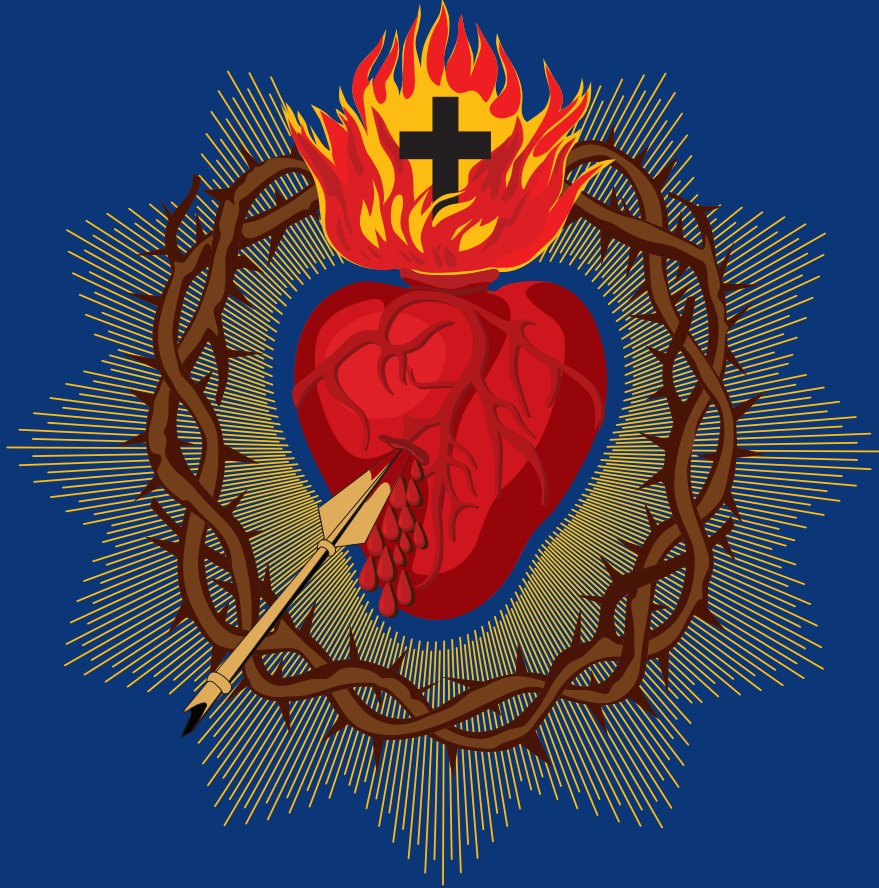


Brand Guidelines



Cor

Knights of  Columbus



Visual Identity – Logo

1-3

| | |
|--------------------|-----|
| Components | 1 |
| Variations | 1-2 |
| Background | 3 |
| Minimum Size | 3 |

K of C & Cor Brand Use

4

| | |
|--------------------------|------|
| Cor Brand in Use | 5 |
| Cor Assets for Use | 6-7 |
| Color Palette | 8 |
| Typography | 9-10 |



Cor Logo

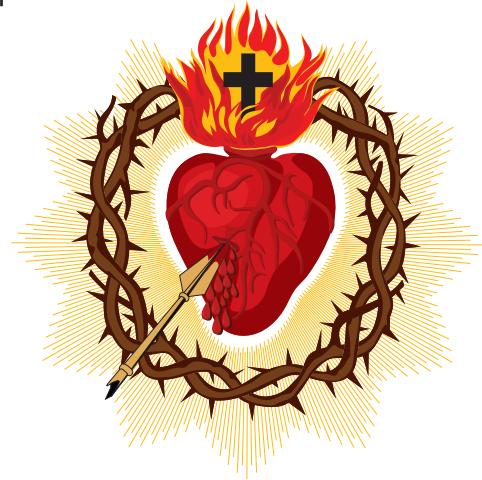
Components

The *Cor* logo is made up of two components: the emblem and the wordmark. These components must be used together; the emblem is not meant to stand alone without the wordmark.

The wordmark can be written in brand color navy, gold or white. See color palette and typography pages for details on colors and fonts.

The emblem depicts the Sacred Heart of Jesus and the wordmark, *Cor*, means “heart” in Latin. Inspired by Saint John Henry Newman’s phrase “Cor ad cor loquitor” (“Heart speaks to heart.”), the mission of *Cor* is to help transform **hearts** to be in authentic relationship with Christ and one another through prayer, formation and fraternity.

