MERCIFUL REDEEMER
PARISH

BRAND GUIDELINES

Merciful Redeemer Parish

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FONTS

Generally, Merciful Redeemer Parish uses san-serif fonts as the body font style. San-serif fonts are easy to read and have the ability to deliever a clear message while keeping the design neat and clean. This is evident in the parish bulletin.

On special occasions, serif fonts may be used in order to emit a more elegant feel to the design. This can be seen in the parish's sacramental booklets.

In all cases, a bold san-serif in all caps or cursive style font is usually used for the header and/or title text.

This variety provides the designer with flexibility in their font choices. The designer has the option to choose typographical emphasis depending on the design's end use. The sizing and spacing of the font and text may vary depending on the discretion of the designer.

Fonts can be sourced from any site but copyright must be taken into consideration. For example, fonts under "personal use" agreements can be used so long as the document will not be distributed commercially. If unsure, the safest bet is to use a font for "personal & commercial use" such as the fonts provided by Microsoft, Adobe, Google or Canva.

Merciful Redeemer's most commonly used fonts:

Proxima Nova

personal & commercial use

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Minion Pro

personal & commercial use

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Moontime

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

personal use

1234567890

Alisha free

personal use

ABCDEFGHIJKLMNOPQRSTUVWXYZ
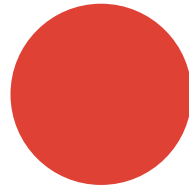abcdefghijklmnopqrstuvwxyz
1234567890

COLOUR SCHEMES

Merciful Reedeemer Parish is keen on unifying the Church's thorugh its use of colors. This allows Merciful Reedemer's brand to stay consistenet throughout branding materials such as, but not limited to, posters, ads, powerpoint prestations, banners and social media content.
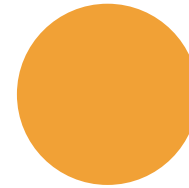
The color schemes used depict the vibrancy of the parish community. With thousands of parishioners and numerous ministries, our media presence should reflect the members of Merciful Redeemer Parish.

Our primary colours are red, blue and orange. Our secondary colours are variations of these three colours along with neutrals like beige, black and white.
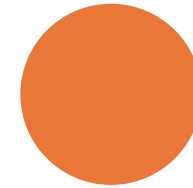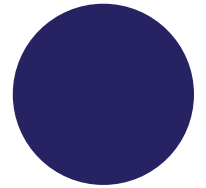
Primary Colors

R: 237	**R:** 247	**R:** 242	**R:** 0
G: 28	**G:** 138	**G:** 90	**G:** 0
B: 26	**B:** 30	**B: 36**	**B:** 143
C: 0	**C:** 0	**C:** 0	**C:** 100
M: 88	**M:** 40	**M:** 63	**M:** 100
Y: 85	**Y:** 88	**Y:** 85	**Y:** 26
K: 7	**K:** 3	**K:** 5	**K:** 24

Use the RGB code for any digital media and the CMYK code for all printed media. Colours will look significantly brighter on digital screens. On printed documents, they will look more like the circles above. This is normal and okay.

Secondary Colors

Any variations of the primary colours along with neutrals such as beige, black and white.

For example:
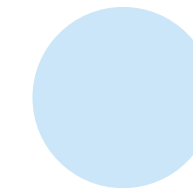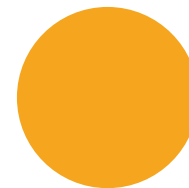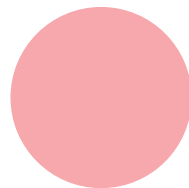
LOGO

Merciful Redeemer's logos come in six variations. Three combination marks, two text-only logos and one without text. The one used is completely up to the designer's discretion.

The logo may be scaled proportionally to any size depending on the requirements of the design. The sizing and positioning of the logo is up to the designer's discretion as well.

If the designer does not have a high resolution version of the logo, they may request the original logo file from the Communications Coordinator.

LOGO

With the logo having been established and approved, it cannot be altered in colour, font size or spacing. The icon and parish name cannot be stretched or manipulated.

