



ARCHDIOCESE *of*  
**MILWAUKEE**

*Showing our Faith*

BRAND STANDARDS GUIDE

# *Understanding Our Logo*



## ARCHDIOCESE *of* **MILWAUKEE**

The archdiocesan crest was designed during the tenure of Archbishop Sebastian Messmer in the early 1900s.

The traditional logo carries with it the faith, sacrifices and witness of those who came before us. It is a visual expression of continuity — of a Church that has weathered change across generations while remaining anchored in Christ. By embracing it, the archdiocese honors its history and reclaims a shared identity that transcends any one moment or leader.

The design combines meaningful symbols of Archbishop John Martin Henni, the first Bishop of Milwaukee; imagery representing Milwaukee's geographical location; and an eagle, the emblem of the Cathedral's patron, St. John the Evangelist.

The shield's red and white colors are drawn from the flag of Switzerland, honoring Archbishop Henni's native country.

The four arms of the design converge to symbolize the meeting of waters, the Milwaukee and Menomonee Rivers and Lake Michigan, the heart of the city.

# USING OUR LOGO: *General Guidelines*

Don't alter the logo except as described in this guide.

- **DO** use it in its entirety — don't add or subtract pieces.
- **DO** use only the approved colors. (See page 4)
- **DO NOT** stretch or condense the logo.
- **DO NOT** add outlines, drop shadows, glows or other effects that hinder readability.

## Getting logo files

Files for electronic and print use are available [here](#). Use this artwork to ensure consistency.

## Maintain consistency

If you have questions on logo use, please contact the Communication Office at [communication@archmil.org](mailto:communication@archmil.org).



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# USING OUR LOGO: *Color & Size*

## Color

It's essential to keep logo colors consistent. Here are color options for print and electronic use.

### COLOR BREAKDOWNS:



Red:  
C=14 M=84 Y=68 K=2  
R=207 G=78 B=79  
Hexidecimal=#cf4e4f



Gold:  
C=3 M=19 Y=87 K=0  
R=247 G=202 B=61  
Hexidecimal= #f7ca3d



Blue:  
C=85 M=50 Y=0 K=0  
R=27 G=117 B=188  
Hexidecimal=#1b75bc



Black:  
C=0 M=0 Y=0 K=100  
R=0 G=0 B=0  
Hexidecimal=#000000

## Size

For layout flexibility, the logo is available in both horizontal and vertical layouts. To ensure the logo is legible, never size the horizontal logo any smaller than 1.5 inches wide (or 108 pixels if appearing on screen) and do not use the vertical version of the logo smaller than .75 inches wide (or 54 pixels if appearing on screen)

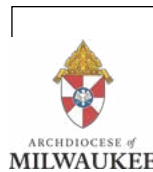
### HORIZONTAL VERSION:

1.5" or 108px



### VERTICAL VERSION:

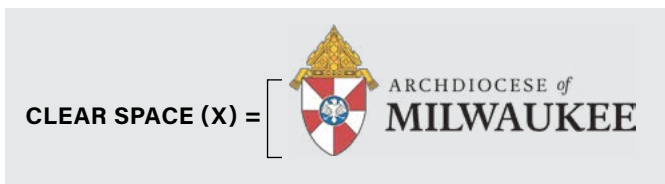
.75" or 54px



# USING OUR LOGO: *Positioning*

## Clear space

Give the logo room to breathe. Keep text and other visual elements out of the "clear space," equal to the height of the stacked text. That measurement stays constant, as shown here.



# USING OUR LOGO: *Positioning*

## Background

Use the logo on a light background so all its elements are clear. If your application requires putting the logo on a non solid background, contact the Communication Office to find the best way to display the logo.



# USING OUR LOGO: *Formats*



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The Archdiocesan logo is available in English and **Spanish**.



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## **4-Color**

This is the preferred format of the Archdiocese of Milwaukee logo. Always use this version of the logo when possible.



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## **Grayscale**

Use this version when unable to print in 4-color, but need the detailed representation of the logo.



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## **1-Color**

Use this version when printing in 1-color or when printing capabilities are limited and unable to reproduce the detailed version of the logo.

# USING OUR LOGO: *Formats*



## **1-Color Reversed**

Use this version when the logo must appear on a dark background. This version of the logo must remain white and cannot be represented in a different color.



## **4-Color Reversed Text**

Use this format when a 4-color shield is needed and the background is dark.

## *Questions?*

Contact the Communication Office  
at [communication@archmil.org](mailto:communication@archmil.org)

*[Click Here](#) to download our logo.*



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