



ACM
— Association for —
CATECHUMENAL MINISTRY

Table of Contents

Usage Guide

Logo Suite

Logo Applications

Graphics

Photography

Approved Colors

Brand Identity

Voice & Tone



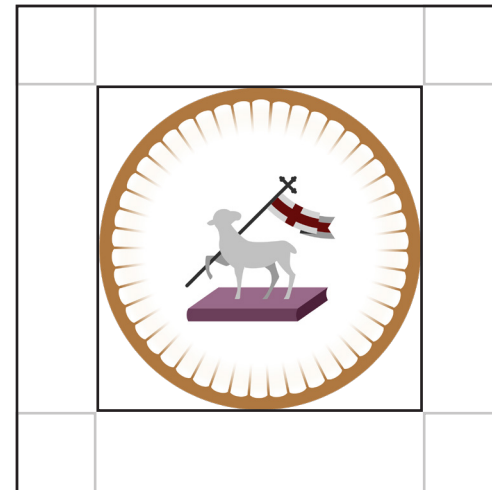
Usage Guide

Exclusion Zone

An exclusion zone which protects the logo from distracting elements is shown. This zone is determined by .25 of the length/width and should be regarded as the Preferred.

Minimum Size

It is important that the logo remains legible at all sizes. To ensure this, the logo should not be used smaller than .5 inches in width.



1/2 inch (0.5 inches)



Inappropriate Use



Do not distort



Do not condense / expand



Do not skew / rotate



Do not change color



Do not change text or symbol



Do not combine with other graphics

Primary Logo



Alternate Logo



Scalable System



Large
> 2 inches



Medium
1-2 inches



Small
< 1 inch

Alternative Layouts

and marks

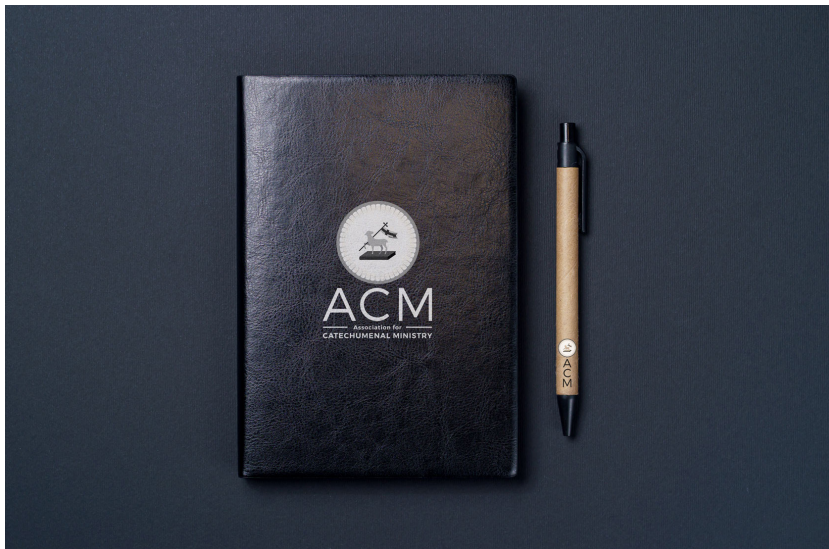


ACM

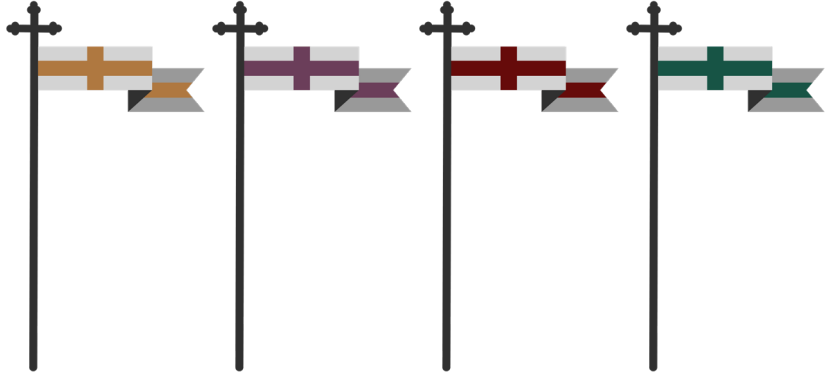
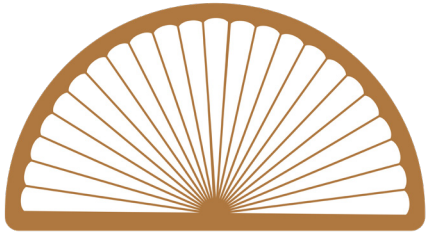
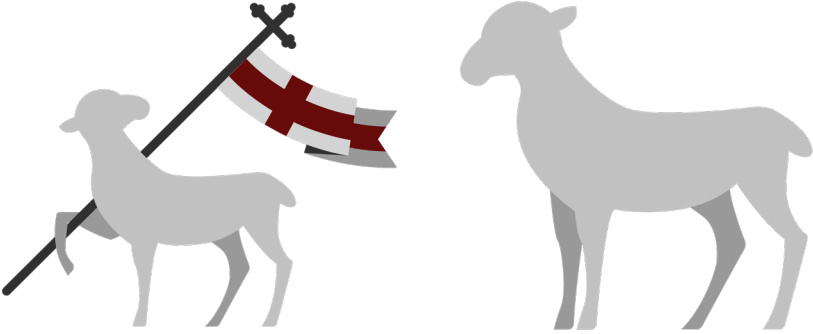