The images on the right depict examples of logo misuses.
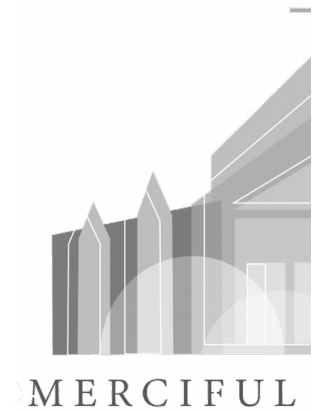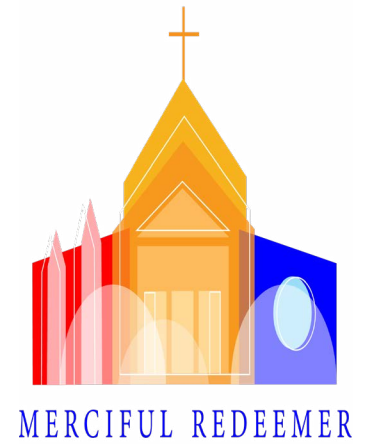
IMAGES & ICONS

In regards to image and icon use, it is important that the designer uses royalty-free images taken from sites like Unsplash, Pexels or Creative Commons. Images taken by affiliates or approved with permission may also be used. This is non-negotiable as using images without the proper credits or permission could become a legal issue in the future.

There is an image gallery on the parish website containing more photos available for use. They are copyright free unless otherwise stated (pay attention to folder names for more information). Contact the Communications Coordinator if unsure.

IMAGES & ICONS

Icons used are dependent on the context of the design. For example, illustrative icons are used for sacramental booklets as it provides the design with an elegent feel.
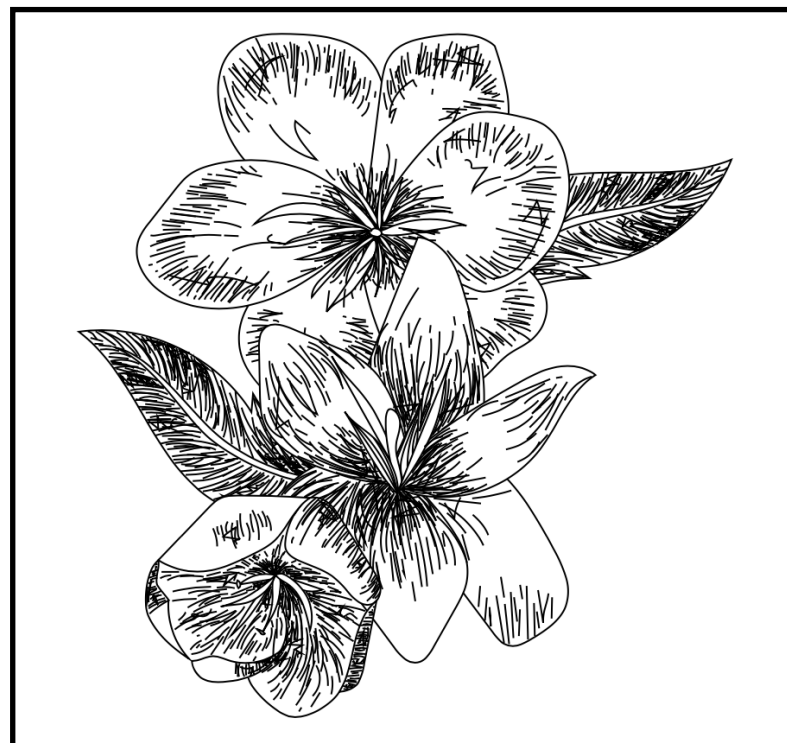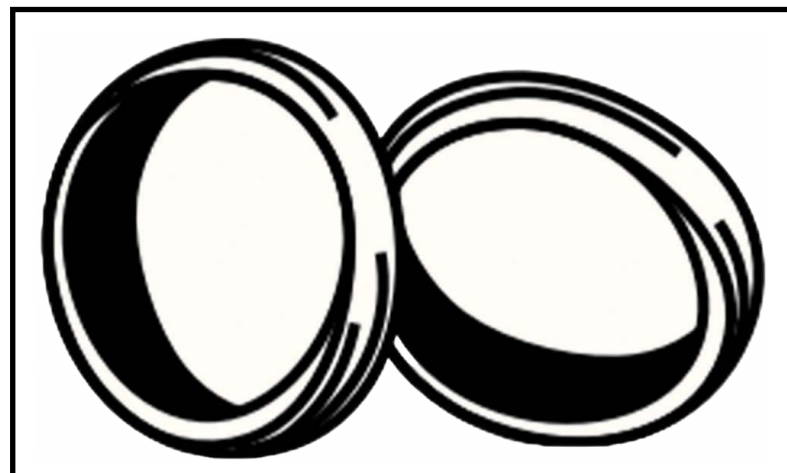
Please note that any documents printed at the parish will be black and white.

