DIOCESE OF PALM BEACH BRAND STYLE GUIDE

The Diocesan Coat of Arms is part of the historical legacy of the Diocese of Palm Beach and is the official seal of the diocese. The Coat of Arms should not be confused with the Coat of Arms of the sitting bishop; the two are mutually exclusive and are to be used only for official purposes.

The blue field of the shield represents the veracity of faith, the sea, and is the traditional color of the Blessed Virgin Mary, who is particularly symbolized by the two celestial crowns as Queen of Heaven and Star of the Sea. The golden sands of Palm Beach can be seen in the bar with the branch. The palm frond also reminds us of the victorious Messiah and the perseverance taught to us by the holy martyrs.

The purpose of the guidelines is to create uniformity in the visual image of the Diocese of Palm Beach. It is important that the standards are strictly followed, especially in regard to those concerning the Diocese of Palm Beach logo.

For permission to use the Diocese of Palm Beach logo or for any related inquiries, please contact the Office of Communications at communications@diocesepb.org

COAT OF ARMS

DIOCESE OF PALM BEACH

OTHER COLOR OPTIONS AND WITH BACKGROUND COLOR

DIOCESE OF PALM BEACH

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COLOR PALETTE

PRIMARY COLORS

DIOCESE BLUE
PANTONE: 300C
HEX: 176fb8
RGB: 0 112 192
CMYK: 87 54 0 0

DIOCESE GOLD
PANTONE: 122C
HEX: f5c546
RGB: 249 201 70
CMYK: 2 21 83 1

SECONDARY COLORS

BLUE
HEX: 66b7e6
RGB: 99 184 233
CMYK: 55 12 0 0

DARK BLUE
HEX: 1d3d65
RGB: 29 61 101
CMYK: 97 80 35 23

GRAY
HEX: adafaf
RGB: 173 175 175
CMYK: 33 25 26 0

FONTS

Serif:

Use for headlines, titles, quotes

Playfair Display
Regular
Medium
Semibold

Sans-serif:

Use for copy, web

Open Sans
Regular
Medium
Semibold

Serif:

Use for document text

Times New Roman
Regular
Medium
Italic

Playfair Display and Open Sans can be downloaded from https://fonts.google.com/