



SACRED HEART MAJOR SEMINARY

COMMUNICATING OUR BRAND

BRAND STANDARDS AND GUIDELINES

1.0

INTRODUCTION

Communicating Sacred Heart
Defining Brand and Brand Strategy
What Our Brand Is (and Isn't)
Our Brand Strategy



COMMUNICATING SACRED HEART MAJOR SEMINARY

Our brand as an institution was not created as much as it was mined. It was forged over a century by the countless contributions of the many hearts that have walked through our hallways, taught in our classrooms, prayed in our chapel, worked in our offices and shared in all the blessings that God has graciously bestowed on us. Christ is the true sculptor of our brand.

COMMUNICATING SACRED HEART MAJOR SEMINARY

Our brand is how we define ourselves, as well as how it is defined by others. It is the enduring perceptions of Sacred Heart Major Seminary that live in people's hearts and minds — an accumulation of information, experiences, emotions, and memories. It sums up what makes us great and what sets us apart. It is who we are and how we are perceived in the world.

What we stand for is communicated in every manner in which we represent our institution. Everything communicates, from the words we choose to the typefaces we use; from the style of our photography to the types of events we hold; from the way we respond to an email to how we answer the phone.

This guide is intended to make all of our communications clearer, easier to create, more impactful, and, above all, clearly recognizable. The more unified we are in our communications, the more we reinforce our brand. The more we reinforce our brand, the more successful we will be at recruiting students and faculty, cultivating donors, soliciting funding, and forging partnerships — in short, at having a real and lasting impact on our community, our diocese, our Church and our world.

Questions? Please contact:

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Note: This document is a quick reference guide, an abbreviated version of our full Brand Standards and Guidelines. The full version is available for download at shms.edu/brand.

WHAT OUR BRAND IS (AND ISN'T)

OUR BRAND IS A LIVING ENTITY

It grows and becomes stronger with time, discipline and attention. It is never “complete” but rather needs to be constantly nurtured, strengthened and protected.

OUR BRAND CANNOT BE CONTROLLED

Our brand is created in the mind of each individual and defined by the summation of all the experiences and interactions they have with us.

OUR BRAND IS MORE THAN A PROMISE

It's one thing to make a promise, and quite another to deliver on it. The strongest brands deliver on the promises made, at each and every interaction.

OUR BRAND IS MORE THAN A LOGO OR “LOOK & FEEL”

There's no doubt that a well-designed identity is essential to building strong brand visibility. However, a logo applied consistently on everything we produce does not make a brand. The organization behind the logo does. The Sacred Heart Major Seminary brand is an authentic representation of who we are and what we believe in.

OUR BRAND IS AN INSIDE-OUT FOCUS

Many organizations focus their branding efforts on external communications — a common function of marketing. Successful brands foster a culture where the most influential brand ambassadors believe in, celebrate and are passionate about delivering the brand promise, and have the vision and tools to deliver it.

DEFINING BRAND AND BRAND STRATEGY

Our brand strategy starts with each of us understanding what makes the Sacred Heart Major Seminary experience unique and rewarding for all those with whom we engage.

At the core of our strategy lives the unique expectations of our audiences, and our commitment to meeting them through our brand promise. These components represent who we are, summed up in our brand position.

The Sacred Heart Major Seminary brand strategy shapes how and where we communicate and connect with our audiences so that each interaction is meaningful.

While many of the brand strategy components defined here are intended for internal reference, we translate this messaging for our external audiences by engaging people through our various touchpoints, including personal interactions, services, campaigns and events.

2.0

BRAND FOUNDATION

Our Brand Position

Our Core Brand Values

Our Tagline



DEFINING OUR BRAND POSITION

Sacred Heart Major Seminary is a Christ-centered Catholic community of faith and higher learning committed to forming leaders, according to the Heart of Jesus Christ, who will bring the truth of the Gospel to an increasingly secularized world.

Sacred Heart is a leading center of the New Evangelization serving the needs of the Archdiocese of Detroit and contributing to the mission of the universal Church. Located in the heart of the city of Detroit, our students and faculty are challenged with the reality of a broken world in need of grace.

Our brand positioning represents the heart of our brand.

It describes our vocation, philosophy and what sets us apart. It captures exactly what we want to be in the hearts and minds of those who engage with us.