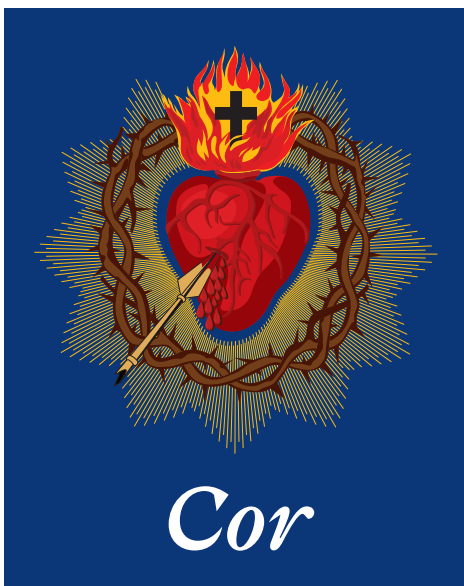
Emblem



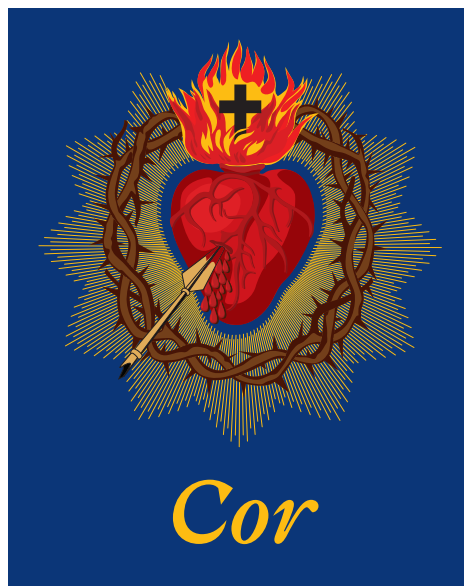
Cor

Wordmark Below

Variations



White Wordmark



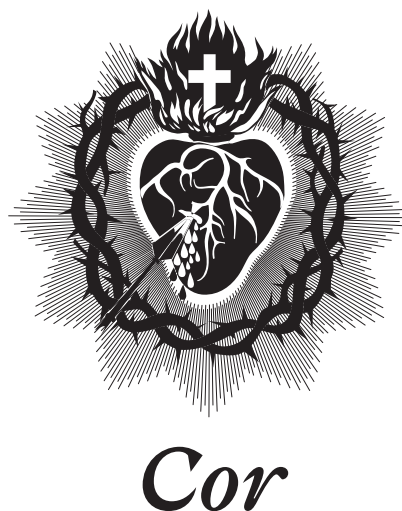
Gold Wordmark

Wordmark Above



One-color variations

In most instance, we prefer to use the full-color logo. For limited color communications and for special print processes, use the one-color logos seen here. Do not create additional versions of the one-color logo.



Cor Visual Identity – Logo

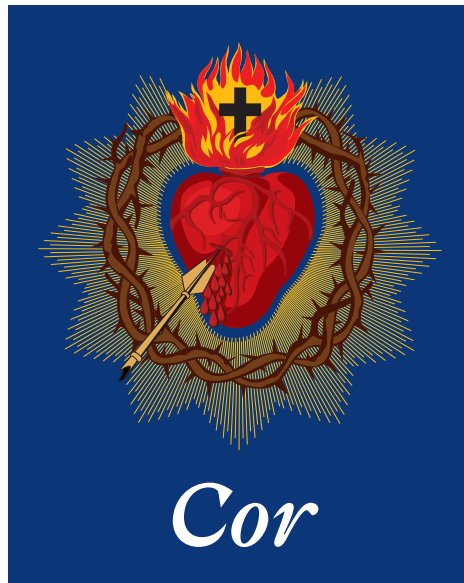
Logo Backgrounds

One of the ways the Cor logo establishes its impact is through strong contrast. Avoid placing logos over photography, as this may detract from the logo's impact.

The emblem and wordmark should only be used on a white or brand color navy background for optimal emblem appearance.



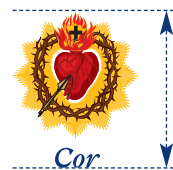
Cor



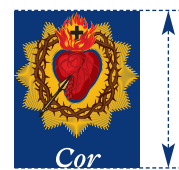
Minimum size

To make sure our logo is always clear and legible, we've tested and established a recommended minimum reproduction size for print, merchandise, and digital applications.

Our logo can be scaled as large as needed, but it should not be used at sizes smaller than the minimums shown here.



