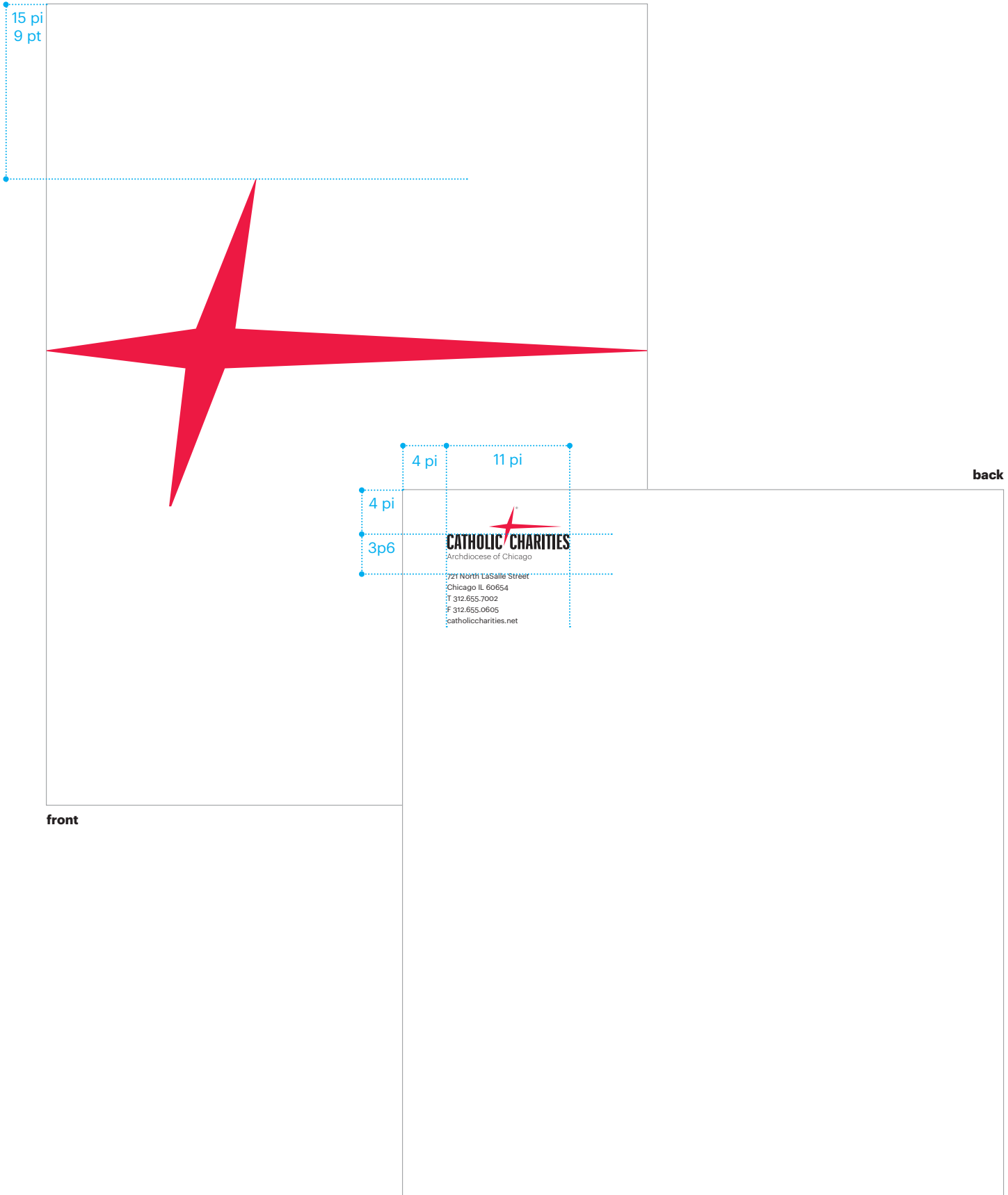
General Purpose Folder

Size: 9" x 12"

Address Block: 8/12 Graphik Regular with old style numerals

Paper Stock: Neenah Classic Crest, Avalanche White 130# cover, Smooth or similar

Shown at 50% actual size



News Release

Size: 8½" x 11"

Title: 22-point Graphik Light

Address Block: 8/12 Graphik Regular and Bold with old style numerals

Paper Stock: Neenah Classic Crest, Avalanche White 24# writing, Smooth or 24# multi-use white standard office laser paper

Shown at 75% actual size

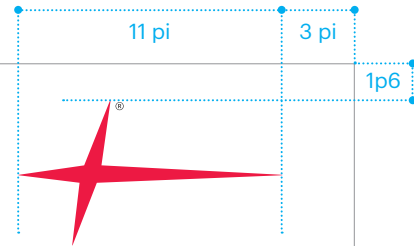
4 pi

3 pi

News

Catholic Charities of the Archdiocese of Chicago
721 North LaSalle Street
Chicago IL 60654
T 312.655.7002 F 312.655.0605
catholiccharities.net

6 pi



Email Signature

Type: 10-point Arial Bold and Regular

Logo: 174 pixels wide

Social media icons may be added to email signatures as shown. They must be linked to the current corresponding Catholic Charities social media accounts.

Name O. Person

Title of Person

Catholic Charities of the Archdiocese of Chicago

Department Name

Street Number and Name

City, State ZIP

tel 312.534.1234

cell 312.534.1234



Archdiocese of Chicago



All lower case, followed by two spaces; include numbers as needed/appropriate.

Type **one return** after text block, then insert image.

Logotype is recommended but not required (use 174-pixel-wide GIF).

Logotype will appear in HTML formatted email, but not in Plain Text or Rich Text.

Type **two returns** after the logotype, then insert social media icons (OPTIONAL). Use 23-pixel-wide GIFs, spaced four letter spaces apart; link each one to its current archdiocese social media channel.

Type **one return** after the social media icons OR the Catholic Charities logo, then copy and paste confidentiality statement into your email signature.

Confidentiality statement is not required but may be used as necessary.

Notice:

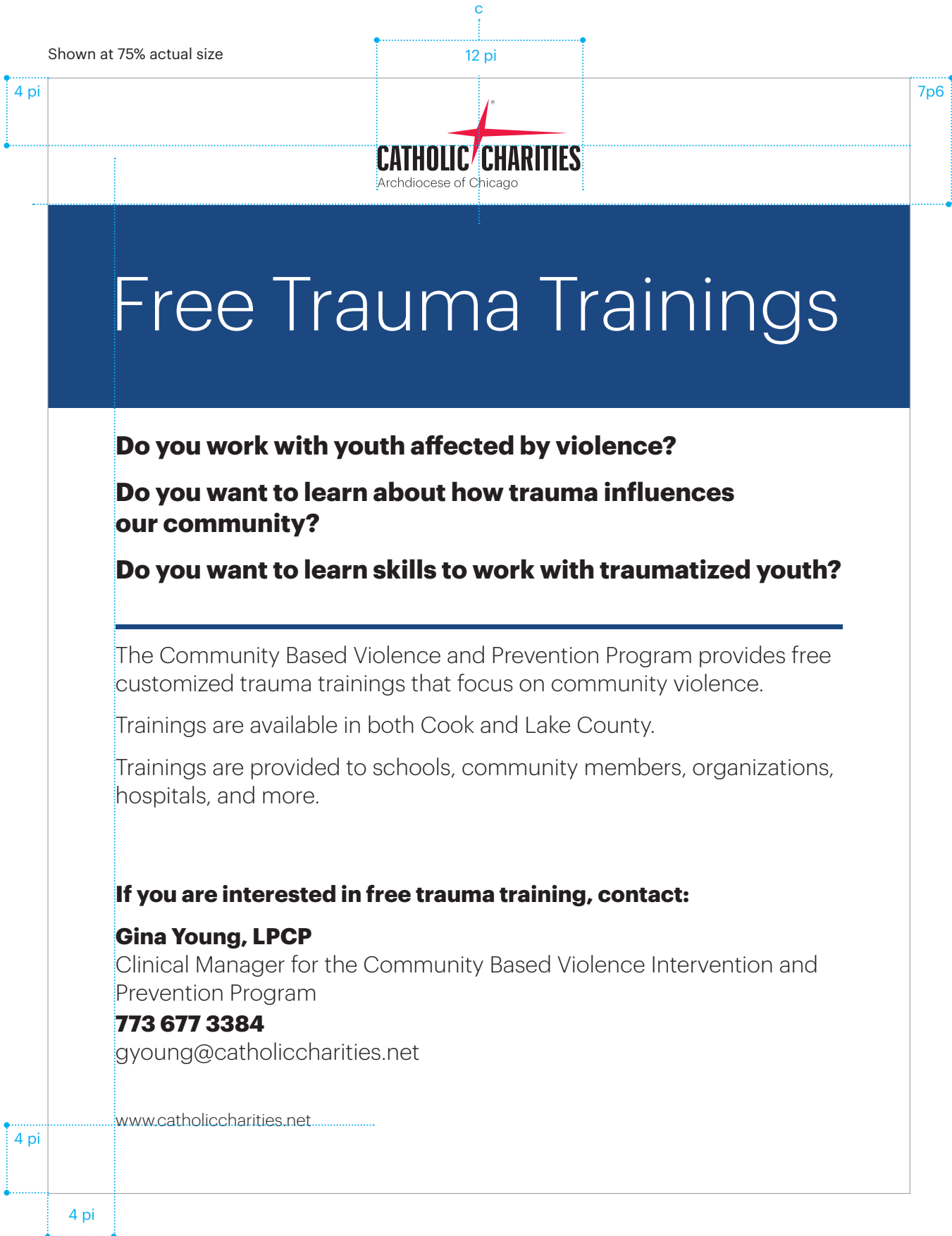
The information contained in this email and any document attached hereto is intended only for the named recipient(s). If you are not the intended recipient, nor the employee or agent responsible for delivering this message in confidence to the intended recipient(s), you are hereby notified that you have received this transmittal in error, and any review, dissemination, distribution or copying of this transmittal or its attachments is strictly prohibited. If you have received this transmittal and/or attachments in error, please notify me immediately by reply email and then delete this message, including any attachments.

