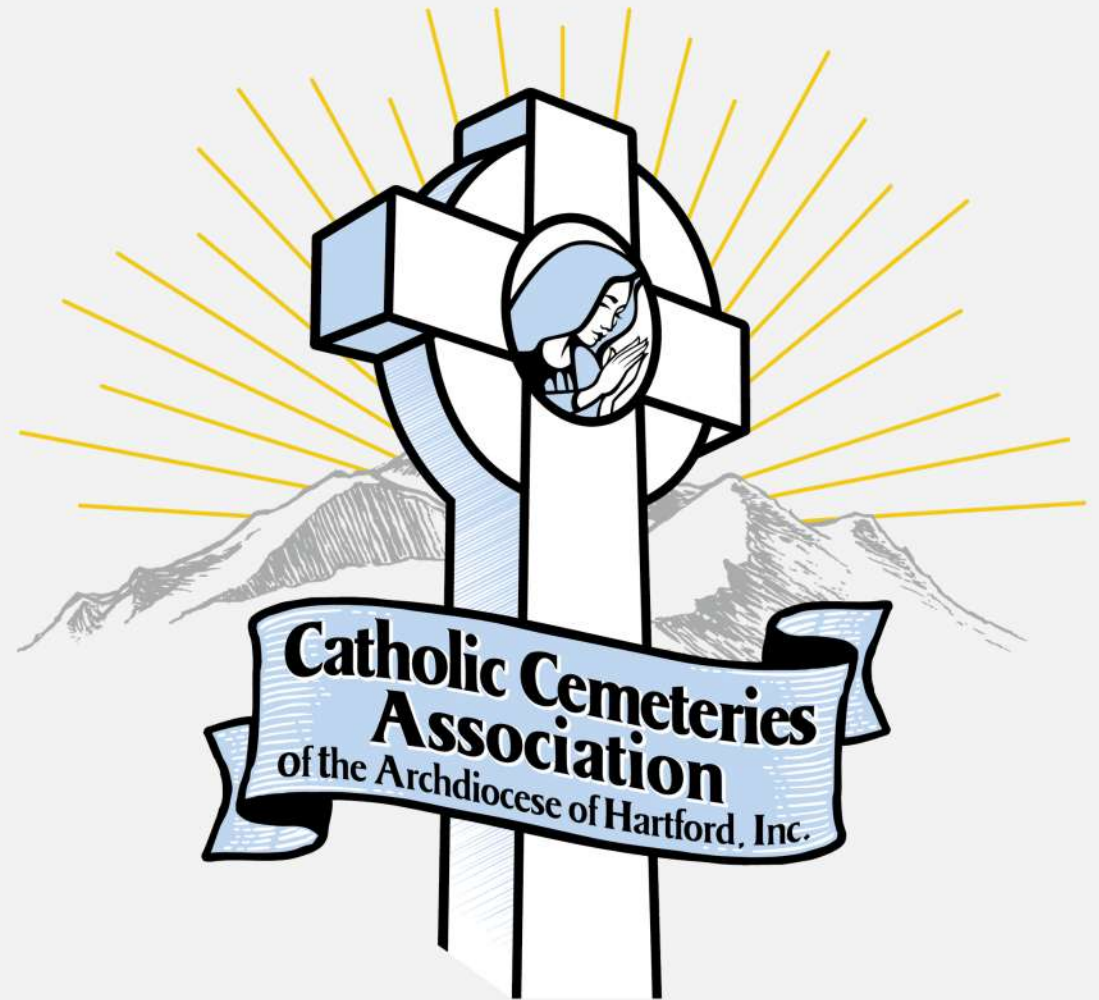


# Brand Guidelines





# Brand Guidelines

---

The Brand Guidelines establish a unified framework for representing the Catholic Cemeteries Association with consistency, clarity, and reverence. They ensure that all materials—created by staff, partners, and vendors alike—reflect our mission, uphold our values, and communicate with the dignity and compassion that families deserve.