Print: 0.8125" / 60pt
Digital: 116px



Print: 0.8125" / 60pt
Digital: 116px

K of C & Cor Brand Use

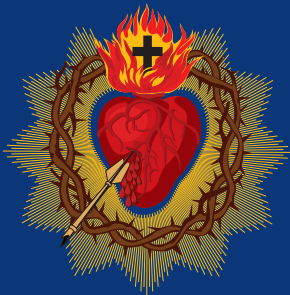
The Cor brand should be presented in conjunction with the Knights of Columbus master brand logo. This ensures it is clear that Cor is a Knights of Columbus initiative. Cor exists as a part of the Knights of Columbus, and its promotion should align with the overarching Knights of Columbus brand.



Cor

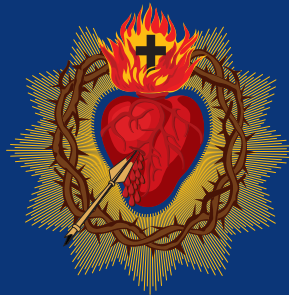


The Heart of Our Mission



Cor

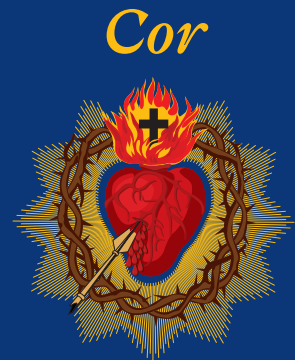
Knights of  Columbus



Cor

The Heart of Our Mission

Knights of  Columbus

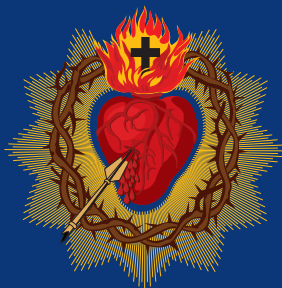


Cor

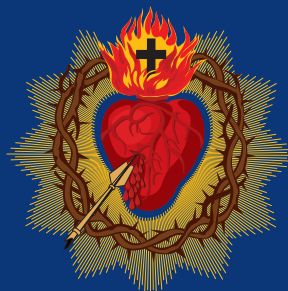
The Heart of Our Mission

Knights of  Columbus

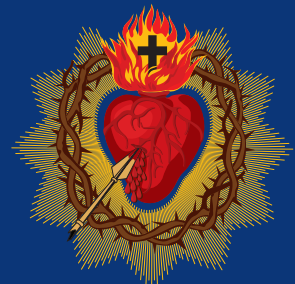
Knights of  Columbus



Cor



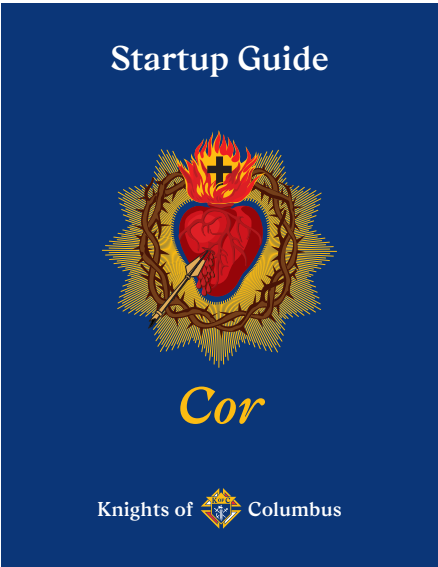
Cor



Cor

The Heart of Our Mission

Cor Brand in Use



Cor Startup Guide



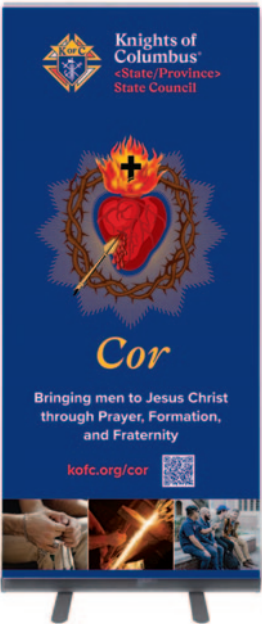
Cor Brochure



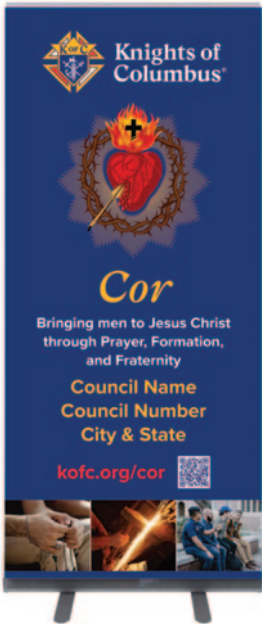
Cor Newsletter Banner



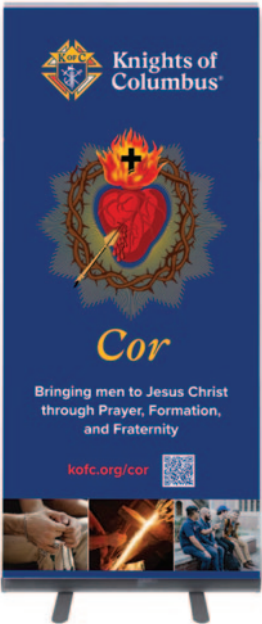
Cor Tablecloth



Cor State Customized Pop-Up Banner



Cor Council Customized Pop-Up Banner



Cor Non-Customized Pop-Up Banner.

Cor Assets for Use

The logos that can be used are available below and at [Knights of Columbus Brand Assets and Usage](#). They are formatted for digital use and will not be optimized if printed. This means they are good for your personal printouts but should not be utilized for printed materials being distributed to the field.



VERTICAL LOGO

Blue Background

FOLDER 1 ENGLISH

download
(.PNG) or (.EPS)

SPANISH

download
(.PNG) or (.EPS)

FRENCH

download
(.PNG) or (.EPS)



VERTICAL LOGO

White Background