Flyers
(using type only)

Size: 8½" x 11"

Type sizes and formats may vary but all flyers must be produced using one of the 8½" x 11" grids (see pages 11-14).

Shown at 75% actual size



The flyer layout includes a header with the Catholic Charities logo (Archdiocese of Chicago) centered. The main title 'Free Trauma Trainings' is in a large white font on a dark blue background. Below the title are three bolded questions. A horizontal line separates the questions from the program description. The contact information for Gina Young, LPCP is provided at the bottom, including a phone number and email address. The website URL is also listed. Dimensions are indicated with dotted lines: 4 pi on the left and right margins, 7p6 on the right margin, and 12 pi for the logo area. A 'c' is positioned above the logo area.

CATHOLIC CHARITIES
Archdiocese of Chicago

Free Trauma Trainings

Do you work with youth affected by violence?

Do you want to learn about how trauma influences our community?

Do you want to learn skills to work with traumatized youth?

The Community Based Violence and Prevention Program provides free customized trauma trainings that focus on community violence.

Trainings are available in both Cook and Lake County.

Trainings are provided to schools, community members, organizations, hospitals, and more.

If you are interested in free trauma training, contact:

Gina Young, LPCP
Clinical Manager for the Community Based Violence Intervention and Prevention Program
773 677 3384
gyoung@catholiccharities.net

www.catholiccharities.net

Flyers (with photo)

Size: 8½" x 11"

Type sizes and formats may vary but all flyers must be produced using one of the 8½" x 11" grids (see pages 11-14).

Shown at 75% actual size

4 pi

12 pi

7p6

CATHOLIC CHARITIES
Archdiocese of Chicago

Proyecto para mamás del Condado de Cook

¿Estás embarazado o eres una mamá a la espera de un juicio?



El Proyecto para mamás del Condado de Cook de Caridades Católicas ofrece servicios a madres* a la espera de un juicio que han sido liberadas a la comunidad.

*madres elegibles hasta 6 meses después del parto

El Proyecto para mamás del Condado de Cook apoya a estas madres a través de:

- Servicios para el hogar y en el sitio
- Manejo de casos
- Monitoreo del Desarrollo infantil
- Consejería y apoyo conductual
- Apoyo a la salud
- Intervención en casos de crisis

Para obtener más información, llama al 312.948.6003

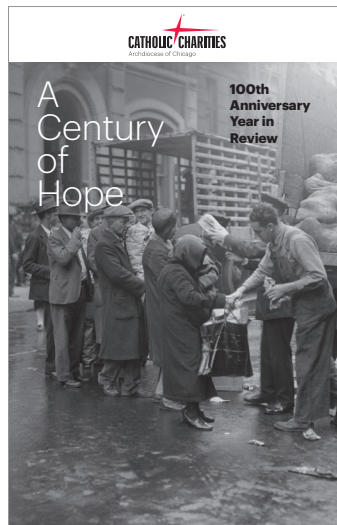
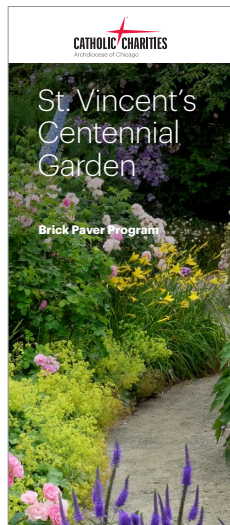
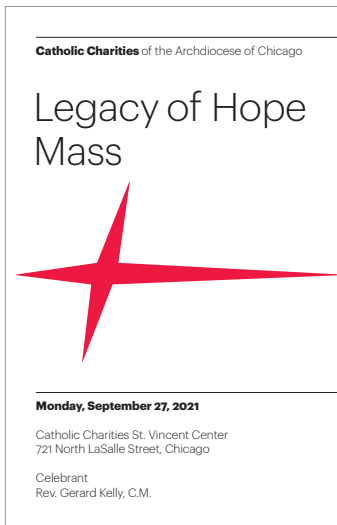
www.catholiccharities.net

4 pi

4 pi

Brochure Cover Examples

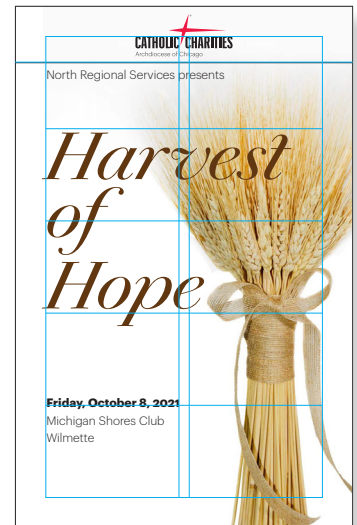
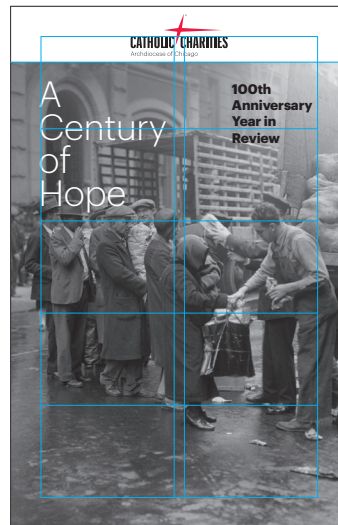
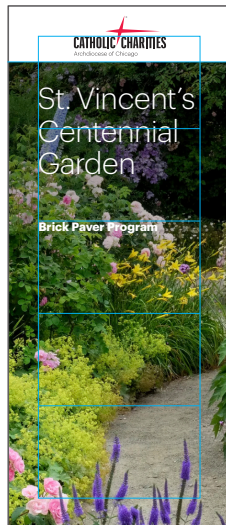
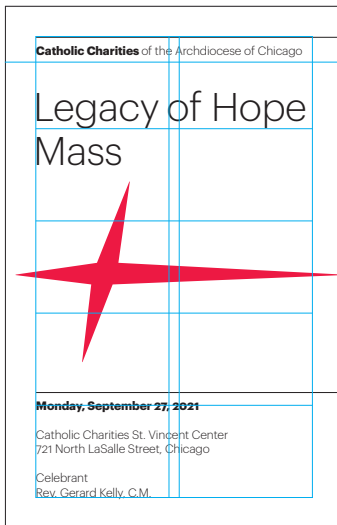
Shown below is a variety of brochure covers each created using the design guidelines in this manual.



