

St. Margaret of Scotland



VISUAL IDENTITY
PLAN

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A Word From Our Pastor

In our Catholic understanding of the human person, we know that spiritual realities are accessed through the body – sight, sound, touch, taste. Most of the secular world knows this too. This is why first impressions matter so much, and why so much of our essential communication is non-verbal. Just as when you meet another person for the first time, we want to put our best face forward as a parish and school. After all, we’re in the business of making disciples for Jesus Christ!

Much of what is presented in these pages is objectively less important than the preaching of the Gospel, the care of the sick and needy, and the formation of the young. Yet, we know from experience that none of these things happen without visibility and sensory connection. Jesus used his hands, eyes, and voice to bring mercy to others, and so do we. Part of offering the Lord’s mercy involves using symbols, colors, and fonts. This is to let others know at a glance who we are and what we are about.

No one today denies the reach of the Coca-Cola red color, cursive font, and distinctive logo. Nor can we easily forget the “swish” of a Nike shoe. Visual identity takes our service to “top of mind” more easily. And all of us should want the faith of Jesus Christ to be even more “top of mind” than fast food, cola, and clothing. May these colors and fonts and logos be a small but significant step to reaching more for Christ and keeping the Gospel at the forefront of our people’s memory.





About us

St. Margaret of Scotland Catholic Church began as a small mission of what is now the Cathedral of the Immaculate Conception in Downtown Lake Charles. The Most Reverend Jules Jeanmard, Bishop of Lafayette, established the parish in 1945 with a boundary that covered most of southern Lake Charles. In 1949, the Sisters Mariantes of the Holy Cross arrived as teachers and established St. Margaret School.

Currently ministering to 1600 families, St. Margaret of Scotland Parish is one of the largest parishes in the Diocese of Lake Charles. Along with the staff of St. Margaret Catholic School, our parish consists of many dedicated volunteers who offer their time, talent, and treasure to form our vibrant community of faith.

OUR MISSION

To make disciples of all those in our neighborhoods and community and to serve all those seeking the Lord at our church and school.



What is our Visual Identity?

St. Margaret of Scotland's visual identity allows our parishioners, school community, diocese, and our city to recognize us. The factors: logo, fonts, and typography, carry out our vision as St. Margaret of Scotland Catholic Church.

Brand Consistency

The main purpose of brand consistency is for promotion and recognition. As a growing church parish, it is important that we create an identity that is easily recognized by not only our parishioners and staff, but also to those who are outside of our parish boundaries.

Our brand will stay consistent with the correct colors, fonts, and wording we have chosen. These elements will allow outside marketing strategies to stay the same, bringing forth our values and mission to everyone who encounters St. Margaret of Scotland Catholic Church.

Who is St. Margaret of Scotland?

St. Margaret of Scotland was born in the Kingdom of Hungary in 1045. After the Battle of Hastings, Margaret fled to Scotland for safety. A few years later, she met Malcolm III Canmore, King of Scotland. She married Malcolm III and they had eight children, raising them in the Catholic faith.

St. Margaret lived a reverent and religious life. She was known for her charity and understanding of the poor of Scotland.

She was canonized by Pope Innocent IV in 1250 and is the patron saint of service to the poor.

Feast Day: November 16th



Primary Logo

Integrity

The Crown

represents the Fleur De Lis featured in the Royal Crown of Scotland, as Margaret married into the royal family and became queen.

The Gothic Arch

is reminiscent of the gothic theme featured in our own church, and the church of Margaret's burial.

The X-Shaped Background

is the flag of Scotland.

The logo is never to be reconstructed, altered, or changed unless approved by the Pastor.



Composite Logo

Primary Logo + Word Mark + Tagline

This logo has 3 main elements. Our logo, our name, and our tagline "Catholic Church & School".



St. Margaret of Scotland
CATHOLIC CHURCH & SCHOOL

Why is our tagline important?

Our tagline represents reflects our belief that our church and school form one community, not two. This recurring text reminds everyone that we are connected to one another.