FOLDER 2 ENGLISH

download
(.PNG) or (.EPS)

SPANISH

download
(.PNG) or (.EPS)

FRENCH

download
(.PNG) or (.EPS)



VERTICAL LOGO

KofC Logo Below
Blue Background

FOLDER 3 ENGLISH

download
(.PNG) or (.EPS)

SPANISH

download
(.PNG) or (.EPS)

FRENCH

download
(.PNG) or (.EPS)



VERTICAL LOGO

KofC Logo Below
White Background

FOLDER 4 ENGLISH

download
(.PNG) or (.EPS)

SPANISH

download
(.PNG) or (.EPS)

FRENCH

download
(.PNG) or (.EPS)



VERTICAL LOGO

KofC Emblem Above
Blue Background

FOLDER 5 ENGLISH

download
(.PNG) or (.EPS)

SPANISH

download
(.PNG) or (.EPS)

FRENCH

download
(.PNG) or (.EPS)



VERTICAL LOGO

KofC Emblem Above
White Background

FOLDER 6 ENGLISH

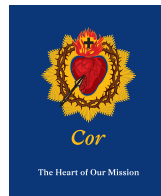
download
(.PNG) or (.EPS)

SPANISH

download
(.PNG) or (.EPS)

FRENCH

download
(.PNG) or (.EPS)



VERTICAL LOGO

Wordmark Below w/Tagline
Blue Background

FOLDER 7 ENGLISH

download
(.PNG) or (.EPS)

SPANISH

download
(.PNG) or (.EPS)

FRENCH

download
(.PNG) or (.EPS)



VERTICAL LOGO

Wordmark Below w/Tagline
White Background

FOLDER 8 ENGLISH

download
(.PNG) or (.EPS)

SPANISH

download
(.PNG) or (.EPS)

FRENCH

download
(.PNG) or (.EPS)

Cor Assets for Use

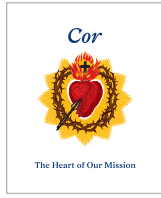


VERTICAL LOGO
Wordmark Above w/Tagline
Blue Background

FOLDER 9
ENGLISH
download
(.PNG) or (.EPS)

SPANISH
download
(.PNG) or (.EPS)

FRENCH
download
(.PNG) or (.EPS)

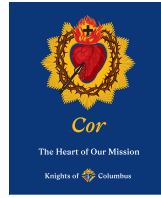


VERTICAL LOGO
Wordmark Above w/Tagline
White Background

FOLDER 10
ENGLISH
download
(.PNG) or (.EPS)

SPANISH
download
(.PNG) or (.EPS)

FRENCH
download
(.PNG) or (.EPS)



VERTICAL LOGO
KofC Logo Below w/ Tagline
Blue Background

FOLDER 11
ENGLISH
download
(.PNG) or (.EPS)

SPANISH
download
(.PNG) or (.EPS)

FRENCH
download
(.PNG) or (.EPS)