# Table of Contents

## Part I: Organization

Mission & Vision .....	5
Our Values .....	6

## Part II: Language

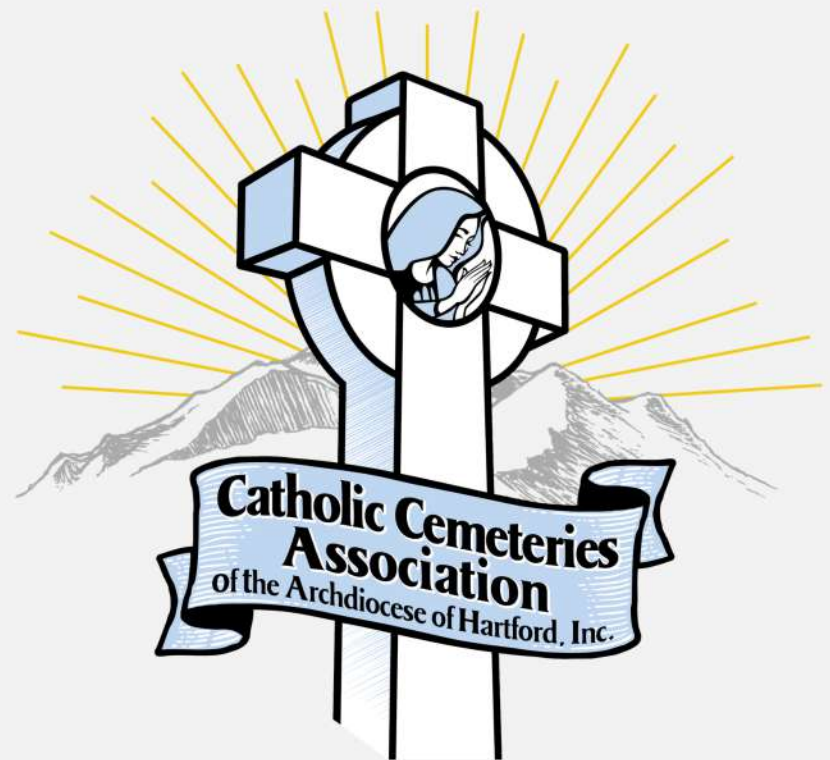
Personality & Voice .....	8
Writing Style .....	9
Tagline .....	10
Core Copy .....	11
Calls to Action .....	12

## Part III: Design

Primary Logo .....	14-15
Horizontal Logo .....	16
Brand Colors .....	17
Typography .....	18-19
Visual Elements .....	20
Image Guidance .....	21

Part I

# Organization



# Mission

---

Catholic Cemeteries Association serves and guides Catholic families with **compassion** and **faith**, providing sacred burial, memorial, and preplanning services rooted in the teachings of the Church.

# Vision

---

A future where Catholic families are **confidently guided in faith**, knowing their loved ones are honored on consecrated grounds rooted in the promise of the resurrection.



# Our Values

## **Faith**

We are rooted in the teachings and traditions of the Catholic Church, serving families with reverence and belief in the promise of the resurrection.

## **Compassion**

We approach every family with empathy, patience, and care, recognizing the sacredness of life's most tender moments.

## **Guidance**

We guide Catholic families with clarity and honesty, helping them make informed, faith-centered decisions with confidence and peace of mind.

