



**UPRISE**

Our Catholic Generosity Commitment

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**BRAND** GUIDELINES



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“IDENTITIES ARE THE  
BEGINNING OF EVERYTHING.  
THEY ARE HOW SOMETHING  
IS RECOGNIZED AND  
UNDERSTOOD. WHAT COULD  
BE BETTER THAN THAT?”

**Paula Scher**

Paula Scher is an American graphic designer, painter, and art educator in design. She's also the first female principal at Pentagram, which she joined in 1991.

# THIS IS A GUIDE TO THE BASIC ELEMENTS THAT MAKE UP OUR BRAND. IT WILL HELP YOU KEEP OUR BRAND CONSISTENT.

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## What is a Brand Identity?

Each brand has its own visual thumbprint that represents the values, services, ideas, and personality of an organization. It is designed to increase recognition and build perceptions of the organization in its chosen marketplace.

A brand identity needs to be graphically represented and usually includes elements such as logos and supporting graphics, color palette, typography, and photography choices. Within the brand guidelines are examples to help you visualize how a brand should be depicted across various different visual media.

## Why use these guidelines?

Our organization needs to manage how its brand is represented across all visual media in various different situations.

The identity system in this document has been created to fulfill this purpose, and the guidelines herein explain how to correctly depict and embody our brand ethos consistently across different applications and in various markets to maintain the integrity of the Uprise brand.



## OUR LOGO IS VERY PRECIOUS TO US. WE TOOK OUR TIME DEVELOPING OUR BRAND, SO PLEASE BE NICE TO IT.

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### Rationale

Our logo was developed to represent trust and unity for a wide-ranged audience with a bold and modern approach.

### Construction

The graphic element is constructed with a heart icon that incorporates a cross and flame above it symbolizing faith, commitment, and unity.

The typographic element is designed to complement and enhance the icon. Existing in harmony, it neither dominates nor becomes insignificant.

### Color Treatment

There is one preferred full-color option for vertical and horizontal variations shown here. These logos should be used whenever possible. There are also no-tagline versions of both lockups available to use when appropriate.

### THE LOGO



### 01

This horizontal version of the logo is the preferred version for all printed collateral including all print publications, advertising, billboards, posters, flyers, and product packaging.

### 02

This vertical version of the logo is the preferred version when horizontal space is not at a premium in a layout; for example, website graphics and banners.

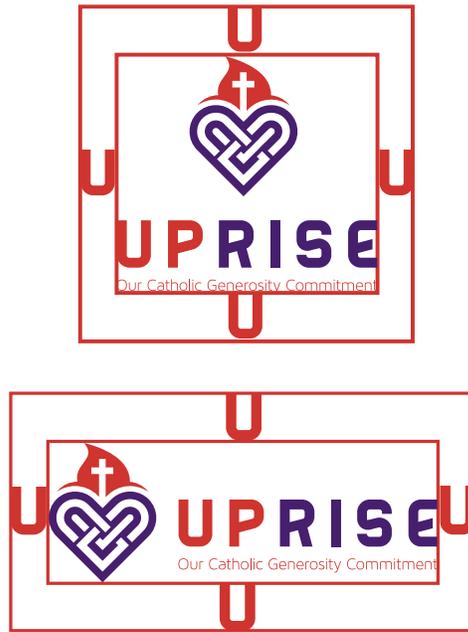
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## EXCLUSION ZONE

The minimum exclusion zone margin for our logo is based on the dimensions of the letter “U” in the word Uprise. With all logos, a clear space must be maintained on all sides. When our primary color is used behind the logo, it must extend to a minimum of the same exclusion zone dimensions on all sides.

On all sides, the exclusion zone should be measured from the farthest edge of the logo. No element, other than our tagline, may encroach on this space.

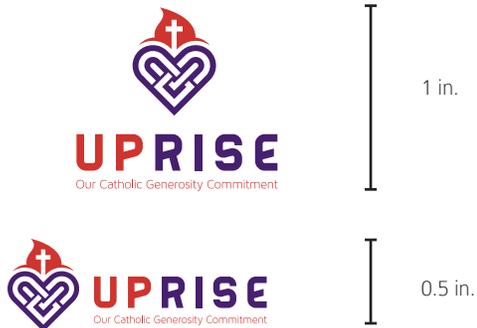


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## MINIMUM SIZE

Vertical logos must not be reproduced at a size smaller than 1” in height.

Horizontal logos must not be reproduced at a size smaller than .5” in height.





## WE WANT TO LOOK GOOD ALL THE TIME, SO TAKE TIME TO CONSIDER HOW TO APPLY OUR LOGO.

**We don't want to come across all doom and gloom,** but there is a right way and a wrong way to present our logo.

### 01 Space around the logo

Always leave the logo some space to breathe. Try to use white or neutral backgrounds.

### 02 If you have to...

If it's unavoidable to sit the logo on a color or a photo, use the negative logo.

### 03 Not right

Do not rotate the logo.

### 04 Color clash

Do not place the logo on the wrong colors or on a competitive image background.

### 05 Not good

Do not change the logo lockup by moving elements to another order or by changing the size relationship between the icon and the text.

### 06 No thanks

Do not add embellishments like drop-shadows, embossing, etc. to the logo.

### 07 Don't do it

Do not change or alter the font in any way.