PARISH BULLETIN

The parish bulletin is meant to inform Merciful Redeemer's members about the latest parish news. It is four pages; including the front and back covers. The bulletin template cannot be changed as it is a reoccuring document where consistency matters. There may be slight layout variations due to the volume of announcements but otherwise, everything should stay the same. The font Proxima Nova is used for headings and body text, while Alisha Free is used for anything that the designer would like to emphasize. The bulletin's colours are dependant on the printer. Merciful Redeemer uses Liturgical Publications. They only print in black and white and add a different colour overlay to the cover page every week. Please design with this is mind. Three versions of the bulletin need to be prepared weekly; an interactive PDF for the website, a 2-page spread for print and a 1-page newsletter for parish schools. The parish schools bulletin only needs to include contact information and announcements applicable to students, their parents and school faculty.

Parish Bulletin

School Bulletin

POSTERS

Posters must apply basic graphic design principles such as design hierachry, proper use of white space and font consistency.

The designer has the freedom to innovate and be creative with their poster designs. At the same time, a certain level of consistency with Merciful Reedemer's branding must be maintained. This includes elements such as colour schemes, fonts, images and icons.

If the designer is unable to create a poster that is inline with Merciful Redeemer's brand, the Communications Coordinator can provide a suitable poster or template.

BOOKLETS

When designing a booklet and/or pamphlet, its purpose must be take into consideration. The designer has the freedom to be creative with the placement of all elements, but the fonts, imagery and colour schemes used must be in accordance with Merciful Redeemer's brand guidelines. For example, sacramental booklets should portray an elegant theme throughout its pages. Using a combination of serif and cursive fonts paired with illustrative icons sets the ideal tone of the booklet. On the other hand, brochures meant to communicate information about things like finances (e.g. the P.A.G brochure) should use cleaner and bolder fonts to ensure that all information clear. For more examples, please contact the Communications Coordinator.

The Celebration of Marriage
Merciful Redeemer Parish

2775 Erin Centre Blvd.
Mississauga, ON
L5M 5W2
Tel: 905-812-0030
Fax: 905-812-0011
www.mercifulredeemermi.archtoronto.org

Lectors (Readers)

The couple may choose readers to proclaim the first and second readings and the General Intercessions (the Responsorial Psalm is sung). These readers should be either Catholic or Baptized Christians and must be able to proclaim the readings clearly and devoutly.

Altar Servers

The parish usually provides servers for a wedding Mass. However, friends and/or relatives who are already altar servers may serve at the wedding. If they plan to do so, the presiding priest must be informed beforehand.

Music

Music is an important part of the wedding celebration and should reflect the dignity and sacredness of your celebration. **For this reason, secular songs and show tunes are not allowed.** It is strongly recommended that your wedding music be provided by Merciful Redeemer's own musicians. Please do not book trios, quartets or harpists for your wedding liturgy.