Brochure Cover Examples with grid overlays

The grids used to develop each brochure cover is overlaid to illustrate alignments.

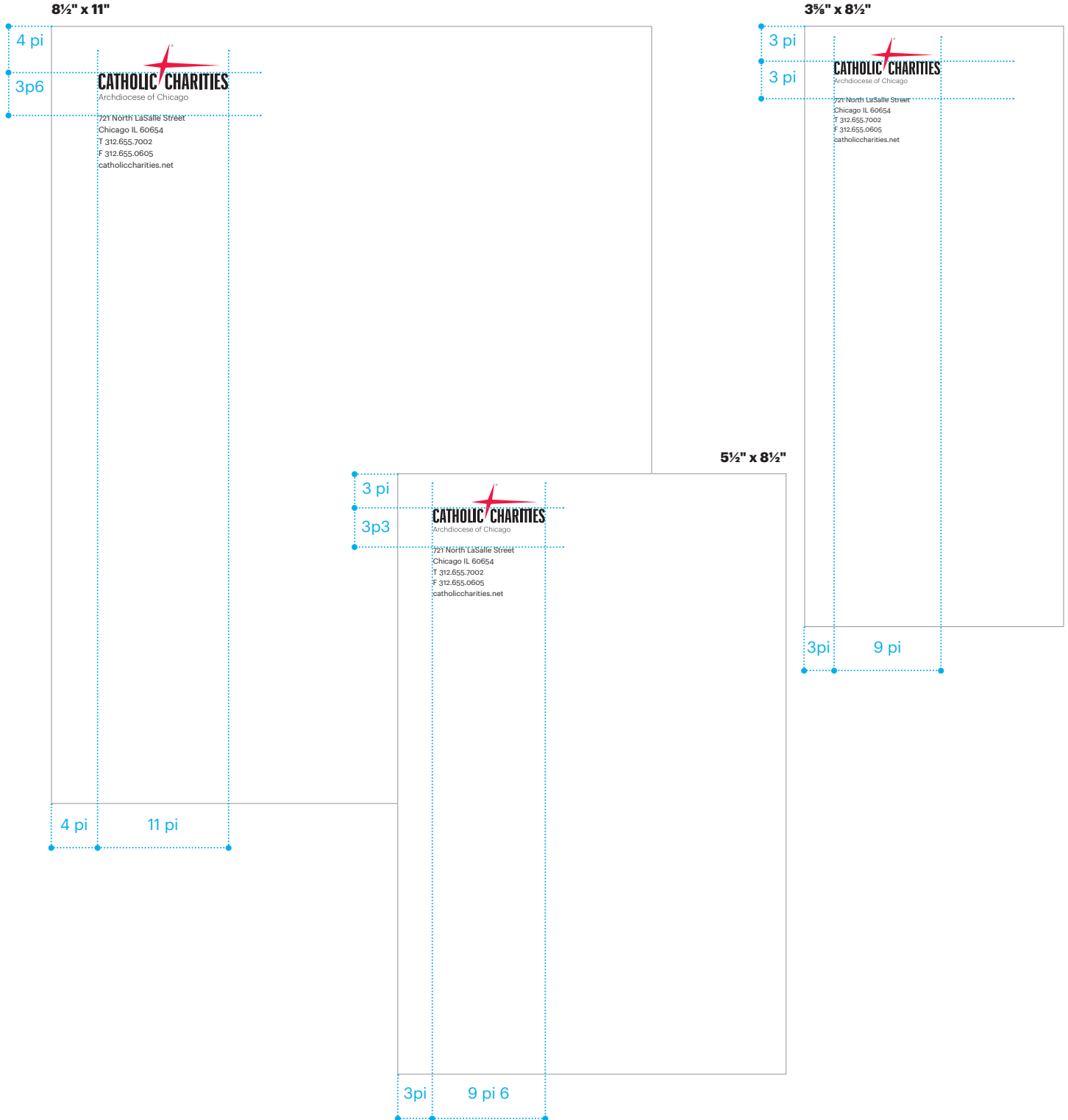
Note that on the "Gala of the Arts" piece, the grid has been modified to accommodate a white border.



Brochure Back Examples

Type:
8½" x 11" – 8/12 Graphik Regular
5½" x 8½" – 7.5/11 Graphik Regular
3¾" x 8½" – 7/10 Graphik Regular

Shown at 50% actual size



Newsletters

Size: 8½" x 11"

Type:

Masthead – 87 point Graphik Light

Subtitle – 11 point Graphik Bold

Date – 11 point Graphik Light

Main headline – 31 point Plantin MT Pro

Regular

“This Issue” – 18 point Plantin MT Pro

Regular

Contents Headings – 11/13 Graphik

Bold

Body – 11/13 Plantin MT Pro Light

Pull Quote – 15/20 Plantin MT Pro Light

Shown at 75% actual size

4 pi
7p6



CATHOLIC CHARITIES
Archdiocese of Chicago

September 2021

This Issue

Articles

Cover Story:
The Many Faces of Grief

Ut magnis sus dest voluptate pero quia vene se pel 2

Moloreiunt hicipicius sed ma doluptur 3

Temperc idelest ute num suntio tem 4

Monthly

Reicium fugia nobitis 6

Fugiat magnim eatior 7

Asperspis duciet 8

Explici aesequam 9

Assum veniame 10

Sentotaque sam 11

Nonsectet omnitibus 12

The LOSS Program
Loving Outreach to Survivors of Suicide
721 North LaSalle Street
Chicago, IL 60654
312.655.7283
catholiccharities.net/loss

OBELISK

Loving Outreach to Survivors of Suicide

The Many Faces of Grief

Ut ate experemqui que num volut vellorum eosam fugiam faccat mos ium aut incium, eum a por suntotatiam et, cum illati vellenimil iumquame dolut et facerferum lici blam repudit occabor eseque re pelit lab in commis sus quo con pedis aut quo berruptur moluptas venihic atincia muscimu stius.

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nullatis dipsum ut voluptae voloribus sitaque volor aut fuga. Suntiat inullautam vercias doluptium explaboriam eost, tor sum aut autaes sitia nis etus quam eicaectaquam et laborrum es eum etur, quaspel igenia arition sequame eos qui renis nonsequis sitas esti num qui ullab ipicte nihil maximag nisquate nobitaquam

My husband and I were both grieving, I openly and he silently. I went to a support group...he kept things to himself. Luckily, our love is very strong... Our bond grew stronger.

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4 pi
12 pi 8
13 pi 8

Spirit Magazine Covers

Spirit magazine is being completely redesigned. Visual guidelines for that publication are separate from this

manual. However, the use of the grid, typography, and imagery still follow these guidelines.