01



02



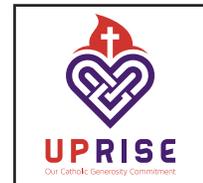
03



04



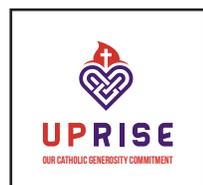
05



06



07



**SAY HELLO TO EVERYONE  
IN THE FAMILY.** IF YOU  
CAN'T FIND IT HERE, WE DON'T  
WANT YOU TO USE IT.

**The Uprise logo exists in both horizontal and vertical versions with, and without the tagline.** While the horizontal option with the tagline is the preferred logo, use of either the horizontal or vertical logos should be determined according to their suitability for the layout.

The use of the heart icon in isolation should be carefully considered and implemented, and it should be restricted to supporting promotional materials. It is not recommended that the heart icon be used as the default identifier in place of the complete logo.

**Horizontal Versions**



**Vertical Versions**



**FILE FORMATS**

Please refer to the provided digital logo library, which contains all industry-standard file formats in a variety of approved colors and layout. It's important to provide the proper file format when using the logo in certain production methods.



**.EPS Files**

Vector file best for print, retains quality with scaling.

**.PDF Files**

Good for high quality, large scale printing, retains quality with scaling.

**.PNG Files**

Ideal for use on the web, keeps transparent background.

**.JPG Files**

Can be used for both print and web, good for use with Microsoft Office programs, appears with white opaque background.



## OUR COLORS DEFINE OUR BRAND. WE'RE TRUSTWORTHY AND CONFIDENT.

Our color palette is a red and purple theme. Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette.

Also included are the references for CMYK, RGB, and HEX values for consistency across different media. Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is to be used digitally.

### Color Palette // Coated

The Pantone® and CMYK colors are to be used for all printed materials including signage, and apparel needs. RGB and Hex color breakdowns are for digital use only.



**pantone** 180 CP  
**cmyk** 3 : 91 : 86 : 12  
**rgb** 206 : 55 : 47  
**hex #** CE372F



**pantone** 269 CP  
**cmyk** 80 : 98 : 5 : 27  
**rgb** 72 : 32 : 110  
**hex #** 48206E



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# TYPOGRAPHY IS THE BACKBONE OF DESIGN. GETTING IT RIGHT IS PARAMOUNT.

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## Typefaces. Print.

Our logo typeface is Bender Solid and Maven Pro Light 300. Maven Pro is a full font family that comes in a range of weights to use for supporting copy in print and web materials.

## Typefaces. Online.

When technology allows for it, Maven Pro should be used in any web applications. The default google web font is Open Sans, which should be utilized to ensure acceptable degradation when Maven Pro is unavailable.

## Typography. Style.

Text for correspondence and publications should preferably be set in upper- and lowercase and flush left with ragged right. Capitalization should never be used for body text, but it is acceptable for headings.

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## Logo Font

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
[.,:;!\$%&@\*] 0123456789

// BENDER SOLID

## Tagline Font

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
[.,:;!\$%&@\*] 0123456789

// Maven Pro Light 300

## Body Copy Font

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
[.,:;!\$%&@\*] 0123456789

// Maven Pro Regular

## Substitute Web Font

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
[.,:;!\$%&@\*] 0123456789

// Open Sans

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## **THAT'S JUST FOR STARTERS.** HERE ARE A FEW MORE THINGS YOU SHOULD KNOW.

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### **Support Graphics**

Graphic elements derived from the logo are valid for use as stand-alone support graphics, provided they are not used in place of the complete logo.

We do not recommend the use of detailed illustrations or clip art as support graphics but rather simple geometric shapes and lines so as not to detract from other layout elements.

Large, distracting banners and graphics (such as ribbons and arrows) should not be used as they only serve to lessen the quality and values of our brand.

### **Website**

It is suggested that the Uprise Company website use a branded color or white background with red and purple supporting graphics, black text, and generous amounts of white space. Doing so will ensure consistency across the Uprise brand online.

### **Photographic Style**

As an overall theme for the photographic style of our brand, we suggest that photography be people/lifestyle driven to make the best connection with our audiences.

All photography used must be of high quality, regardless of whether it's black and white or color. Images need to be clean, crisp, and in focus, and they should contain subject matter relevant to our audience. Artistic composition also needs to be considered to avoid 'snapshot' style imagery.

# BEST TO HAVE A CHECKLIST. THEN YOU KNOW THAT YOU HAVE DONE EVERYTHING RIGHT.

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## The Checklist

### 01 The Logo

Only use logos that are complete and in an appropriate version, created from original digital artwork. Please check that you have respected the minimum size and exclusion zone requirements.

### 02 Backgrounds

The logo should not appear on a color background or cluttered images without being reversed out.

### 03 Graphics

Check that any supporting graphics or graphic elements do not marginalize, obscure, or overpower the Uprise Company logo.

### 04 Typography

Check that our typefaces have been used appropriately where applicable.

### 05 Design

Be sure to provide these guidelines to third parties or collaborating partners.

### A final thought.

If in doubt, take a look back through this document; all the answers are here.

We don't ask for much, just a little love and respect for our branding, which is why we think we've created a flexible system that won't stifle your creativity.

**Give it your best shot.**

**THIS DOCUMENT MAY BE MADE AVAILABLE IN ALTERNATIVE FORMATS ON REQUEST. PLEASE CONTACT OUR MARKETING PARTNER FOR FURTHER DETAILS.**

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revel 

**Telephone.** 231.727.9778

**Email.** [design@revel.in](mailto:design@revel.in)

**Web.** [www.revel.in](http://www.revel.in)



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