ACM

Logo Applications



Graphics



ON FIRE MEDIA

Photography

Imagery is one of the primary expressions for any brand and can offer a unique point of view to distinguish the brand in the market. Photography can add believability and help make the desired emotional connection with the audience.

The primary emotion that should be evoked by imagery should be transcendence. Photography should be warm and well-lit. Subject matter ranges from priests and lay people, to objects and churches. Hands make great imagery for the ACM brand.



Approved Colors

Colors evoke emotions and associations because of their relationship to our environment and culture. It's imperative to give careful consideration when choosing colors for an identity system.

These colors were chosen to reflect liturgical colors in a way that is sensitive to design principles.

Warm Parchment

Hex: f5eddb
RGB: 245 237 219
CMYK: 03 05 13 00

Leather Brown

Hex: b07840
RGB: 176 120 64
CMYK: 27 54 85 09

Chasuble Green

Hex: 175445
RGB: 23 84 69
CMYK: 86 43 72 38

White

Hex: ffffff
RGB: 255 255 255
CMYK: 00 00 00 00

Saint Red

Hex: 660a0a
RGB: 102 10 10
CMYK: 33 98 94 52

Royal Violet

Hex: 4d213b
RGB: 77 33 59
CMYK: 58 88 48 50

Approved Typography

Font is yet another avenue to express identity. Precise sans serif fonts communicate sophistication and professionalism, while serif fonts convey tradition and classicalism.

Montserrat is a simple yet sophisticated sans serif font that conveys precision. It's also more accessible to audiences who may have difficulty reading more stylized or embellished fonts.

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Brand Identity

Mission Statement

To offer Catechetical Leaders resources, training, and support for the full, faithful implementation of the Order of Christian Initiation for Adults.

Tagline

Supporting Catechetical Leaders from the Church's Heart.

Elevator Pitch

Many RCIA groups just offer resources and leave Catechetical Leaders confused about how to implement the Liturgical rites on their own. We accompany them with resources, training, and guidance along the way so they feel confident in implementing the Order of Christian Initiation for Adults completely and faithfully.

Keywords

Supportive, Evangelizing, Empathetic, Comprehensive, Liturgical

Voice & Tone

Any expression in speech or writing can influence an audience's perception of your brand. This includes voice & tone. Voice is the general style of writing while tone is its particular attitude for each situation.

Voice

At ACM, we've been there and we know the Order of Christian Initiation for Adults can be a labyrinth of confusing terminology, liturgical rites, and catechesis.

That's why we speak like experienced, compassionate partners who wish to accompany catechetical leaders. ACM's voice chooses words that are informative yet able to be understood by the lay person. It avoids overly technical or academic language. We rely less on our own experience and more on our gained understanding of the Church's guidance from years of experience.

We treat everyone as Christ. We want to educate people with clarity and without sounding condescending.

1. **We are Plainspoken.** We prefer words and phrases common to laypeople. Lofty, theological language is avoided where it can be.
2. **We Don't Restate, We Translate.** Quoting the text of the Order of Christian Initiation for Adults belongs in most cases in footnotes. Catechetical Leaders are coming to understand the text, not to reread it.
3. **Use Active Voice and Avoid Passive Voice.**
 - **GOOD:** John baptized Jesus.
 - **BAD:** Jesus was baptized by John.

Tone

Our tone is enthusiastic about the Catholic faith while also acknowledging and embracing its complexity. This is a time of joy, discovery, and wonder for Catechumens and Candidates. It's a time of questions that requires empathy and patience. For Catechetical Leaders, it can be an opportunity to relive their own sense of joy, wonder, and discovery if we can ... Our tone is semi-formal and professional.