Shown at 37% actual size

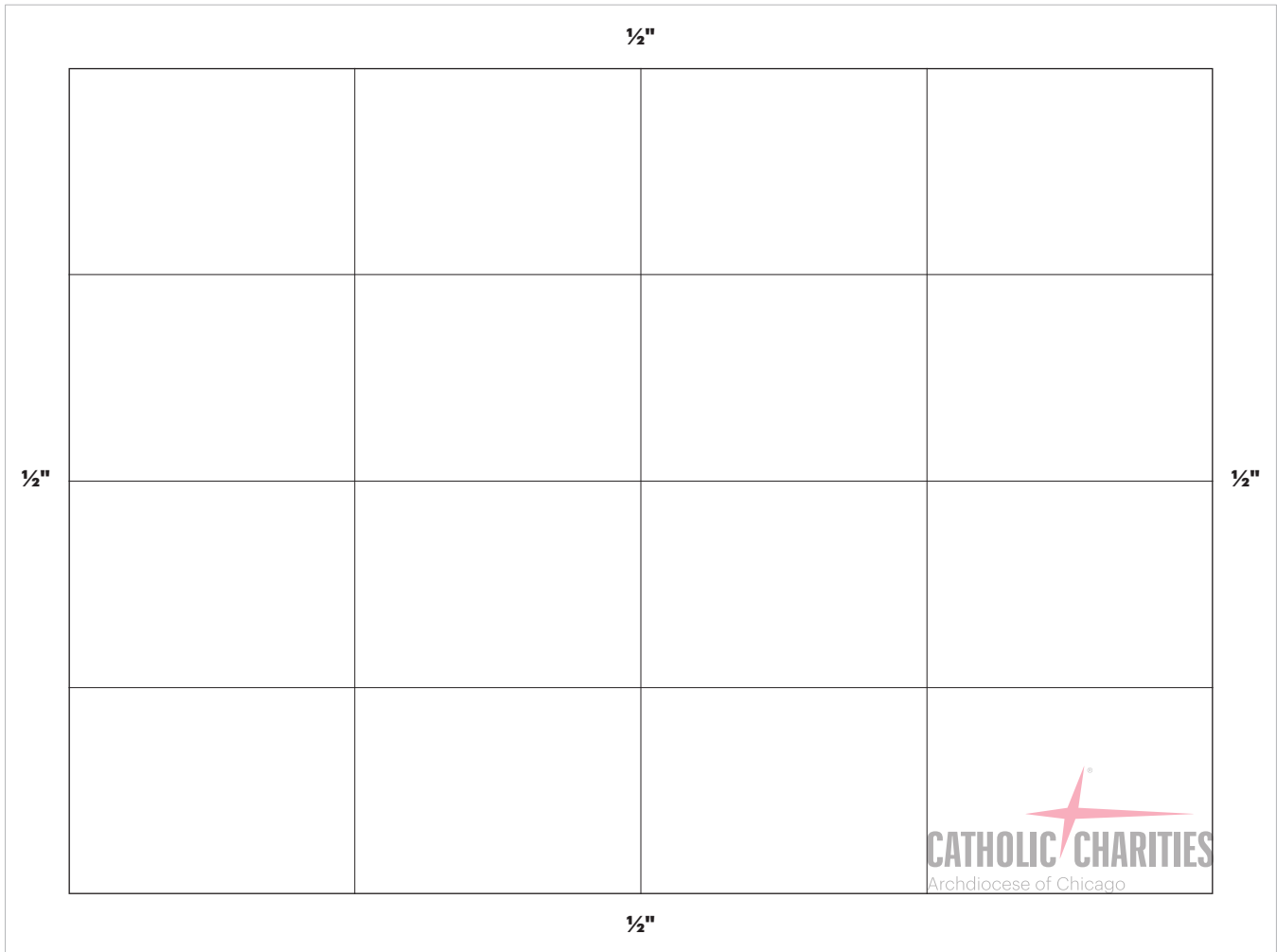


PowerPoint Standard 4:3 Grid (10" x 7½")

Standard 10" x 7½" PowerPoint presentations are developed on a 4 x 4 unit grid with a ½" border on all sides. The Catholic Charities logotype is used on the front page; its size and position is indicated within the grid.

The typeface used for PowerPoint presentation is Arial Regular with Arial Bold. PowerPoint templates are available at brandtools.catholiccharities.net.

Shown at 70% actual size

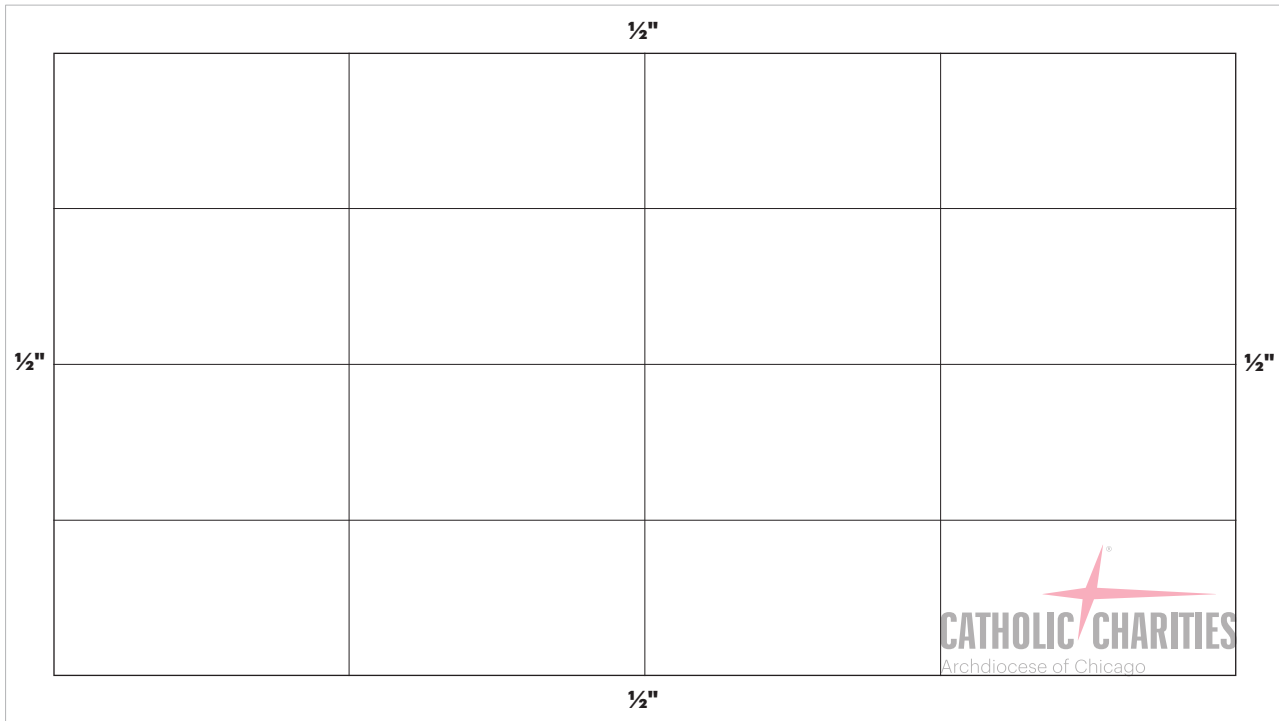


PowerPoint Widescreen 16:9 Grid (13 $\frac{1}{3}$ " x 7 $\frac{1}{2}$ ")

A widescreen 13 $\frac{1}{3}$ " x 7 $\frac{1}{2}$ " format may also be used. Presentations are still developed on a 4 x 4 unit grid with a $\frac{1}{2}$ " border on all sides. The Catholic Charities logotype is used on the front page; its size and position is indicated within the grid.

The typeface used for PowerPoint presentation is Arial Regular with Arial Bold. PowerPoint templates are available at brandtools.catholiccharities.net.