## **Dignity**

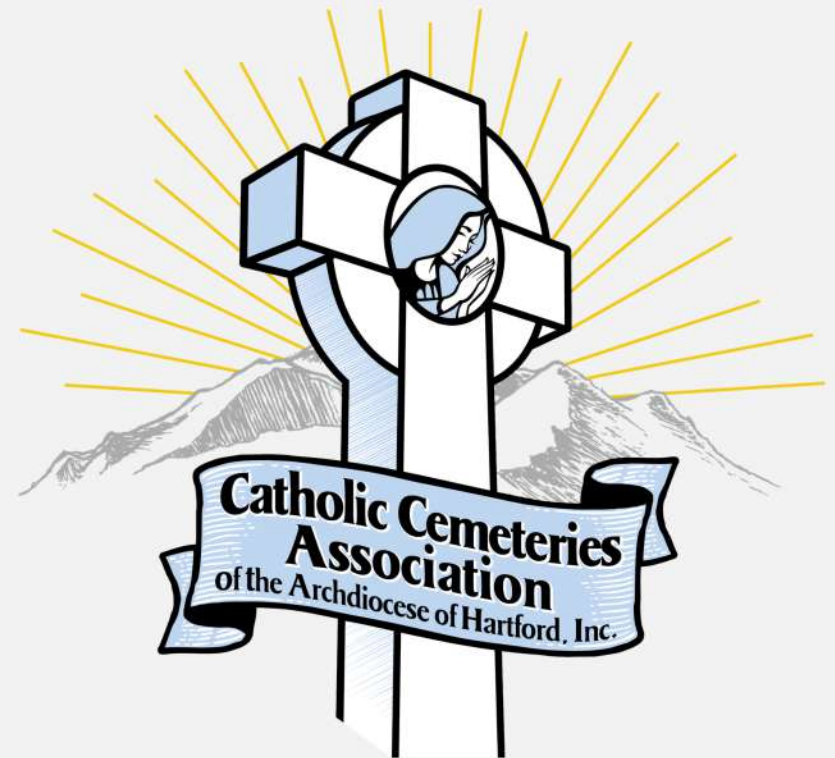
We honor the inherent dignity of every person through sacred burial and memorial practices that respect life from beginning through eternal rest.

## **Stewardship**

We responsibly care for the consecrated grounds and resources entrusted to us, preserving them for generations to come.

Part II

# Language



# Personality & Voice

## Your Trusted Guide

We speak as a compassionate guide, offering a calm, faith-centered, and steady presence that helps families make thoughtful decisions with dignity and peace.

### Compassionate & Human

Our language acknowledges emotion without amplifying fear or distress. We speak with families, never at them.

### Trusted & Knowledgeable

We speak from experience and with confidence. Families can rely on our guidance to be accurate, practical, and trustworthy.

### Calm, Clear & Reassuring

We aim to bring peace and clarity. Our tone should feel steady, unhurried, and grounded, even when discussing logistics, planning, or options.



# Writing Style

## **Keep it Simple**

Plain language with a warm tone.

## **Be Concise**

Use only the words necessary to convey the message clearly and respectfully.

## **Conversational, not Casual**

Use natural language while maintaining a professional tone.

## **Be Clear and Direct**

Use straightforward language that avoids jargon or unnecessary complexity.

# Tagline

This is CCA's official tagline and must be used exactly as written. It establishes a faith-centered mission while remaining welcoming and inclusive

## Primary Tag

**Guiding families in faith**

## Usage

- Use the tagline “Guiding families in faith” to reinforce the mission in high-visibility materials.
- The tagline should appear in introductory or formal communications where mission context is helpful.
- Use the tagline to clearly express the organization’s purpose and values.
- The tagline may accompany the logo or appear as a headline in mission-focused messaging.
- The tagline appears in sentence case to reflect a natural, human tone and should always be set smaller than the logo to maintain hierarchy.
- Do not alter the wording or punctuation of the tagline.

# Core Copy

The text below is the official description of the organization.  
Use this copy exactly as written whenever a description is needed.

## Long Form / 120 Words

Catholic Cemeteries Association (CCA) serves and guides Catholic families with compassion and faith, providing sacred burial, memorial, and preplanning services rooted in the teachings of the Church. Across its 30 cemeteries, CCA cares for consecrated grounds, honors the dignity of every life, and supports families during moments of loss, reflection, and remembrance. Through pastoral guidance, education, and thoughtful planning, the Association helps individuals make informed, faith-centered decisions that offer peace of mind and spiritual assurance. Committed to reverence, stewardship, and service, Catholic Cemeteries Association preserves sacred tradition while responding to the needs of today's families, ensuring loved ones are honored with dignity, hope, and confidence in the promise of the resurrection for generations to come.

## Mid Form / 60 Words

Catholic Cemeteries Association (CCA) serves and guides Catholic families with compassion and faith, providing sacred burial, memorial, and preplanning services rooted in the teachings of the Church. Across its 30 cemeteries, CCA honors the dignity of every life, cares for consecrated grounds, and supports families with reverence, stewardship, and hope in the promise of the resurrection.

## Short Form / 20 Words

Catholic Cemeteries Association (CCA) serves and guides Catholic families with compassion and faith, honoring life through sacred burial, remembrance, and hope in the resurrection.

