About the Archdiocese of Boston: The Diocese of Boston was founded on April 8, 1808 and was elevated to Archdiocese in 1875. Currently serving the needs of 1.8 million Catholics, the Archdiocese of Boston is an ethnically diverse and spiritually enriching faith community consisting of 289 parishes, across 144 communities, educating approximately 38,000 students in its Catholic schools and 156,000 in religious education classes each year, ministering to the needs of 200,000 individuals through its pastoral and social service outreach. Mass is celebrated in nearly twenty different languages each week. For more information, please visit www.BostonCatholic.org.

Coat of Arms

In the coat of arms of the Archdiocese of Boston, the “trimount” (or “mount of three coupreaux”) is symbolic of Boston, the original name of which was Trimountaine, in reference to the three hills on which the city is said to have been built. In the early chancery documents, Boston was called “Tremontinensis”. The cross fleurettée is in honor of the Cathedral’s name: The Holy Cross, and a reminder that the first bishop of Boston and other early ecclesiastics were natives of France. At the base the “Barry-wavy” is an allusion to the fact that Boston is one of the most important seaports of the country and was populated by people arriving here from across the sea.

For more information, please visit this link.
Mission Statement

To continue the saving ministry of Jesus Christ, the Pastoral Center serves and guides the Catholic parishes, schools, hospitals and agencies within the 144 cities and towns of the Archdiocese of Boston.

Vision Statement

In carrying out our mission, we seek to be compassionate professionals who are valued for our faith, service, and integrity.

Am I giving Glory and Honor to God?
Am I serving Christ and His Church?
Am I honoring and respecting those whom I serve and those with whom I serve?

These three questions are ultimately about mission and vision. The mission of the Archdiocese of Boston is to carry on the ministry of Jesus Christ. These three questions present a vision where we are ministering with glory, honor, service and respect.

Operating Principles

We seek to give glory and honor to God and rebuild trust in Christ's Church, following the guidance of the Holy Father and Archbishop of Boston.

We challenge each other to make the most of the gifts God has given us and strive to recognize and reward excellent performance.

We treat each other and those whom we serve fairly, with dignity and with honor, holding ourselves accountable for our commitment to service.

We are dedicated to a culture of collaboration, innovation, and inspiration.
Horizontal Logo

The Archdiocese of Boston’s logo, which includes the crest and text “Roman Catholic Archdiocese of Boston” must appear in all communication issued by the institution, both internal and external, in accordance with the guidelines outlined here. The logo is a trademarked signature. No variation of the logo should be extracted for any use from the original mark.

Please see pages 12-13 for sub-branding and segmentation branding for offices and ministries. Page 14 details co-branding.

Please visit www.bostoncatholic.org/logo for logos and templates of items in this guided.

To request an authorized version of the logo, please contact the Secretariat for Communications. EPS, TIF and JPG files are available for use in print and electronic applications.

Official Usage of the Horizontal/Primary Logo

The Archdiocese of Boston’s logo is the foundation of our brand, stemming from a multi-year history. Proper use of the crest in this logo is in accordance with heraldic and canon law. The Archdiocese of Boston’s logo should be used exactly as shown throughout this guideline document and should not be altered in any way without permission from the Secretariat for Communications and Public Affairs. Please see page 7 for minimum size requirements.

The only authorized color variation of the logo is a black and white version or a blue version. When using this variant, use 100% black, as shown.
**Secondary “Stacked” or Vertical Logo**

When size constraints necessitate, please utilize the vertical “stacked” or vertical version of the logo.
**Official Usage of the Logo**

When applying the logo to a photo background, ensure readability by placing it on an open, clear and empty part of the image. All secondary logos or any icon imagery must not be placed within an inch of the RCAB logo.
Dimensions

For readability, the crest/logo should never be resized to less than 1 inch high by 1 inch wide. To increase the size of the logo, enlarge it proportionally to maintain the original height-to-width aspect ratio.

In all applications, the Archdiocese of Boston logo should be surrounded by a minimum clear space equal to the height of the B in the Archdiocese of Boston logotype on all sides to maximize its visual impact.
Digital Watermark Logo for Social Media and Photography
The digital watermark for social media and photography will a vertical treatment of the logo.
Restrictions

The vertical and horizontal Archdiocese of Boston logo should never be altered in any way. The examples here illustrate incorrect uses of the logo, but do not include all instances of misuse.

Do not scale disproportionately. Do not place over a pattern or busy background that makes it illegible.

Do not change or mix colors. Do not change fonts.

Do not omit elements. Do not alter the crest in any way.

Do not add elements. Do not present the logo with transparency.

Do not use elements in new branding exercises. Do not apply a drop shadow or other effects.
**Color Palette**

The primary color palette of the Archdiocese of Boston includes four colors. They are azure, light gold, medium gold and deep gold. Additionally, black can be used.