Shown at 50% actual size

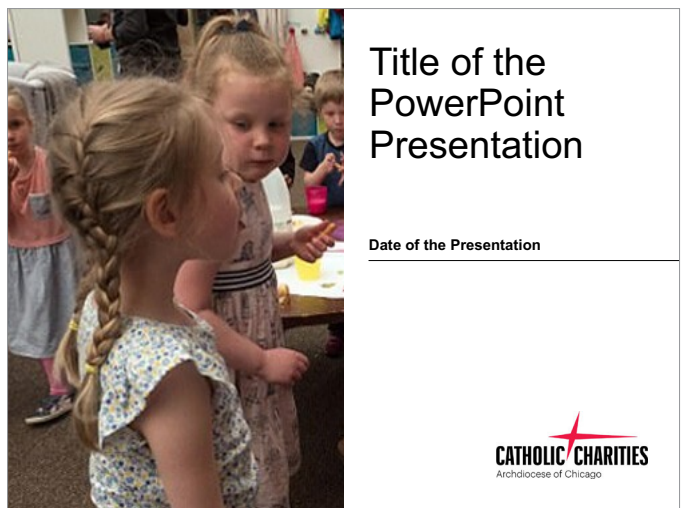
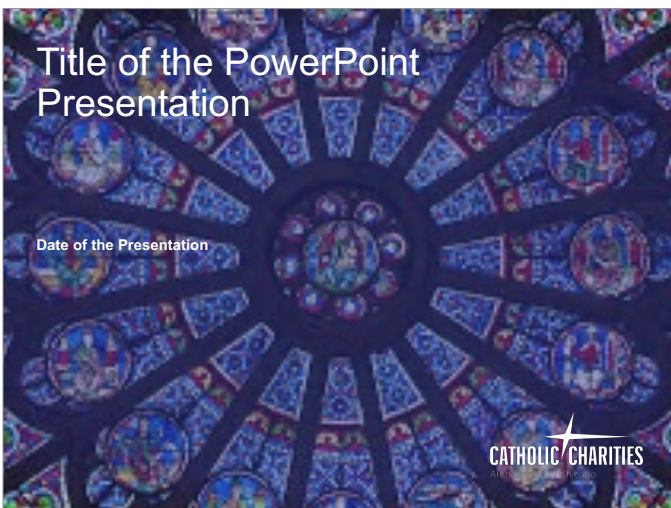
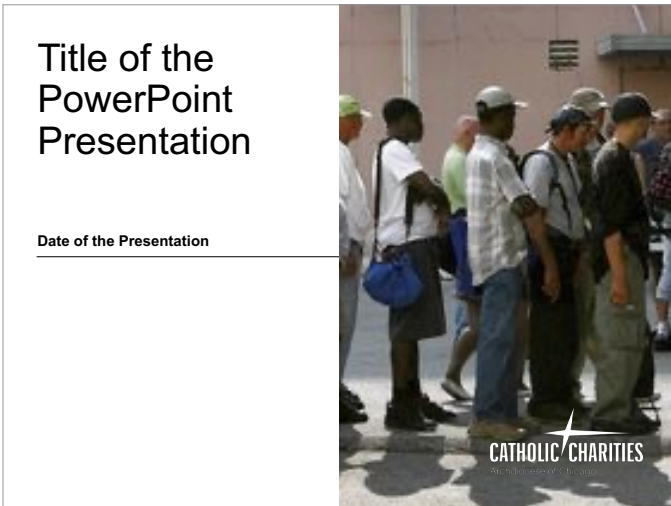
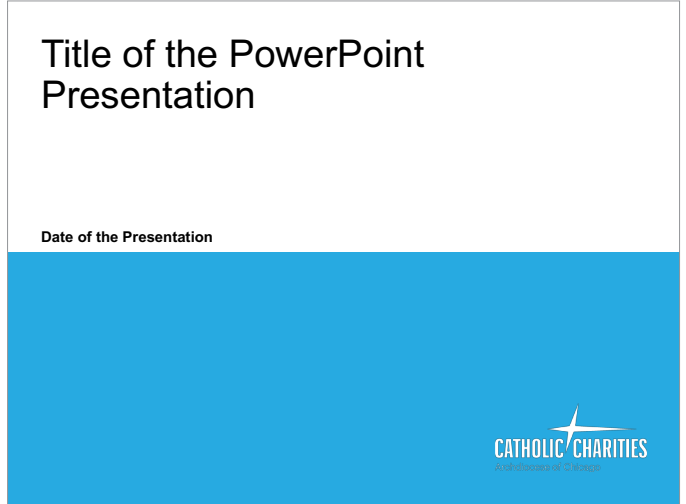
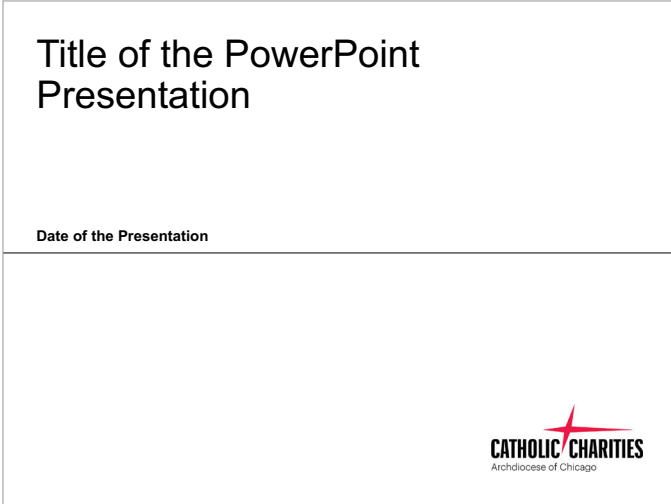


PowerPoint Examples (Standard— Title Pages)

Cover pages for PowerPoint presentations may vary and can use colors and images; however,

all presentations should be created using the 4 x 4 unit grid.

Shown at 35% actual size



PowerPoint Examples (Standard— Interior Pages)

Interior pages for PowerPoint may vary widely, however they should be all organized by using the 4 x 4 grid and

consistent typography. The number of type sizes used within a single presentation should be minimal.

Shown at 35% actual size

2021 Program Updates

A new team and new opportunities




Agniendi gentur sapis am fugit rerae. Et omnimis volor aceatis dolor ad quam es quassit fuga.

Et pe eatur reptassit omnim as dolo cone corem quatibus etur a volorenit qui omno odit unt quam nulparum alignihicia nectemodit dolorecatutur.

Ut rerspel luptatum aut officianto offic tem reprerumquam lignam et am sus num, officit alitem incidis di sit haritem esti te pa voluptatus.

Title of the PowerPoint Presentation June 24, 2021

Three-year Agenda

Year One	June 2021	June 2022	June 2023
Sustain and strengthen core operations		Build new capabilities	
Envision, articulate and build support for strategic realignment of how we serve Vision 2030			

Title of the PowerPoint Presentation June 24, 2021

Our Foundation

A “Yes! And!” to our mission statement

Our reason for being:

- Serve and accompany the vulnerable, the suffering, and the overlooked.
- Strengthen and empower people, families, and communities.
- Celebrate the value of each person; foster an awareness of our shared humanity; challenge indifference.



Title of the PowerPoint Presentation June 24, 2021

Serve, accompany, and engage

Mission Opportunities

Blossoms of Hope Virtual Event
Agniendi gentur sapis am fugit rerae. Et omnimis volor aceatis dolor ad quam es quassit fuga.

Conversations with Catholic Charities CEO and Board Chair: 5 sessions scheduled
Agniendi gentur sapis am fugit rerae. Et omnimis volor aceatis dolor ad.

“Monday Morning Reflections”
Et pe eatur reptassit omnim as dolo cone corem quatibus etur a volorenit qui omno odit unt quam nulparum alignihicia nectemodit dolorecatutur.


Diversity, Equity, and Inclusion Task Force: Mar. 15 Events
Et pe eatur reptassit omnim as odit unt quam nulparum alignihicia nectemodit dolorecatutur.

Meals on Wheels Drivers Needed
Ut rerspel luptatum aut officianto offic tem reprerumquam lignam et am sus num, officit alitem incidis di sit.

Revitalize Our Call to Serve: Feb. 4 discussion update
Rerspel luptatum aut officianto office tem.

Title of the PowerPoint Presentation June 24, 2021

COVID Update: Employee Vaccinations



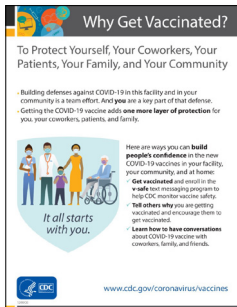
Shots underway and tracking about to begin

Program is optional. Retain the right to make mandatory if necessary.

