



Catenians

Brand Guidelines

Contents

01 Contents

02 The Logo

03 Type

04 Brand Colors

05 Accents & Elements

06 Photography

Who we are

The Catenians are an organisation which welcomes all Catholics and their families and dependents and who meet to create lasting friendships and offer each other support.

We offer friendship, socialising, sporting activities, networking, mentoring, family events, local charity campaigns, and other kinds of opportunities to come together and meet with like-minded people.

Support runs through this like a stick of seaside rock. People, like-minded, friendship, connection, faith, community and belonging are all recurring themes.

What is our message

The name Catenian comes from the Latin, 'catena', meaning 'a connected series or chain'. As members, we are all equal links, connected together to support one another.

Through this 'chain', we gain a sense of belonging, that someone is there to listen to us, that there are people with common goals and interests to us.

We have a ready-made network of friends for ourselves and our families - in times of crisis, transition, uncertainty - there is something familiar. We belong.

The people, the connection, the support that brings - "we've got your back".

Tone of Voice

We are the Catenians, or more formally, The Catenian Association of Great Britain.

We are not a Catholic Association, but we are a self-governing, secular Association of Catholics, totally separate from the Church.

We are not a secret society and we have nothing to hide. Phrasing should be warm, open and approachable.

Language

Language is to be:

Formal and professional without being stuffy, old-fashioned, or overly formal.

Simple but not conversational or chatty.

Warm, welcoming, friendly, approachable, informative, trustworthy, caring, conscious, inclusive, engaging.

Standard English.

Tone of Voice - in practice

“Looking for lasting friendship? A supportive social circle? Connection? Community? By becoming a member of the Catenians, you’ve got all that and more.

If you are over 18, married or single and profess the Catholic faith, we welcome you to our Association.

But it’s not only members themselves who are connected within our Circles, our partners and families, whether Catholic or not are also warmly welcomed into our community – that’s why we often hold family events and meetings to promote inclusivity, the warmth of our welcome and the strength of the friendships that bind us together.



02

The Logo



Our logo and glyph

Our full version logo is used when introducing ourselves. Our glyph is a shortened version of our logo. This is used in places where we have already been established or in places where there is less space.

Should be legible at any size. Do not use our full logo unless there is ample space to allow for legibility.



Our logo and glyph

Our full version logo is used when introducing ourselves. Our glyph is a shortened version of our logo. This is used in places where we have already been established or in places where there is less space.

Should be legible at any size. Do not use our full logo unless there is ample space to allow for legibility.



Color Styles

Wherever possible we use the multi coloured logo and glyph to express the brand palette, however there will be times when this needs to just be a solid colour on a white background or white on a dark background.





Deep fir

#263F47

rgb(38, 63, 71)

hsl(195, 30, 21)



Plantation

#2E5B5B

rgb(46, 91, 91)

hsl(180, 33, 27)



Tradewind

#55ACAA

rgb(85, 172, 170)

hsl(179, 34, 50)



Morning Glory

#99CDCC

rgb(153, 205, 204)

hsl(179, 34, 70)



Clear Day

#EEF7F7

rgb(238, 247, 247)

hsl(180, 36, 95)



Buttercup

#F5B318

rgb(245, 179, 24)

hsl(42, 92, 53)



Gold

#FFCA4E

rgb(255, 202, 78)

hsl(42, 100, 65)



Cream Brulee

#FFDF95

rgb(255, 223, 149)

hsl(42, 100, 79)



Floral White

#FFFAED

rgb(255, 250, 237)

hsl(43, 100, 96)

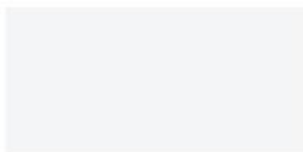


Rolling Stone

#67797E

rgb(103, 121, 126)

hsl(193, 10, 45)



Zircon

#F4F5F6

rgb(244, 245, 246)

hsl(210, 10, 96)



Arctic

#FFFFFF

rgb(255, 255, 255)

hsl(0, 0, 100)



03

Typography



Typography

EB Garamond is intended to be an excellent, classical, Garamond. It is a community project to create a revival of Claude Garamont's famous humanist typefaces from the mid-16th century.

Nunito is a well balanced sans-serif typeface created by Vernon Adams. Its a rounded terminal sans-serif font for display and subheadings.

EB Garamond

abcdefghijklmn
opqrstuvwxyz

Nunito

abcdefghijklmn
opqrstuvwxyz



05

Accents & Elements

Brand accent elements

On occasion, other graphic elements in addition to the main logo can be used to help add accent to designed materials without showing the full logo mark. These are a little less concrete and make evolve with time.





In Practice

Nulla pulvinar placerat elementum enim enim
in odio faucibus tempor. Lobortis iaculis dui
semper laoreet mauris sed orci. Nisi ut tortor
quis proin varius augue urna felis ac.





06

Photography

In Practice

All photography used should reflect the tone of voice guidelines, and at all if not most times, showcase people and community.

References to the Catholic church can be used in blog posts and news but core brand communications should focus more on friendship and family - even fun!





CATENIANS

Johnny McSmith
Director, Province 12

01225 316 899
07768 916 999

directorp12@catenians.uk
www.catenians.uk/province12



CATENIANS

Gill Board

Head Office Operations

The Catenian Association
2nd Floor, 1 Park House
Station Square
Coventry
CV1 2FL

Direct Dial:
00 44 (0) 24 7655 4260

Main Tel Number:
00 44 (0) 24 7622 4533

Registered Office: 2nd Floor, 1 Park House,
Station Square, Coventry, CV1 2FL

Company Registration No. 00894195



CATENIANS

with compliments

Director, Province 12

01225 316 899
07768 916 999

directorp12@catenians.uk
www.catenians.uk/province12



Thank you.