# Calls to Action (CTA)

Below are approved CTAs for consistent use across CCA communications.

## Standard CTA

For more information or to schedule an appointment, please contact one of our Family Service Advisors.

## Digital/Short Form CTA

- Contact a Family Service Advisor
- Schedule an Appointment
- Request Information

## Contact Information

Phone: (203) 239-2557

Website: [www.ccacem.org](http://www.ccacem.org)

700 Middletown Avenue

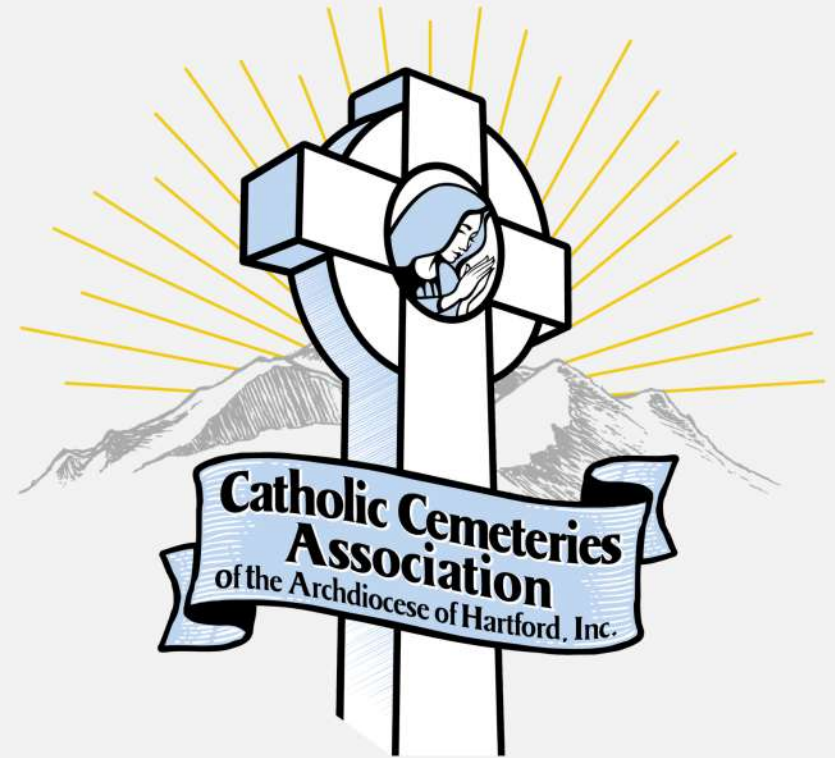
North Haven, CT 06473

## Words to Avoid

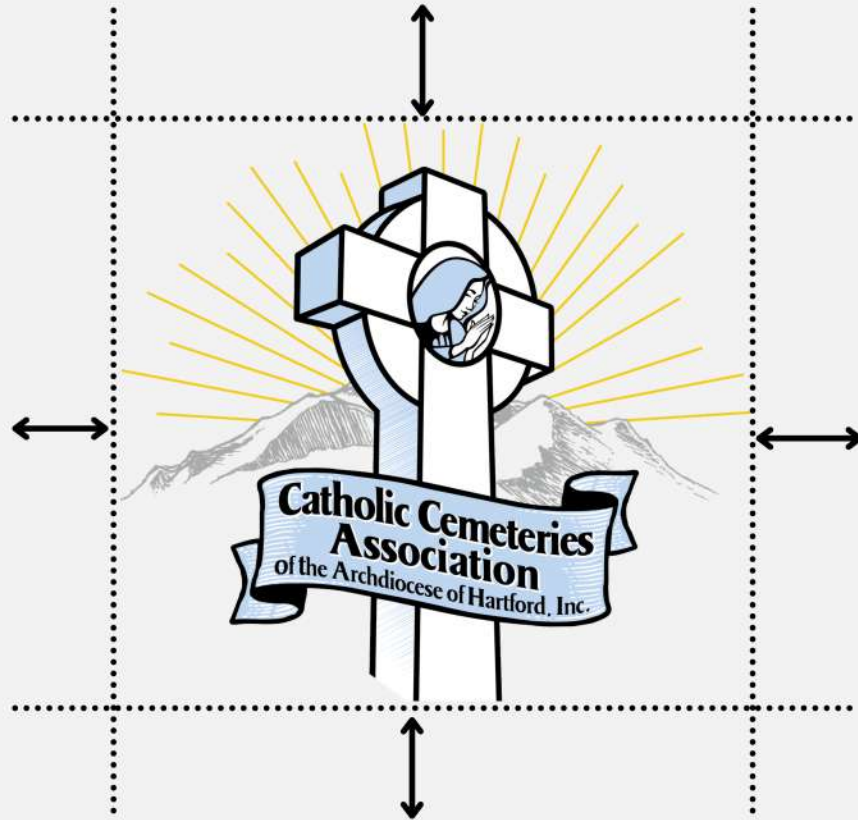
- Sales
- Sales team
- Buy
- Act now
- Limited time