Rollout began 1/19 with emails to employees

In March, plans to:

- Track responses (anonymously)
- Bolster messaging and create enthusiasm



Title of the PowerPoint Presentation June 24, 2021

2016–2021: Five-year big picture

Program revenues down 5%; expenses roughly flat; losses up 47%

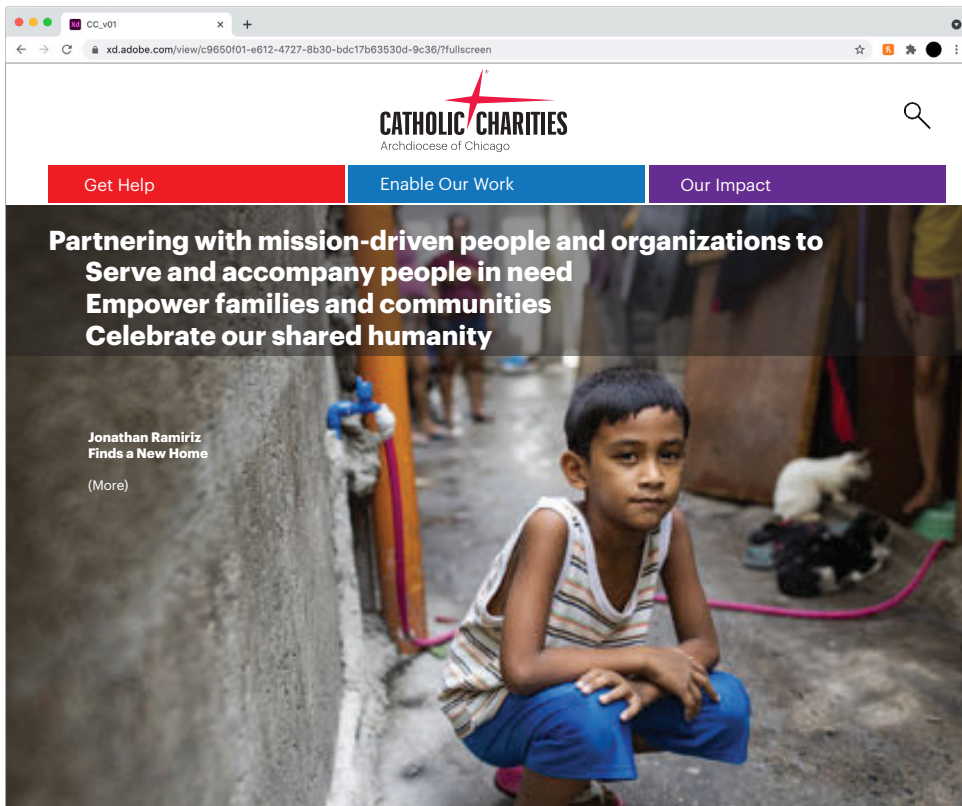
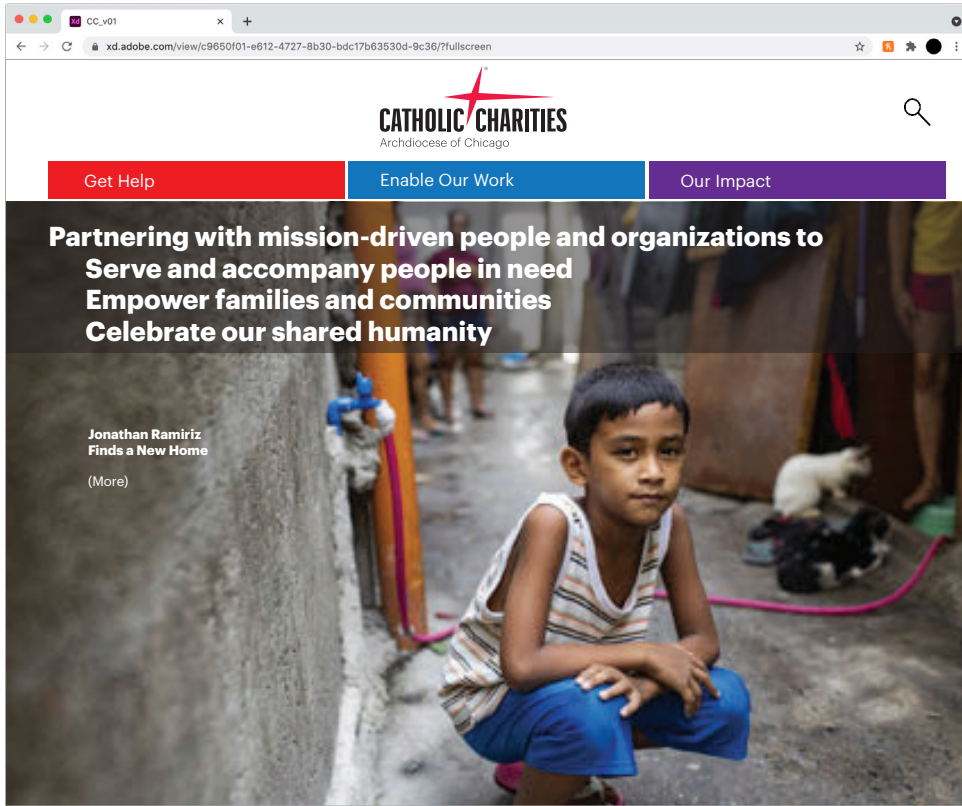
	2016	2021	5-year change	%
Program revenue	\$ 175,867,832	\$ 166,833,351	\$ (9,034,481)	-5.1%
Direct expenses	\$ 180,342,533	\$ 179,972,901	\$ (369,632)	-0.2%
Shared expenses	\$ 15,730,919	\$ 16,484,383	\$ 753,464	4.8%
Total expenses	\$ 196,073,452	\$ 196,457,284	\$ 383,832	0.2%
Net surplus/(deficit)	\$ (20,205,620)	\$ (29,623,933)	\$ (9,418,313)	-46.6%

Title of the PowerPoint Presentation June 24, 2021

Website
(Landing Page)

The new website is currently under development. All layouts shown here are for position only. A separate set

