



## LOGO & BRANDING

Updated: March 20, 2024

## BRAND COLORS

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When using our green and blue in print and digital content, one can find our very specific green and blue to use and stay consistent with our brand simply by typing in the needed color code. For questions about how to input this code into specific applications such as Microsoft Word, Publisher, or onto a website, please contact our communications staff.

As stated below, RGB format is best for digital viewing (web), and CMYK is best for printed materials (bulletin, posters, etc.), so when given a choice between the two, please choose the one that is appropriate.



**Pantone Best Approximation - 2020 Color of the Year Classic Blue**  
Pantone 2154 C  
RGB 0 70 128  
HEX/HTML 004680  
CMYK 100 65 0 27

<https://www.pantone.com/articles/color-of-the-year/color-of-the-year-2020>

Displayed on these pages in RGB format - best for digital viewing



**Green**  
Pantone 7747 C  
RGB 136 141 48  
HEX/HTML 888D30  
CMYK 29 12 89 31

Displayed on these pages in RGB format - best for digital viewing

## HOW TO USE THE LOGO | THINGS TO KEEP IN MIND

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1. **SIZING THE LOGO:** Please do not stretch the logo in any way to fit it into a particular space. Stretching the logo makes it lose its integrity, and skews the logo to no longer look like the rest of our brand. Please keep the same logo shape when resizing the logo.
2. **WHICH VERSION TO USE:** If the logo will be small due to space limitation, or printing on a small sticker, etc., we suggest you only use the circle icon, not the entire wordmark logo. Please also only pull the logo from our P-Drive. Do not download the logo from our website, or other places it is currently displayed. This will lead to a smaller file that can appear blurry when used.
3. **USING THE RGB VS. CMYK LOGOS:** As stated above with the colors, please be mindful of using the RGB version of the logo verses the CMYK version of the logo based on what the logo will be displayed on. If it is being printed, then please use the CMYK version of the logo. If it is going to be displayed digitally, please use the RGB version of the logo.
4. **COLOR, VERSES WHITE VERSES BLACK:** You'll notice, in addition to the icon being displayed by itself and with the wordmark, there is also a white version, black version, all blue version and a blue and green version. If you are using a lot of colors already, your document or webpage may benefit from using the black or white version of the logo (choose black or white based on the brightness or darkness of what it will be displayed on top of.)
5. **LOGO FONT:** Please do not use our logo font for anything other than writing the name of our parish. We want to reserve this font for only use in our logo. If you do need this font, please contact our Communications Staff who have purchased the font.
6. **MQP PREFERRED FONTS:** When able, we would invite you to use Montserrat as your body font for documents, and Barlow Semi-Condensed for your titles. To obtain these fonts, simply Google "Montserrat Font Download" and "Barlow Semi-Condensed Font Download" and download all that are in the package.

If you have any questions during your usage of the logo, please do not hesitate to reach out to the MQP Communications Staff.

Thank you,

[Communications@mqp.org](mailto:Communications@mqp.org)