



# Memo

**Date:** May 17, 2021

**To:** Priests, deacons, parish communicators, principals and presidents, chancery staff, men and women religious, Catholic Charities staff and seminarians

**From:** Maureen Smith, Director, Office of Communications

**Re:** Brand Standards Guide latest update

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Consistent use of the Archdiocese of Atlanta's brand elements contributes positively to the identity of the Roman Catholic Church in North and Central Georgia. The Archdiocese of Atlanta's graphic identity strengthens the organization's name and image via a distinctive mark applied consistently to all materials, print or electronic, published by the archdiocese, its ministry offices and affiliated organizations. Consistent and correct use of these images and other identity elements enhance our organization's image.

The Brand Standards Guide has been updated and it is available online through the Communique here:

[Archdiocese of Atlanta Brand Standards Guide](#)

The password to the Brand Guide is **19style.ATL**

Our logo use policy describes the use of these images with and without text in clear terms and gives general guidelines of acceptable and prohibited use. It does not attempt to define every imaginable use, but it provides a clear path to seek approval for variations on the standard logos and their permitted variations.

The archdiocesan logo, department graphics and (arch)bishops' coats of arms are valuable legal and intellectual assets, and unauthorized use is prohibited.

The policy applies to archdiocesan office and ministry staff, parishes, Catholic schools and affiliated ministries such as Catholic Charities Atlanta, Catholic Foundation of North Georgia and The Georgia Bulletin. Suppliers and

manufacturers of commercial and non-commercial products must comply with the Brand Standards Guide and policies.

Questions regarding this policy should be directed to the Office of Communications in writing at [communications@archatl.com](mailto:communications@archatl.com).

Thank you for your assistance with implementing these professional guidelines in our archdiocese.