DEFINING OUR CORE BRAND VALUES



OUR CORE BRAND VALUES

Our core brand values are the values represented by our people and our organization. They build an emotional connection with faculty, staff, students, alumni, friends and external audiences, and influence how all audiences perceive and interact with us.

- EXCELLENCE IN ACADEMICS
- IN THE HEART OF THE CHURCH
- IN THE HEART OF THE CITY
- ADVANCING THE NEW EVANGELIZATION
- ACCORDING TO THE HEART OF JESUS CHRIST



EXCELLENCE IN ACADEMICS

We are committed to academic excellence through a curriculum reflecting the riches of the Catholic faith and the best of the cultural and intellectual traditions of our civilization.

Our highly-credentialed faculty members are experts in their fields with wide and varied publishing achievements.

They serve on pontifical councils and commissions and are often invited to give addresses, seminars and retreats nationally and internationally, making a difference in the intellectual life of the universal Church.

Students are continually challenged to high levels of accomplishment in keeping with the best Catholic educational tradition. In the classroom, the latest educational technology is utilized to enhance the learning experience.

DEFINING OUR CORE BRAND VALUES



IN THE HEART OF THE CHURCH

We are a Catholic community of faith and higher learning guided by the Word of God and nourished by the Eucharist. Reason and faith meet joyfully at Sacred Heart Major Seminary. All classes are taught by faith-filled instructors who enthusiastically teach “in the heart of the Church, according to the mind of the Church.”

*Christ is truly at the center of the classroom
and throughout the corridors of Sacred Heart.*

DEFINING OUR CORE BRAND VALUES



IN THE HEART OF THE CITY

Our students are formed by our urban setting just as they are by our academics and spiritual formation. Our location in the city of Detroit and its unique challenges enhance our ability to live out our mission. Every day our students and faculty see about them the call of Christ to serve human needs.

Their eyes are open to the reality that this is a broken world in need of grace.

The formation program for our seminarians provides many opportunities to develop charity of heart by serving the needy of the city.



ADVANCING THE NEW EVANGELIZATION

Sacred Heart is committed to forming leaders who are prepared to bring the truth of the Gospel to a secularized, post-Christian world. Sacred Heart is a leading center of the New Evangelization within the archdiocese and the universal Church. Our academic programs prepare our students to respond with zeal the call to proclaim Jesus Christ with new ardor, methods and expression.

The Licentiate in Sacred Theology program is the first of its kind with a concentration in the New Evangelization, forming students from all over the world.

Our mission is to share in the mission of the Church, founded on the love of God the Father given to us through the Holy Spirit: That Christ be known and loved.



ACCORDING TO THE HEART OF JESUS CHRIST

Sacred Heart Major Seminary is more than a material place, it is a spiritual place, a way of life, an environment that fosters and ensures a process of formation for candidates for the priesthood, the permanent diaconate, and lay ecclesial ministry.

Sacred Heart accomplishes its primary mission by forming priests according to the Heart of Jesus Christ, the Good Shepherd.

Formation is not merely developing a skill-set for effective performance but rather reflects the integral shaping of the candidate in the imitation of Christ.

Our seminarians are formed as disciples who are equipped to proclaim, teach, and defend the Faith effectively; who are true shepherds of souls; who strive to live in intimate union with God; and who pursue a life of virtue as an effective bridge for the spread of the Gospel.

2.8

OUR TAGLINE

As an extension of the Sacred Heart brand foundation, our tagline says something essential about who we are, how we're positioned, and why the world should care. It expresses an enduring idea that reveals the heart of our brand message and illustrates the mission that we strive to achieve every day.

Tagline 1

Heart. Mind. Ministry.

Tagline 2

Forming Hearts and Minds. Proclaiming Jesus Christ.

3.0

BRAND IDENTITY

Visual Identity

The Academic Mark

Logo Signature System

The Seal

The Informal Wordmark & Logo

Color Palette

Typefaces



DEFINING OUR BRAND IDENTITY



The brand identity is the outward expression of Sacred Heart Major Seminary. It uniquely and distinctively sets us apart. The logo is the primary element of that identity; however, other elements play an important role in establishing our visual style. These elements include typography, color palette, photography and graphic styles.



Our visual identity is our graphic language for communicating Sacred Heart Major Seminary. A key component of our brand, it unifies our many parts and amplifies our impact. Sacred Heart uses a tiered system of logos or marks. Each has a specific role and function.