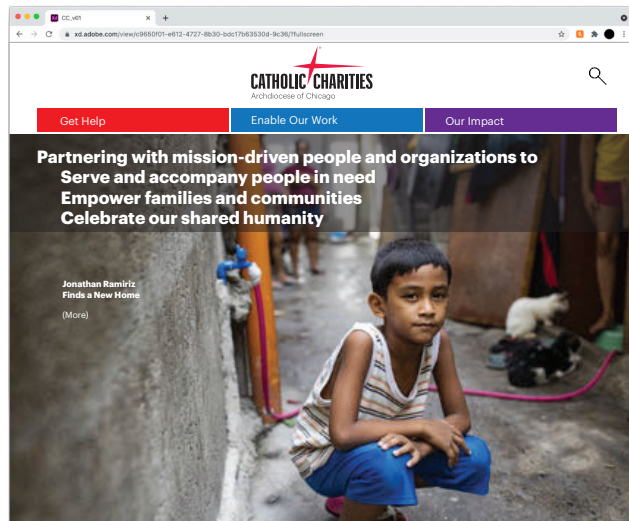
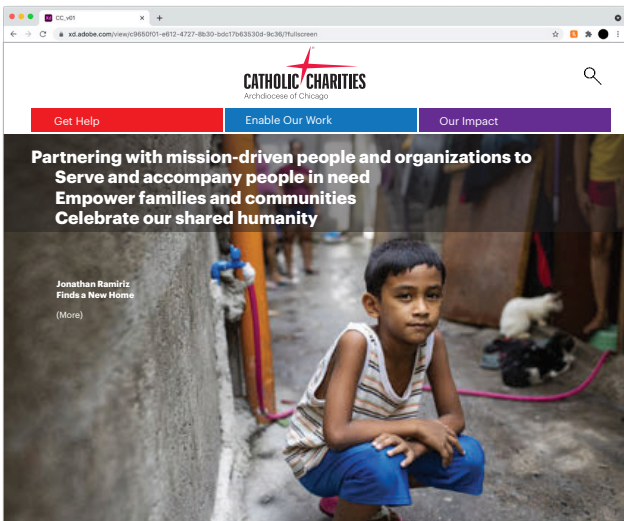
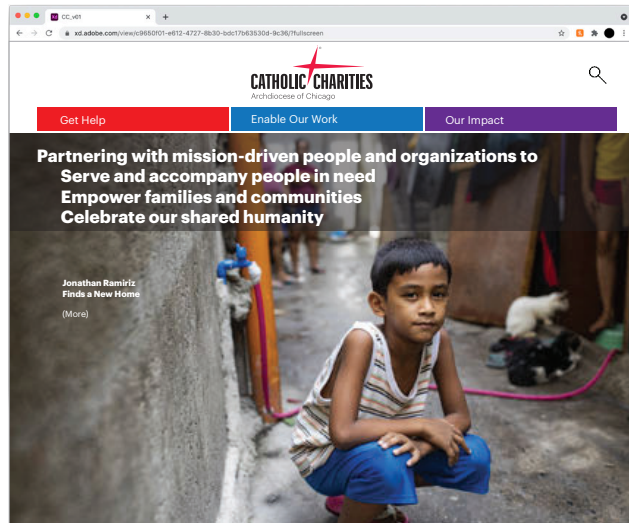
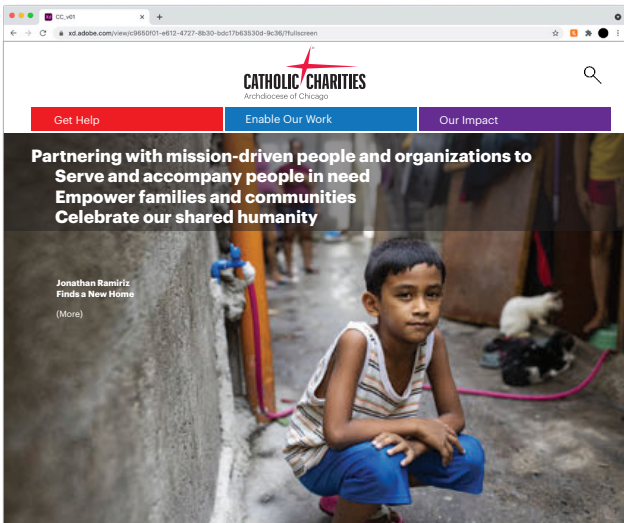
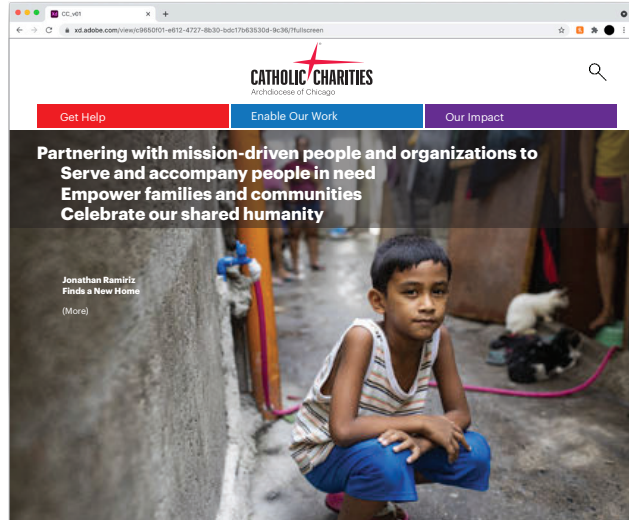
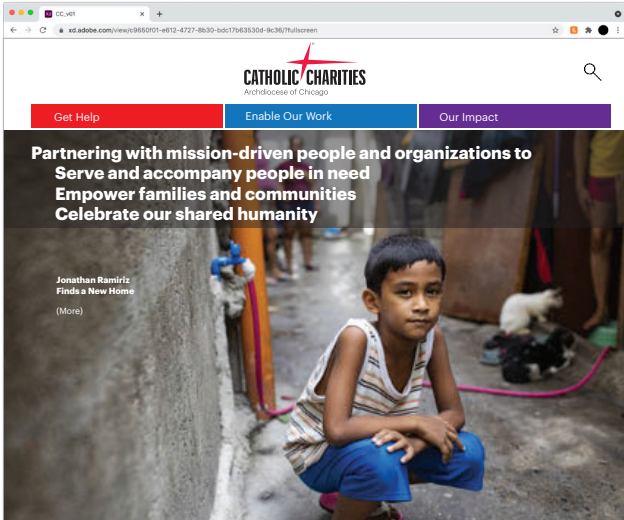
of guidelines is being developed for the website.



Website (Interior Pages)

The new website is currently under development. All layouts shown here are for position only. A separate set

of guidelines is being developed for the website.



Billboard Examples

Because viewers have only a few seconds to see a billboard, their design and message should be extremely simple and to the point. The typeface Graphik XX is often

use for copy since it is very bold and impactful. There are no grids established for billboards but each should be simple and unique.



OUR GOAL: ASSIST ANYONE IN NEED


CATHOLIC CHARITIES
Archdiocese of Chicago



WE'RE THE BEST DEFENSE AGAINST POVERTY


CATHOLIC CHARITIES
Archdiocese of Chicago

HELP US HELP.

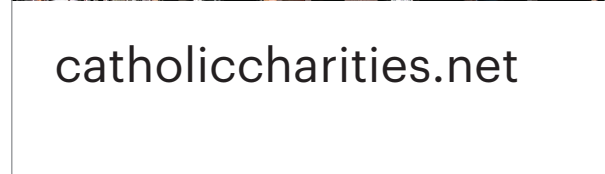
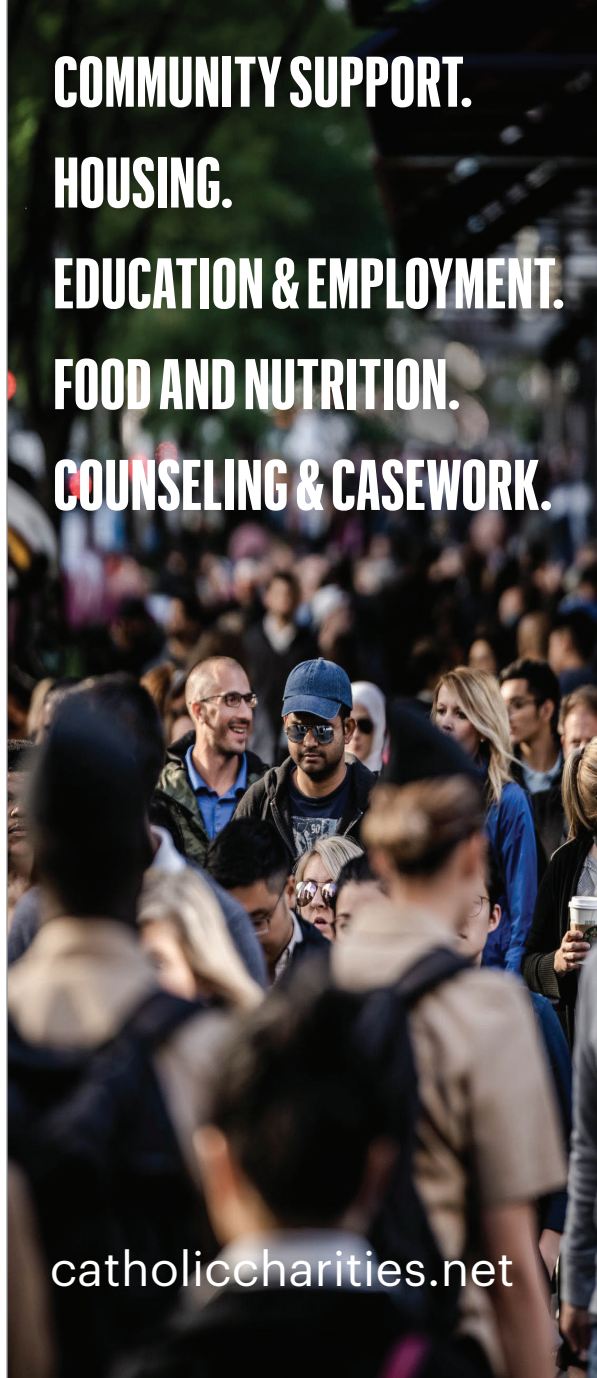

CATHOLIC CHARITIES
Archdiocese of Chicago

Banners

Dimensions: 31" x 83"

Banners should be strong and simple, used to emphasize a concept or a theme. Multiple images and complex messages should be avoided.