Part III

# Design



# Primary Logo



## Usage

The primary logo is best used in placements that allow for more vertical height such as posters, signage, presentation covers.

## Sizing

Keep height/width proportional

Digital Min Width: 500px

Print Min Width: 2.5 Inches

## Background

The logo should be placed on light, neutral backgrounds whenever possible to preserve detail and readability.

White: #FFFFFF

Light Gray: #F2F2F2

## Spacing

Keep spacing about equal to height of blue ribbon.

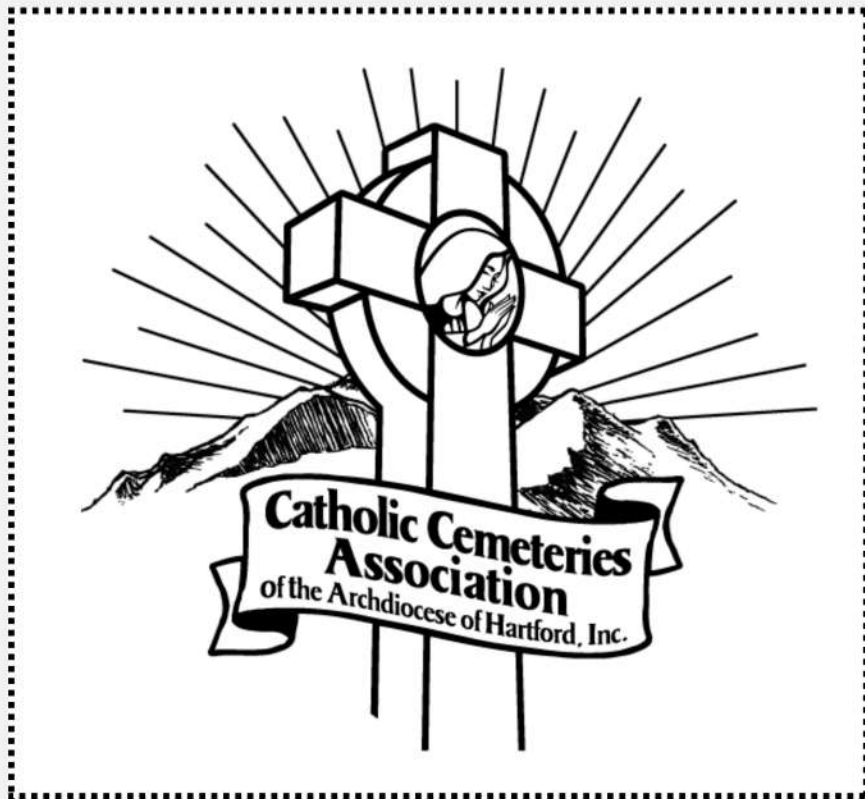
## Colors

Text/Outline, #000000, Rays #fdd818, Ribbon: #bfd2e9,

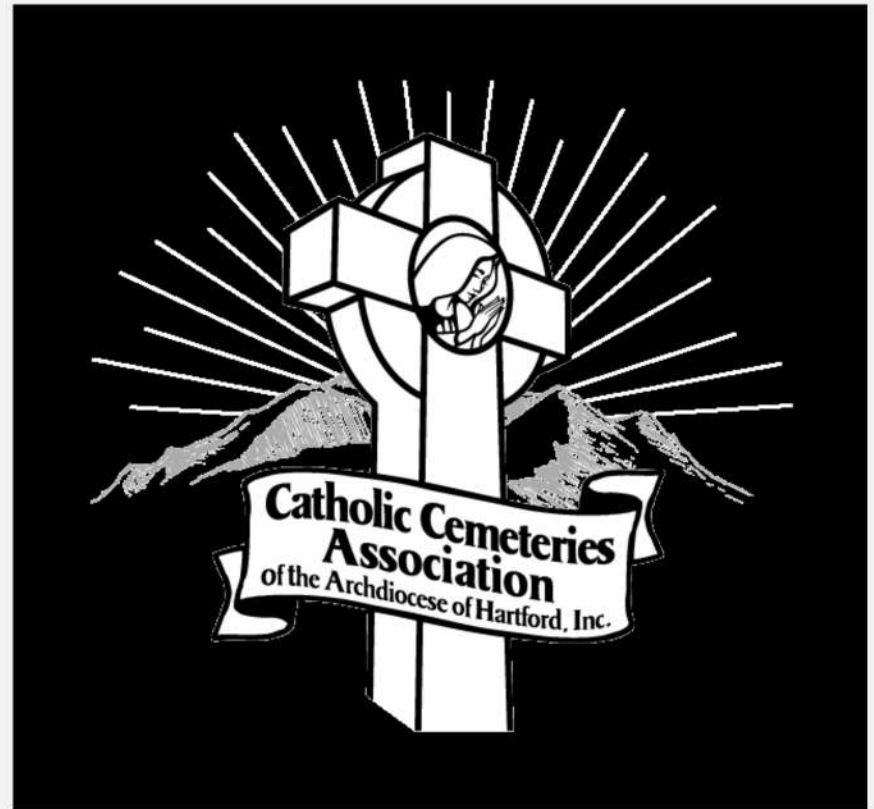
Mountains: #abacac