**Pantone/CMYK**
- Azure: PMS 2935
- Light Gold: Pantone 100 CVU
- Medium Gold: Pantone 102 CVU
- Deep Gold: C 0.39; M 21.57; Y 75.76; K 0

**RGB**
- Azure: R 0; G 156; B 220
- Light Gold: R 255; G 247; B 151
- Medium Gold: R 255; G 242; B 0
- Deep Gold: R 254; G 201; B 89
Typography

The primary typography for the text “Archdiocese of Boston” is FF Quadratt. Associated offices and ministries should also use this font. For the appropriate layout of sub-brands, segmented-brands and co-branding text please see pages 12-14.
Sub-Branding

A sub-brand is a product of service that is affiliated with a parent brand but has its own brand name. Each sub brand possesses qualities that tie it to the parent brand, yet each has its own distinguishing qualities.

Institutional Advancement
ARCHDIOCESE OF BOSTON

Evangelization and Discipleship
ARCHDIOCESE OF BOSTON

Catholic Schools Office
ARCHDIOCESE OF BOSTON

Communications and Public Affairs
ARCHDIOCESE OF BOSTON

Metropolitan Tribunal
ARCHDIOCESE OF BOSTON

Vicar General
MODERATOR OF THE CURIA
ARCHDIOCESE OF BOSTON

Office of the Chancellor
ARCHDIOCESE OF BOSTON

Ministerial Personnel
ARCHDIOCESE OF BOSTON

Health and Social Services
ARCHDIOCESE OF BOSTON
Segmentation Branding

A segmented brand can have its own specific brand identity but must always strengthen and echo the values and message of the parent brand.
Co-Branding

Co-branding with the shield and text “Archdiocese of Boston” with a secondary logo must have at least a 1 inch of spacing between logos and must always reside horizontally to the right of the RCAB logo. Co-branding occurs when a logo is needed to represent a separate entity or with an initiative or campaign that has a start and end date.
Imagery

An extensive library of images exists within the Archdiocese of Boston on our Flickr account. This library depicts various examples of our faith tradition, in action, and exists to serve in evangelization.

Depicting our active faith communities is essential to evangelizing and inviting all the faithful to participate in the life of the church.

To ensure image clarity, high-resolution images should always be used. Full-size images can be acquired by downloading from the Archdiocesan Flickr account, bostoncatholicphotos.com.

Any images of clergy, active or senior, should be vetted by the Office of Professional Standards and Oversight prior to use.

Should you choose to hire a photographer for images in your office or department, please find a photo release form on the intranet under Communications.
**Letterhead**

In addition to other institutional efforts, the Archdiocese of Boston’s identity is conveyed through letterhead, business cards, and envelopes that bear our name, the names of our faculty/employees, and our departments/groups/organizations.

In these applications, our logo should be presented in its primary format, placed as it appears on this page.

All Archdiocese of Boston stationary and business cards must be printed using Pilot Printing.

**Executive level:**

**Department/Secretariat**

- Name
- Title

**or:**

**Secretary Title**

- Name

**All other employees requiring letterhead:**

**Department/Secretariat**

- Name
- Title

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**Office of the Chancellor**

John E. Straub  
Chief Financial Officer

**Secretary for Institutional Advancement**  
Kathleen Driscoll

66 Brooks Drive, Braintree, MA 02184
**Letterhead**

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**Executive level:**

**Department/Secretariat**

- Name
- Title

or:

**Secretary Title**

- Name

**All other employees requiring letterhead:**

**Department/Secretariat**

- Name
- Title

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**Office of the Chancellor**

John E. Straub

Chief Financial Officer

66 Brooks Drive, Braintree, MA 02184
Business Cards

In addition to other institutional efforts, the Archdiocese of Boston’s identity is conveyed through letterhead, business cards, and envelopes that bear our name, the names of our faculty/employees, and our departments/groups/organizations.

All Archdiocese of Boston stationery and business cards must be printed using Pilot Printing. Please contact HR or fill out the business card request form from the intranet under Human Resources.

Please contact HR with any questions.
Email Signatures

Employees are encouraged to include information about the Archdiocese of Boston in their electronic messages. One suggested signature may be found to the right. Please do not add personal quotes, statements, background images to the email messages.

Departments and offices are encouraged to assign any of the following general links to the social icons:

FB: www.facebook.com/bostoncatholic
T: www.twitter.com/cardinalsean
T: www.twitter.com/bostoncatholic
I: www.instagram.com/bostoncatholic
LI: www.linkedin.com/company/archdiocese-of-boston

First Name Last Name
Job Title at Archdiocese of Boston
Department or Secretariat
66 Brooks Drive
Braintree, MA 02184
617.746.xxxx (o)
617.746.xxxx (c)
(first name, first letter)(last name)@rcab.org

To support the services provided by the Archdiocese, please consider making a gift to the Catholic Appeal at bostoncatholicappeal.org.
Power Point Presentations

Official Archdiocese of Boston PowerPoint presentations should include a consistent look. Templates can be found on the intranet under Templates.

Please refrain from using any graphics that are not within the Archdiocese of Boston brand guidelines. Official photography should be used where needed.

Use the RGB settings of R=0, G=156, B=220 for the Archdiocese of Boston signature blue for on-screen presentations.