SACRED HEART MAJOR SEMINARY

The Academic Mark



The Seal



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The Informal Logo and Wordmark

THE ACADEMIC MARK



The academic mark is the seminary's official visual identifier. It should appear on all print and digital communications and signage. It is important to apply this logo consistently and properly across all collateral to maintain a unified identity.

Components

The academic mark consists of two components: the seminary shield and wordmark ("SACRED HEART MAJOR SEMINARY" in Trajan, with "MAJOR SEMINARY" justified with and below "SACRED HEART").

The Shield

If desired, the seminary shield may be used on its own as a graphic element. The words "Sacred Heart Major Seminary" though, must never appear alone. They should always appear in conjunction with the shield.

The shield has been updated to meet today's standards for print and digital applications. The shield should not be cropped or altered in any way. Always use approved artwork.



Shield

SACRED HEART
MAJOR SEMINARY

Wordmark

THE ACADEMIC MARK



History of the Shield

The shield reflects the imagery of the family Coat of Arms of Bishop Michael Gallagher, the founder of the seminary. Our seal uses a “rampant lion,” meaning it is a lion in a striking pose, standing on its hind leg, looking forward. Instead of the lion fighting with paws, though, Sacred Heart’s lion holds a “vulned” or wounded heart with a crown. It is a heart “pierced by a sword.” The heart clearly symbolizes the Sacred Heart of Jesus.

The lion is not out for a fight. It is carrying out the love and message of Christ in an assertive manner. It perfectly symbolizes the attitude of Bishop Gallagher, a man of vision and action who took the diocese by storm in the 1920s and 30s.



Using the Shield Alone

The shield can be used as artwork in various instances. It can be used for background texture and as additional visual elements. The shield can also serve as Sacred Heart’s social media avatar.

PLEASE NOTE: The shield alone (without the wordmark) should only be used as a supporting graphic design element. It should NEVER be used alone as an identifier.

The same usage guidelines in regards to color, reverse options and “DO NOTs” that apply to the full academic mark also apply to the shield when it is used alone.

ACADEMIC MARK USAGE



SACRED HEART
MAJOR SEMINARY



SACRED HEART
MAJOR SEMINARY



SACRED HEART
MAJOR SEMINARY

Color

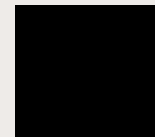
The academic mark should appear in the following colors only:

- 2-color–maroon (PMS 201) and Gray (PMS 425)
- 1-color–maroon (PMS 201)
- 1-color–black

Please refer to page 3.11 for the full color palette and color formulas.



PMS 201



Black



Gray

LOGO SIGNATURE SYSTEM



Created for divisions, departments, and offices, the academic mark signature is a simple, readable, visual device that identifies these areas as integral units of the seminary. The signature system retains the integrity of the academic mark while clearly communicating the identity of departments, offices, institutional efforts, etc. The unit name is typeset in Trajan.



SACRED HEART
MAJOR SEMINARY
— INSTITUTE FOR MINISTRY

These examples show default (preferred) font size (1/2 height of SACRED HEART) to be used for department name, flush right, with a hairline rule filling space to flush left.



SACRED HEART
MAJOR SEMINARY
— THE FISHERMEN'S FUND



SACRED HEART
MAJOR SEMINARY
OFFICE OF THE VICE RECTOR

A department name which, at default font size is flush left AND right, with minimal letterspace adjustment.

THE SEAL



The seal should be used only for official seminary business and is meant to symbolize permanence. There are two official versions of the Sacred Heart Major Seminary seal. **The seal is NOT a replacement for the seminary academic mark.**

English Seal

The English version of the seal is intended for slightly wider usage in and around campus.

As with the Latin seal, the English seal adds authority where it is used.

The English version has wider application, but should still be reserved for use when the academic mark would not be suitable.

Don't use the seal in less formal applications, such as documents related to routine events.



Latin Seal

The Latin seal is used as Sacred Heart's imprimatur in certain formal circumstances and official documents, such as documents from the Rector/President's Office.

The seal adds authority and authenticity to important documents, including diplomas.

The Latin version of the seal is to be reserved for only the most formal applications—diplomas, official correspondence, important event invitations, and other high-level and appropriate materials.



THE SEAL



Color

The seal should appear in the following colors only:

- 1-color–maroon (PMS 201) or 1-color–black

Please refer to page 3.11 for the full color palette and color formulas.

Note: Always use a white background behind the seal.



PMS 201



Black

Size

The minimum size that the seal should be reproduced is 1" diameter.