It is the responsibility of the couple to make the necessary arrangements **by contacting one of our parish musicians:**

Kenisha Alemao	(647) 546-5547
Renee Ardiente	(416) 729-0048
Edlyn De Souza	(647) 784-8580
Kielon Gerra	(416) 526-6361
Hyacinth Kim	(647) 994-6283
Mark Joseph	(647) 292-2112

Payment of the musicians is your responsibility and should be done before the celebration of your wedding. If, for a special

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Marriage Booklet

Funeral Package

First Readings
(Old Testament)
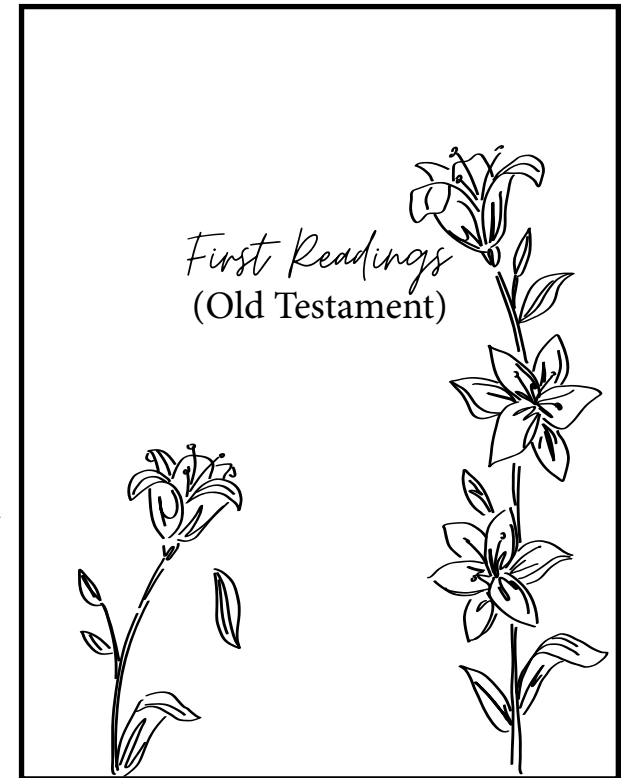
TV SCREENS

Announcements placed on Merciful Redeemer's TV screens in the narthix will be formatted according to the templates and/or guidelines provided by the Communications Coordinator on Canva. Designers have the freedom to format the screen's text, imagery and positioning in any desired way, so long as the design is in accordance with these parameters.

Each presentation must have some sort of animation unless it is a static image. They musn't be too text heavy.

Fonts can vary but colours must reflect Merciful Redeemer's colour scheme in order to maintain consistentcy with the parish's branding.

For help with templates and designs, contact the Communications Coordinator.


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SOCIAL MEDIA

Merciful Redeemer's social media must reflect the font and colour scheme branding guidelines. The designer has the creative freedom to design suitable social media content. As social media design trends continue to shift, the designer has the liberty to follow these trends.

At least one of Merciful Redeemer's colours has to be present in each social media post. Templates and guidelines can be found on Canva.

If the designer is unable to create social media content that reflects Merciful Redeemer's brand, a design will be provided by the Communications Coordinator.

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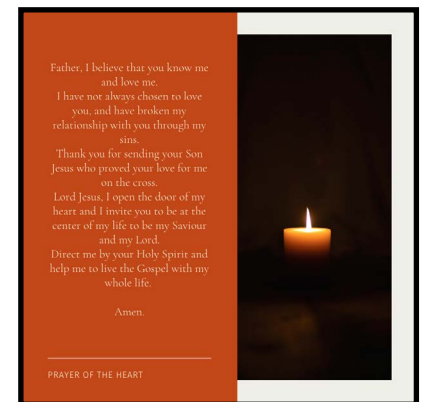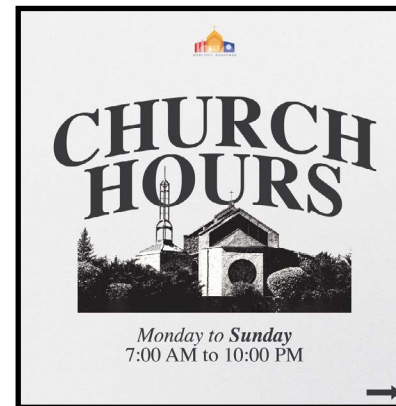
We look forward to working with you in representing Merciful Redeemer to the parish community and beyond!

- *For more information and to submit designs for approval and upload, please contact the Communications Coordinator at communications@mercifulredeemer.org*

- *For help using Canva, please contact Troy at tsy1104@gmail.com*