



# Memo

**Date:** February 25, 2019  
**To:** All  
**From:** Paula Gwynn Grant, Director, Office of Communications  
**Re:** Brand Standards Guide

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The Office of Communications is happy to introduce the newly adopted Brand Standards Guide for our parishes, schools and ministries.

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.

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.

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

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.

The Brand Standards Guide is available online through the Communique here:

[Archdiocese of Atlanta Brand Standards Guide](#)

The link is password protected. You may obtain the password by contacting the Office of Communications at [communications@archatl.com](mailto:communications@archatl.com).

**NOTE:** The Office of Communications reserves the right to deny the use of the archdiocesan logo, department graphics, school logos and (arch)bishops' coats of arms in association with any project that is not congruent with the archdiocesan mission and/or Church teaching or that fails to comply with any aspect of the logo use policy guidelines.