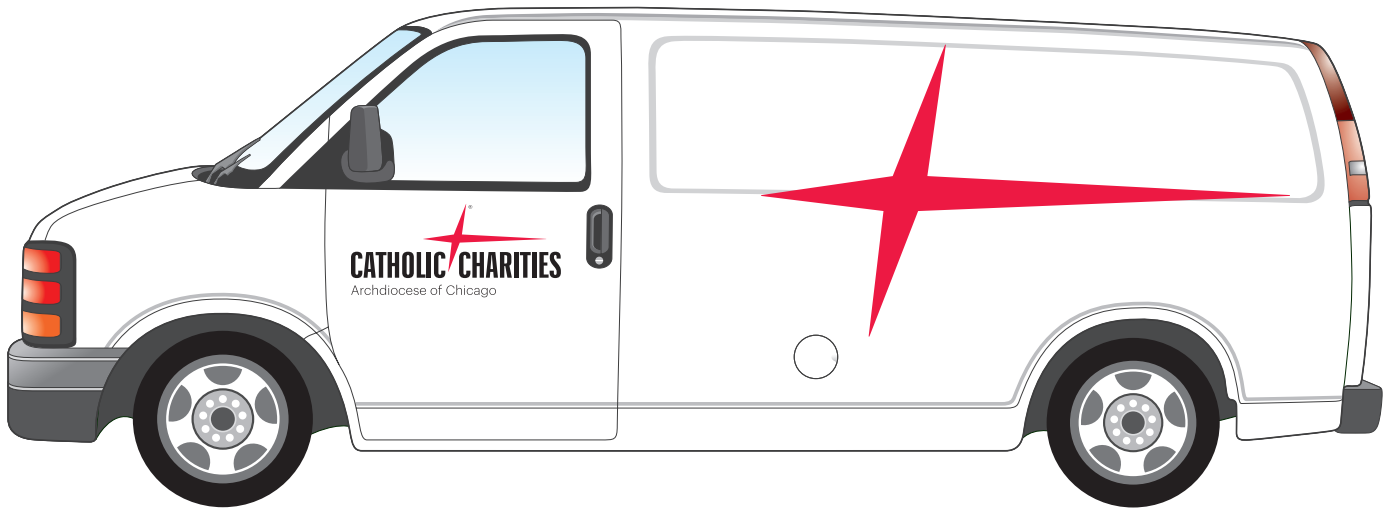
Shown at 10% actual size



Van Graphics

We use several types of vans; therefore, a single standard of identification will not work on all of them. Shown below is a generic vehicle that displays the logotype

and cruciform in an optimal manner. Individual graphic specifications will need to be developed for each vehicle type.



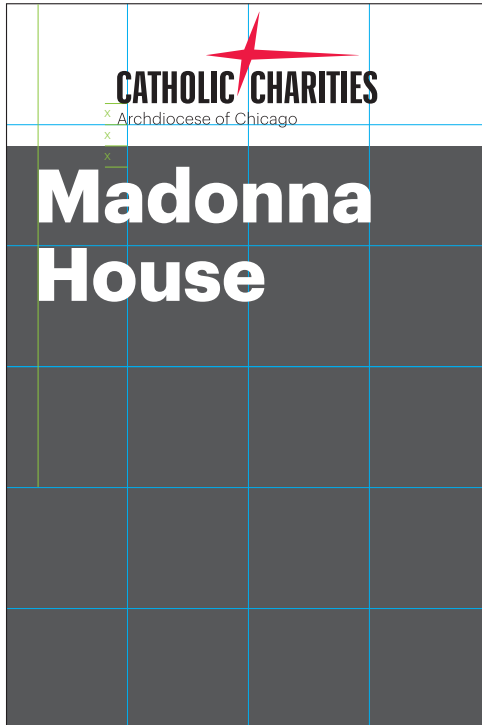
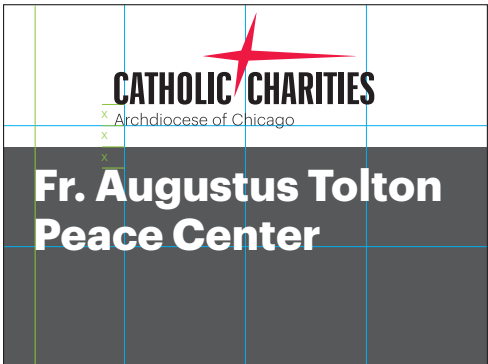
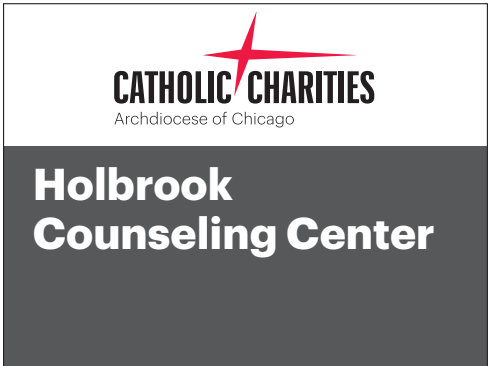
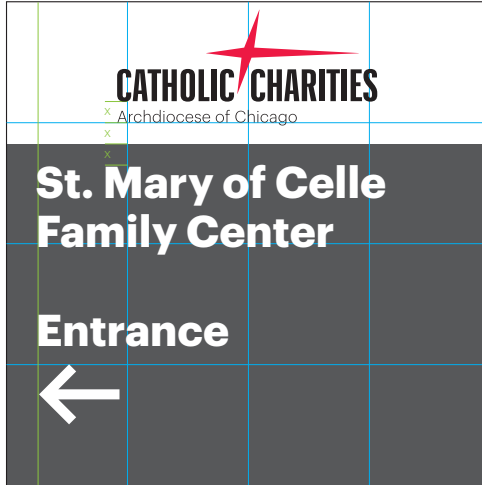
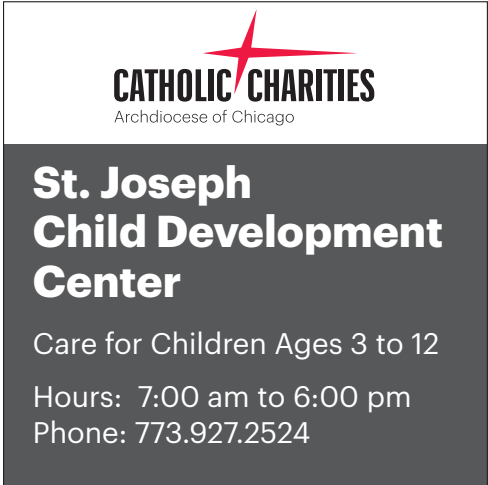
Signs

Comprehensive specifications for signage are currently being developed and will be added to this manual upon completion.

All sign proportions and type sizes are based on dividing the width of a sign by four and extending that module downward.

The number of modules needed for the depth of a sign can vary depending on the amount of information needed for that sign or the height needed for the sign.

Square signs should be used as often as possible.



Gifts, Gear, and Jewelry

Gifts, gear, and jewelry can range from pencils to backpacks. These items speak for the quality of Catholic Charities and should themselves be of high quality. Jewelry items may display

the cruciform without also including the Catholic Charities name. No item should be produced without prior approval from the Vice President of Communications.



Brand, Branding, and Simplicity

There is a significant difference between “brand” and “branding.”

“Brand” is not just our logotype—it’s more about what surrounds our logotype: our environments.

Everyone in our organization must work together every day to create a positive brand. This can only be accomplished when everyone is mindful of how we look, what we say and how we say it, what we offer, and how we perform for our various publics.

Brand is a cumulative perception created by all of the “environments” in which we and our name live... physically, verbally, socially, and spiritually.

Branding is all the activities needed to create and maintain appropriate “environments.”

Some of our “environments” are:
our services,
products (objects, artifacts, gifts),
places (buildings, workspaces, exhibits, atmospheres),
print (brochures, ads, stationery, forms, signs),
digital (website, banner ads, emails),
language (speech, vocabulary, tone), and
people/culture (spirit, attitude, energy, experiences).

Finally, a few things to consider when developing messages, services, and communications for Catholic Charities.

Eliminate the unnecessary so that the necessary may speak.

Hans Hoffman

Make everything as simple as possible, but not simpler.

Albert Einstein

Brand reflects the mission and values of an organization.
Branding demands discipline.

Brand is earned.