1"

Placement: Clear Space

Below shows the clear distance that should be used around the academic mark. This distance is calculated using the distance from the top of the seal to the top of the shield within.



INFORMAL WORDMARK AND LOGO



Otherwise known as “spirit marks,” these marks provide an easily recognizable visual element to be used on informal applications or on apparel and other promotional items. These marks should never be used in place of the academic mark or seal.

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Informal Wordmark



Logo

INFORMAL WORDMARK AND LOGO



Color

These marks may be reproduced in PMS 201, black, PMS 425 or printed/reversed in white. The wordmark may be reproduced in the combinations shown.

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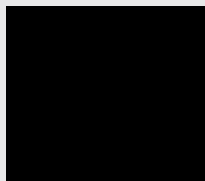
COLOR PALETTE



Primary Color Palette



PMS 201
CMYK 0,100,63,29
HEX #b20838

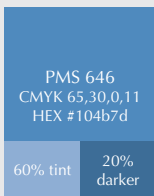


Black
CMYK 0,0,0,100
HEX #231f20



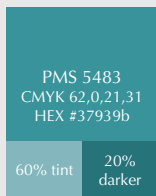
PMS 425
CMYK 0,0,0,77
HEX #5f6062

Secondary Color Palette



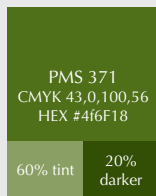
PMS 646
CMYK 65,30,0,11
HEX #104b7d

60% tint 20% darker



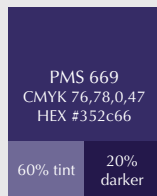
PMS 5483
CMYK 62,0,21,31
HEX #37939b

60% tint 20% darker



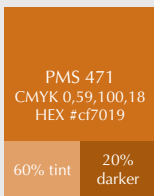
PMS 371
CMYK 43,0,100,56
HEX #4f6f18

60% tint 20% darker



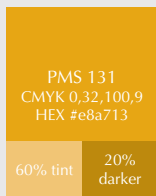
PMS 669
CMYK 76,78,0,47
HEX #352c66

60% tint 20% darker



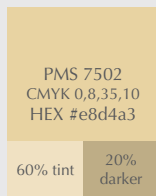
PMS 471
CMYK 0,59,100,18
HEX #cf7019

60% tint 20% darker



PMS 131
CMYK 0,32,100,9
HEX #e8a713

60% tint 20% darker



PMS 7502
CMYK 0,8,35,10
HEX #e8d4a3

60% tint 20% darker



Warm Gray 10
CMYK 62,0,21,31
HEX #8a7a67

60% tint 20% darker

An important recognition factor is our color palette. Incorporating colors outside of this palette can confuse our audiences and weaken our objectives for visual recognition of the brand.

Our signature color is a maroon that matches PMS 201. It is supported by black and a dark gray, PMS 425.

We also have a supporting color palette consisting of eight spectral hues that complement our signature colors. This family of secondary colors skews towards a warm, sophisticated palette rather than excessively bright and artificial colors or overly dark or muddy colors. Use of colors outside of the secondary color palette is strongly discouraged. If it becomes necessary, however, please keep in mind the intentions stated above.

Tints And Shades

Slight variations of the secondary colors may be created by using a percentage of less than 100% of any color. In process applications, tints may be created by adding up to 20% of black.

TYPEFACES



Our typefaces reflect our identity through their complementary differences.

Typefaces do more than spell words. Used consistently, they can in themselves become images or symbols for our brand. Our three main typefaces are Goudy Old Style, Optima, and Trajan.

Trajan

Trajan is our signature font, used in the wordmark in our Academic Mark and within the seminary Seal.

Trajan should be used sparingly as an accent font, and only for a single to a few words.

TRAJAN

TRAJAN BOLD

Optima

Optima is easy to read and suited to a broad range of applications and integrates both sans serif and serif features into its form.

Optima Roman

Optima Roman Italic

Optima Medium

Optima Medium Italic

Optima Demi

Optima Demi Italic

Optima Bold

Optima Bold Italic

Optima Black

Optima Black Italic

Goudy Old Style

Goudy Old Style is the primary font to be used in larger blocks of text on all printed materials. It can also be used as a larger, headline display font for web and screen.

Goudy Old Style

Goudy Old Style Italic

Goudy Bold Old Style

Goudy Bold Old Style Italic

Goudy Extra Bold



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