Composite Logo

Primary Logo + Word Mark

"SMCC" St. Margaret of Scotland Catholic Church

"SMCS" St. Margaret of of Scotland Catholic School



LOGO VARIATIONS



St. Margaret of Scotland
CATHOLIC CHURCH & SCHOOL



St. Margaret of Scotland
CATHOLIC CHURCH & SCHOOL



St. Margaret of Scotland
CATHOLIC CHURCH & SCHOOL



SMCS



SMCC

LOGO

color variations



Sticker Concept



Inverse Option



St. Margaret of Scotland
CATHOLIC CHURCH & SCHOOL



Sticker Concept



Inverse Option



St. Margaret of Scotland
CATHOLIC CHURCH & SCHOOL



Sticker Concept



Inverse Option



St. Margaret of Scotland
CATHOLIC CHURCH & SCHOOL

LOGO

color variations



St. Margaret of Scotland
CATHOLIC CHURCH & SCHOOL



St. Margaret of Scotland
CATHOLIC CHURCH & SCHOOL



St. Margaret of Scotland
CATHOLIC CHURCH & SCHOOL



Horizontal Logos



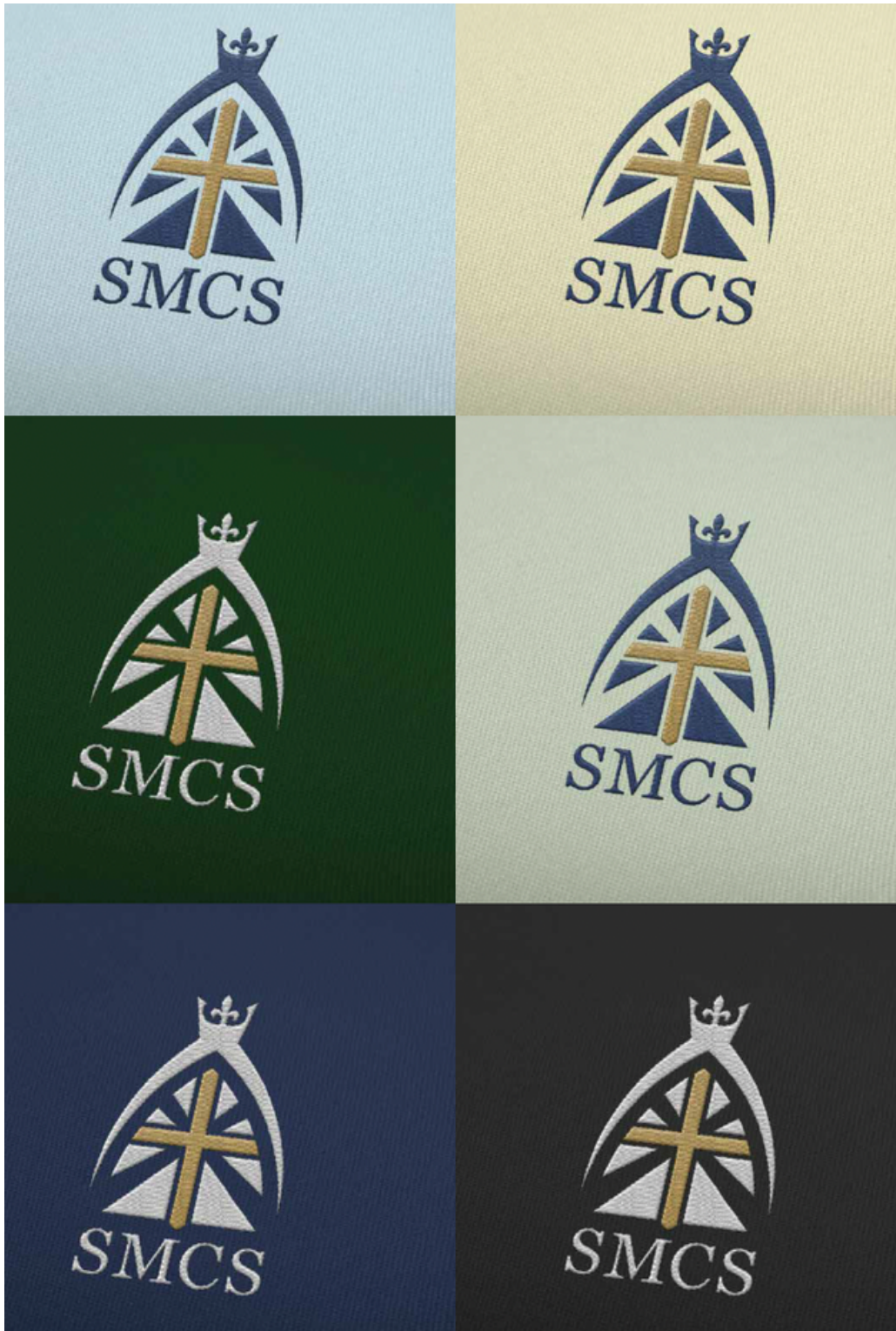
St. Margaret of Scotland
CATHOLIC CHURCH & SCHOOL



St. Margaret of Scotland
CATHOLIC CHURCH & SCHOOL

Uniforms

Below is a representation of what our logo will look like as a monogram.



COLOR

is a powerful tool

The colors of SMCC represent loyalty, confidence, royalty, enlightenment, and purity.

The colors, navy, yellow, and white are our primary colors when using the logo. To make certain that our colors stay the same throughout our advertising and marketing uses, please continue to the next page.



Primary Colors



Navy

CMYK: 65%, 44%, 0%, 56%

HEX: #273f71

RGB: 39, 63, 113



Yellow

CMYK: 0%, 19%, 55%, 15%

HEX: #d9b062

RGB: 217, 176, 98



White

CMYK: 0%, 0%, 0%, 0%

RGB: 255,25,255

Hex #FFFFFF

Typography

Georgia

Aa AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

*Aa AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz*

**Aa AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

Helvetica

Aa AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

*Aa AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz*

**Aa AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

Thank You

Thank you for walking through our visual identity plan. This plan will be updated and posted as needed. For more information or if you have any questions, please contact me below.



Amy Williams

Director of Communications

2500 Enterprise BLVD

Lake Charles, LA 70605

bulletins@stmargaret.church

<http://www.stmargaret.church/>