



Church of  
**St Francis Xavier**

# *Brand Guidelines*

A Booklet for designers and parishioners  
about our SFX logo, colours and fonts



# WHAT SFX BRAND?

## In a Nutshell,

this guideline is to unify our Parish initiatives and establish our identity as one Church. Moving forward, we will consistently use one logo, characteristic colours and fonts.



Church of  
St Francis Xavier

**ALL** Parish documents, forms, events and ministry's publicity will need to have the SFX logo, don't use the old ones.

\*make sure your forms are updated and if you have parish events, please include it, also make sure the Parish priest knows about it.

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Disciples  
*Making Disciples*

If you want to use our tagline **Disciples making disciples**, use the **official one**, don't recreate your own, so we know we are referring to the same thing.

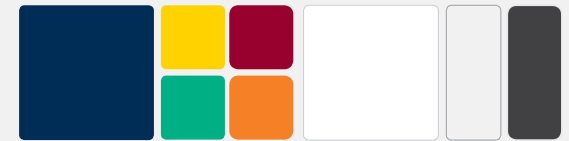
\*you don't have to include it but all our initiatives should be geared towards this vision.

**PAGE 6**

Playfair Regular

Open Sans Regular

\*alternatively use Arial/Helvetica Neue



**Use the SFX colours and fonts if you like but it is not compulsory,**

unless it's an evergreen and Parish-wide, i.e. shirt, flags, parish pamphlets, NOT for retreats and once-off events for your ministry/ community.

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# WHY DO WE NEED BRAND GUIDELINES?

We are not simply a Catholic Church situated on a hilltop in Serangoon Gardens, but a community of *disciples making disciples*. Like our patron Saint Francis Xavier, we desire to be missionaries, doing his work with a spirit of faith.

The Media and Marketing Ministry ('MMM') created this book to help communicate our vision and mission clearly. We don't just aim to organize, write or design, we aim to prophesy, so as to edify the Church,

We want to express the truth and beauty of our Catholic faith - to reach out, connect with and evangelise to both baptised and non-baptised brothers and sisters. We, as a Church are called to discern and use the tools we have been blessed with, to bless others.

To move forward as one Church, we need to ensure consistency in our documents and assets so we are united not just in spirit, but in the way we represent ourselves too!

**“It is not the actual physical exertion that counts towards a man’s progress, nor the nature of the task, but the spirit of faith with which it is undertaken.”**

**ST FRANCIS XAVIER**

**“He who prophesies speaks to men for their upbuilding and encouragement and consolation. He who speaks in a tongue edifies himself, but he who prophesies edifies the church.”**

**1 COR 14-3-4**

# OUR VISION

## Disciples Making Disciples

By our baptism, we are called to be disciples of Jesus, to live out our priestly, prophetic and kingly roles. We need to pray and intercede for others, proclaim the truth and lead others to God.

We first become disciples, by encountering Jesus and following Him. We then make disciples, by reaching out to others and helping them encounter Jesus. This is a lifelong journey and is the fundamental work of the universal Church. As a parish, we will work together to grow as disciples and as God's instruments in making disciples.

The process of becoming disciples and making disciples will take time and effort, but we believe that Jesus calls us to go forth together, and that He will walk ahead of us as our Shepherd. In time to come, we envision a vibrant parish community filled with disciples of Christ.

**A disciple must not only keep the faith and live it, but also profess it, confidently bear witness to it and spread it**

**CCC 1816**

### CHARACTERISTICS OF A DISCIPLE



Has had a personal encounter with Christ



Goes forth to proclaim Christ joyfully



Lives a life in community



Is spiritually mature and hungers to learn more about the faith



Lives an integrated life of prayer and holiness; intercedes for others



Stewardship – gives time, talents and resources for the kingdom of God

## Our Logo

Our building is the place where we celebrate and adore Jesus, it also represents our communitarian spirit and our call to proclaim Christ.

It is preferred to use the logo over a light background. Do also ensure there is enough space around the logo and that it is visible.