# Primary Logo / Alt

Use the black and white logo only in situations where color cannot be reproduced, such as newspaper print placements.



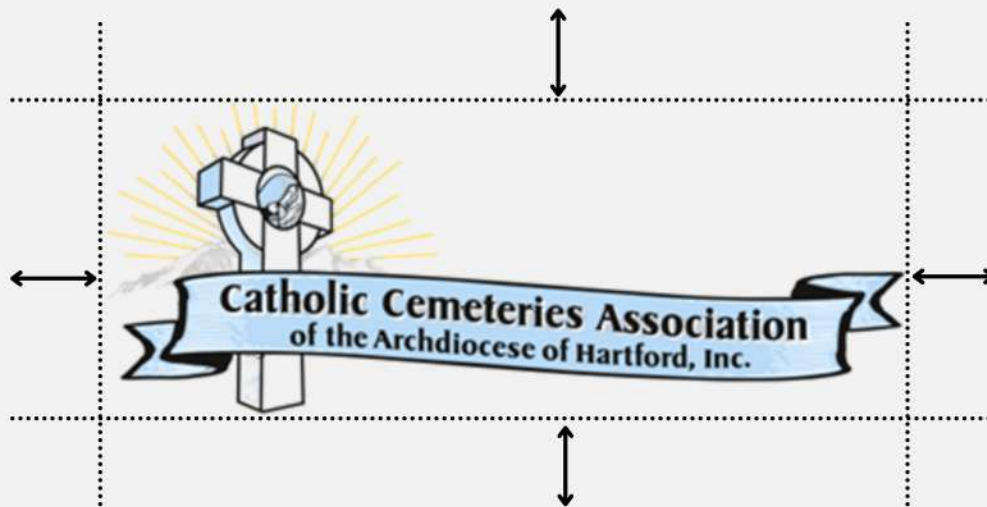
Black & White / Light Color



Black & White / Dark Color

# Horizontal Logo

Use the black and white logo only in situations where color cannot be reproduced, such as newspaper print placements.



## Usage

The horizontal logo is best used in placements where vertical height is limited but sufficient width is available, such as document headers.

## Sizing

Keep height/width proportional

Digital Min Width: 500px

Print Min Width: 2.5 Inches

## Background

The logo should be placed on light, neutral backgrounds whenever possible to preserve detail and readability.