1. **We Use Positive Words and Avoid Negative Expressions.**
2. **Friendly but Professional.**

Some things to avoid where possible

- Buzzwords or technical jargon.
- Being too cutesy.
- Placeholder phrases like please note and at this time.
- Choppy or long-winded sentences.
- Starting all sentences with the same phrase (such as You can or To do).
- Current pop-culture references.
- Exclamation marks, except in rare really exciting moments.
- Wackiness, zaniness, and goofiness.
- Mixing metaphors or taking a metaphor too far.
- Phrasing that denigrates or insults any group of people.

Examples of Voice and Tone

Introduction

Too informal

We're ACM, and you've come to the right place! We're sooo excited you're here!

Just about right

Welcome to ACM. We are excited to have you here!

Too formal

Good morning, and welcome to the Association for Catechumenal Ministry. We are so pleased that you found us!

Announcement

We're pumped to tell you about our new program. It's jam-packed with amazing stuff.

Check out the website—amrcia.org—for more info.

We are thrilled to announce our new program. It is filled with helpful resources and information.

Check out our website amrcia.org for more information.

We are truly delighted to announce our inspiring new Catechetical program. Inside this program you will find many helpful theological tools and resources for your Catechetical ministry.

Please visit our website at www.amrcia.org for more information.

Sales

Ready to take your RCIA programming to the next level?

Call us today and discover how awesome your RCIA program can be!

There are so many RCIA resources available in the Church, it can feel overwhelming to know where to start.

We are here to provide you with both the guidance and Catechetical resources you need to communicate the Faith with joy and confidence.

Call us today!

Too many RCIA programs fail to convey the full breadth and theological wisdom of the Church's rich catechetical tradition.

We are here to provide you with comprehensive resources that adhere carefully to the authoritative and Magisterial teachings of the Church.

Contact us by telephone.

Grammar and Mechanics

Punctuation:

In a series of three or more terms with a single conjunction, we use a comma after each term except the last (Oxford comma):

- The Apostles, Mary, and the other Mary.

We enclose parenthetical expressions between commas and place a comma before a conjunction introducing an independent clause:

- The Apostles, Peter and Paul, met in Jerusalem.
- The Apostles were exhausted, but they continued to spread the Gospel.

We do not use a period in place of a comma unless an emphatic word or expression serves the purpose of the sentence effectively (e.g., for marketing copy) and does not severely violate the rules of grammar.

- Acceptable: Live the faith. Love the Faith. Be Renewed in Christ.
- Unacceptable: New. Life. In. Christ.

Capitalization:

We use capitalization in reference to the Sacraments, the universal Church, Eucharist, Blessed Virgin Mary, and the like. We capitalize pronouns referring to the Divine Persons.

Emojis:

We do not use emojis in any marketing collateral or official company communication as they are too informal. They may be used in internal communication or in informal email exchanges with clients.

Numbers:

Numbers 10 and above we use numerals. Numbers one through nine are spelled out, with the following exceptions: We use only numerals when citing Church documents, paragraph numbers, and Scripture.

Dates:

- September 20, 1999.
- **Use** AD 345 or 2022 BC.
- **Avoid** 345 AD, 345 CE, and 2022 BCE.

Telephone Numbers:

(555) 316-0316

Contractions:

Contractions are informal and conversational in tone. Since theological and ecclesial language is more formal in tone, we generally avoid the use of contractions. See examples above in the voice and tone section. Contractions may be used in internal communication or in informal email exchanges with clients.

Grammar and Mechanics

Possessive Apostrophes:

The most common usage of the apostrophe is for indicating possession. If a singular word ends in s, you should normally add an 's. Some exceptions are ancient proper names ending in es and is (“In Jesus’ name...”), and expressions such as “for conscience’ sake.” If a plural word ends in s, always add an apostrophe without adding an s.

- John baptized Mary’s Son.
- James’s teaching was impressive.
- The Benedictine monks imitate the Apostles’ way of life.

Periods:

Periods are placed inside quotation marks. Place them outside parentheses when the parenthetical is part of a larger sentence, and inside parentheses when the parenthetical stands alone.

- Jesus said, “I AM.”
- Jesus prayed (and the Apostles prayed, too).
- Jesus went out in a boat. (The boat was Peter’s.)

Ampersands:

Use ampersands only when part of a company or brand name:

- St. Peter and St. Paul worked together to spread the gospel.
- Sts. Peter & Paul Catholic Church

Pronouns

We use “he/him/his” and “she/her/hers” pronouns as appropriate. We don’t use “one” as a pronoun. We use “he or she/him or her/his or hers” when referring to someone whose gender is unknown.

Scripture Citations:

We spell out or abbreviate the books of the Bible in this way:

- John 3:16
- Jn 3:16

Biblical Citations are taken from NAB