Church of  
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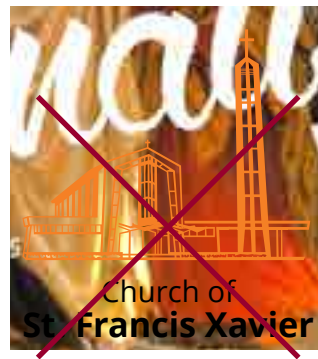
## Usage of logo



**Do not** warp/  
tilt/ change the  
proportion of the  
logo



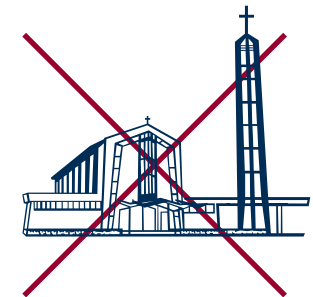
**Do not** use  
another font and  
change the words



**Do not** change the  
colours and place it on  
messy backgrounds



**Do not** place too  
close other logos  
or elements



**Do not** use the  
SFX icon without  
the words

## Logo with Tagline

You may also include the tagline with the logo.



Church of  
**St Francis Xavier**  
*Disciples Making Disciples*



Church of  
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## Icon with tagline

St Francis Xavier is the embodiment of the spirit of the tagline, therefore he has become the icon as seen at the stained glass at the back of our church.



**Disciples**  
*Making Disciples*



**Disciples**  
*Making*  
*Disciples*

## Tagline only

On it's own, the tagline is treated as such.  
The different emphasis on the two calls - be a disciple and to go forth and make disciples.

**Disciples** *Making Disciples*

## Our Colours

Our colours remind us of the boldness of our patron Saint, and his call to evangelise across the seas.

Secondary colours are included for contrast and vibrancy.

### PRIMARY PALETTE

<b>DEEP BLUE</b> RGB 0, 45,86 CMYK 100, 46, 0, 70 PANTONE 296C #002d56	<b>WHITE</b> RGB 255, 255, 255 CMYK 0, 0, 0, 0 #ffffff	<b>LIGHT GREY</b> RGB 242, 242, 242 CMYK 0, 0, 0, 5 #f2f2f2	<b>DARK GREY</b> RGB 25, 25, 25 CMYK 0, 0, 0, 90 PANTONE Neutral Black C #191919
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### SECONDARY PALETTE/ HIGHLIGHTS

<b>YELLOW</b> RGB 255, 210, 0 CMYK 0, 16, 100, 0 PANTONE 296C #ffd200	<b>TEAL</b> RGB 0, 176, 133 CMYK 85, 0, 65, 0 PANTONE 3405C #00b085	<b>MAROON</b> RGB 152, 0, 46 CMYK 0, 100, 61, 43 PANTONE 202C #98002e	<b>ORANGE</b> RGB 245, 128,37 CMYK 0, 61, 97, 0 PANTONE 158C #f58025
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## Usage of colours

Only official parish level documents need to adhere to these guidelines. *Ministries and groups need not.* The blue should be the main colour and complemented with neutral colours. The secondary colours are used to highlight and should be used lightly.

### PROPORTION OF COLOUR USE



## Our Fonts

Simple and versatile. We use the fonts 'Playfair Display' for titles and pull-outs and 'Open Sans' for body copy. These fonts are available in various weights and italicised versions.

Playfair Regular  
**Playfair Bold**  
**Playfair Black**

[Download here](#)

Open Sans Light  
 Open Sans Regular  
**Open Sans Semibold**  
**Open Sans Bold**  
**Open Sans Extrabold**

[Download here](#)

## Usage of fonts

For stylized material and words that you would like to draw attention to, use Playfair. For body copy, use Open Sans whenever possible. Otherwise, use **Helvetica Neue** or **Arial**, avoid using Serif fonts like Times New Roman.

**Use Playfair for Headlines/ Quotes** / for body copy (chunks of text) use open sans

~~Do not use **Playfair** as a body copy font as it is *not easy to read, especially in long paragraphs and sentences*~~

~~DO NOT USE **PLAYFAIR** IN ALL CAPS, IT FEELS OVERWHELMING.~~

~~LIGHT fonts might be a little difficult to see especially when small~~

You may **play** around with the **SPACING** and **DIFFERENT FONT SIZES**



You can find SFX assets in the NAS  
Contact [mmm@sfxchurch.sg](mailto:mmm@sfxchurch.sg) if you are unsure or need clarification.



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**St Francis Xavier**

***Disciples Making Disciples***

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