**White:** #FFFFFF

**Light Gray:** #F2F2F2

## Spacing

Keep spacing about equal to height of blue ribbon.

## Colors

Text/Outline, #000000, Rays #fdd818, Ribbon: #bfd2e9,

Mountains: #abacac

# Brand Colors

These colors represent the official brand palette and should be used consistently across all materials.

## Light Blue

Backgrounds & elements

## Gold

Highlights & key Info backgrounds

## Dark Gray Blue

Backgrounds, headers, footers

## Light Gray

Backgrounds

**Note:** Documents can utilize black (#000000) as the primary text color and white (#ffffff) can be used as a background.

Light Blue  
#bfd2e9

RGB: (191, 210, 233)  
CMYK: (18, 10, 0, 9)

Gold  
#fdd818

RGB: (253, 216, 24)  
CMYK: (0, 15, 91, 1)

Dark Grey Blue  
#1b2538

RGB: (27, 37, 56)  
CMYK: (52, 34, 0, 78)

Magenta Blue  
#060607

RGB: (6, 6, 7)  
CMYK: (14, 14, 0, 97)

Light Gray  
#f2f2f2

RGB: (242, 242, 242)  
CMYK: (0, 0, 0, 5)

# Typography

Use the typefaces below to maintain consistency, readability, and a cohesive visual style across all materials.

## Logo Typeface

SyndySerialBold

The typeface used within the logo **should not be used** on any other elements.

## Primary Typeface

Lato

The Lato font family is our primary brand font and should be used for all documents. The font is natively available in programs such as Google Docs.

<b>Headline</b>	<b>Sub Heading</b>	Body Copy
Lato Black	Lato Bold	Lato Regular

*Note: Lato Black can also be used to **highlight key information** within subheadings or body copy.*

# Fallback Font

When the primary typeface, Lato, is unavailable use the fallback typeface listed below.

## Fallback Typeface

Calibri

Lato is the primary typeface and should be used whenever available. If Lato is not available, Calibri may be used as a substitute.

### **Headline**

Calibri Bold

### **Subheading**

Calibri Bold

### **Body Copy**

Calibri Regular

*Note: Avoid mixing Lato and Calibri within the same document.*



# Elements

---



## The Ribbon

The ribbon is a visual element derived from the logo and used to reinforce the brand within layouts. It may be used as a separator, border or to introduce headers.

The ribbon may be flipped or stretched, but the characteristic swoop must be preserved. Present in Light Blue or White on solid backgrounds with up to 50% transparency.



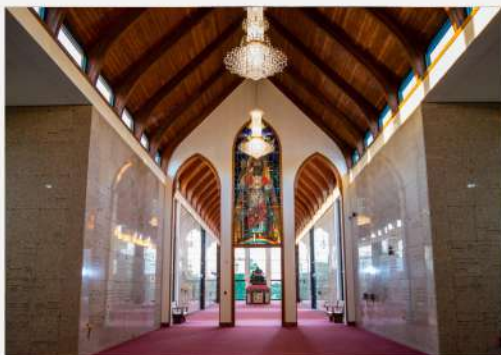
## The Ray

The ray is used to highlight or illuminate key information and guide the reader's eye. In most applications, it should appear as a straight horizontal line to maintain a clean, consistent look.

The ray should always be presented in our brand gold color and used sparingly.

# Image Guidance

Images should support a sense of peace, reverence, and reassurance. Use images that showcase **landscapes and grounds, memorials and architectural details, seasonal scenes, and families in moments of thoughtful planning and reflection.** When using images of people, ensure diversity and natural, respectful representation. Avoid stock or generic images that feel staged or impersonal.



# Thank you

Our brand reflects our commitment to serving families with dignity, compassion, and respect. By using these guidelines consistently, we ensure that every communication supports that mission.

## Approved Templates, Fonts & Logos

Visit <https://ccacem.org/brand> or scan below.



## For more information, please contact:

Mea Weiss, Brand Development Manager

[mweiss@ccacem.org](mailto:mweiss@ccacem.org)

Office: (203) 780-8418

Cell: (203) 923-4942

*Last update: 3.10.26*