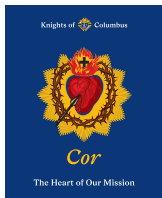


VERTICAL LOGO
KofC Logo Below w/Tagline
White Background

FOLDER 12
ENGLISH
download
(.PNG) or (.EPS)

SPANISH
download
(.PNG) or (.EPS)

FRENCH
download
(.PNG) or (.EPS)

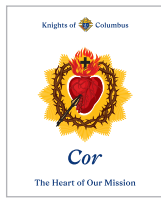


VERTICAL LOGO
KofC Logo Above w/ Tagline
Blue Background

FOLDER 13
ENGLISH
download
(.PNG) or (.EPS)

SPANISH
download
(.PNG) or (.EPS)

FRENCH
download
(.PNG) or (.EPS)



VERTICAL LOGO
KofC Logo Above w/Tagline
White Background

FOLDER 14
ENGLISH
download
(.PNG) or (.EPS)

SPANISH
download
(.PNG) or (.EPS)

FRENCH
download
(.PNG) or (.EPS)



POWERPOINT TEMPLATE

FOLDER 15
ENGLISH
download
(.PPT)

SPANISH
download
(.PPT)

FRENCH
download
(.PPT)



HORIZONTAL LOGO
KofC Logo w/Tagline
Blue Background

ENGLISH
download
(.PNG) or (.EPS)

FOLDER 16
SPANISH
download
(.PNG) or (.EPS)

FRENCH
download
(.PNG) or (.EPS)



HORIZONTAL LOGO
KofC Logo w/Tagline
White Background

ENGLISH
download
(.PNG) or (.EPS)

FOLDER 17
SPANISH
download
(.PNG) or (.EPS)

FRENCH
download
(.PNG) or (.EPS)



Brand Colors

Consisting of three hues, our brand color palette is inspired by our organization's history. New specifications for our legacy palette of Navy, Red and Gold keep the look and feel of our traditional colors, while optimizing them for today's reproduction needs.

Consider the brand palette as the lead colors in any Knights of Columbus communication. Please do not alter these color values or use tints or shades of them. They are only meant to be used at the full value shown.

The colors in our palette have precise print, web, and onscreen values, shown in the specifications chart here. To ensure consistent application, do not use color references or values from files that have been converted automatically between color modes. Please note that slight variances in color may occur when the colors are printed through different processes or reproduced in different media. Always remember to use only the specifications listed here.



KNIGHTS NAVY

PANTONE 3597 C
C:100 M:82 Y:6 :28
R:17 G:40 B:102
HEX: #112866

KNIGHTS RED

PANTONE 1795 C
C:0 M:96 Y:90 K:0
R:239 G:59 B:57
HEX: #EF3B39

KNIGHTS GOLD

PANTONE 7549 C
C:0 M:28 Y:100 K:0
R:247 G:183 B:24
HEX: #F7B718



McGivney Font

We created a new typeface, which we call “McGivney”. McGivney has many of the unmistakable gothic characteristics of the traditional Knights of Columbus wordmark, but it’s been modernized to use consistently today. It was created by a modern foundry, and is open-letter and highly legible. The McGivney typeface is not to be used in all caps, sentence case is the only approved use for this font.

The McGivney font is licensed by the Knight of Columbus for Supreme Office staff’s use only. The license agreement is non-transferable. You would not be able to use this font unless you bought a license for it. The following link will allow you to purchase the McGivney replacement font (Gza) for the number of computers you plan to use it on. <https://www.outofthedark.xyz/gza>

Cor

The Heart of Our Mission

Display Headline (*Cor*) – Large display sized copy used for brand messaging.
Use McGivney Semi Bold Italic. Title Case Only! **NO CAPS.**

Headline (The Heart of the Mission) – 40% smaller than Display Headline.
Use McGivney Semi Bold. Title Case Only! **NO CAPS.**

McGivney

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Proxima Nova Font

Proxima Nova is our practical, hardworking font for use in everything from headlines to legal copy. We have four weights — regular, bold, extra bold and black — along with their commensurate italics. Additionally, we use extra-condensed bold and black for further flexibility in display and medium sized informational copy. Proxima Nova is part of Adobe Typekit. If you do not have access to Proxima Nova, Arial can be used as the substitution font.

**Bringing men to Jesus Christ
through Prayer, Formation,
and Fraternity.**

Display and medium sized copy used for informational copy. Use Proxima Nova Bold or Extra Bold. Title Case Only,

Proxima Nova

There is much good and necessary
work to be done in this world, and
that's what the Knights do every day.

Regular

ExtraBold

Bold

Black

ExCn Bold

ExCn Black

