



Brand Guidelines

August 2026

Welcome to Church of the Gesu & Gesu Catholic School Brand Guidelines. We are so happy to share our story with you.

If you are reading this, chances are you are here to find out more about how Gesu is telling its story. This book was created as a resource to build the Gesu brand. As part of our brand identity, we have developed a style guide to keep our marketing and communications materials consistent. We are asking each of our organizations and committees to use this guide as a reference when creating materials or marketing programs and events.

Contents

04	Mission Statements
07	Color Palette
09	Gesu Logos
12	Gesu Logo Extensions
18	Organization, Ministry, & Committee Logos
24	Photography
26	Content/Style
28	Communication Resources

Mission Statements

Church of the Gesu Mission Statement

Gesu Parish, A Catholic community in the Jesuit tradition is committed to

Eucharistic living

Lifelong learning

Generous serving

“All for the greater glory of God.”

Eucharistic living:

We center our lives in Christ and the celebration of the Eucharist.

Lifelong living:

We engage, at all ages, in learning and being formed in the image of Christ.

Generous serving:

We use our gifts to serve God and others.

Gesu Catholic School Mission Statement

Gesu Catholic School is an educational community created in partnership with students, their families and the Gesu Parish.

In the Jesuit tradition, the school community is committed to:

Catholic Faith Formation

Academic Rigor and Excellence

Personal Growth

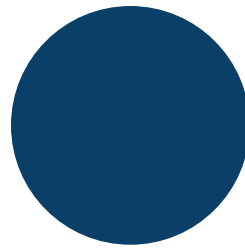
Service to Others

Global Citizenship

“All for the greater glory of God.”

Color Palette

Color Palette



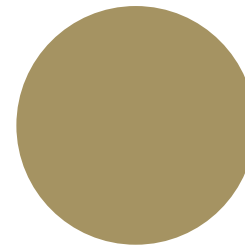
Blue

CMYK 100, 77, 33, 24

RGB 0, 58, 105

HEX #003a69

PMS 2955



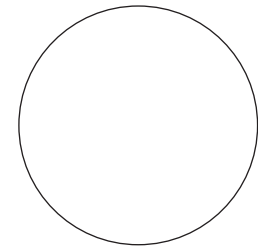
Gold

CMYK 0, 11, 41, 35

RGB 165, 147, 98

Hex #a59362

PMS 7503



White

CMYK 0, 0, 0, 0

RGB 255, 255, 255

Hex #FFFFFF

Gesu Logos

The Gesu Logo

The Gesu logo is part of an effort to make sure our brand is cohesive, clear, and identifiable. We include the “IHS” sunburst, which serves as the primary symbol for the universal Society of Jesus. The communications team is working to ensure that the Gesu logo is properly illustrated on all materials, including letterhead, the bulletin, social media, etc.

We are asking all members of the Gesu community to use the logos within this brand book to help unify the Gesu image and singular focus on our mission. If an organization has its own existing logo, it may establish an updated logo similar to those within this book. Our communications team will work with the organization to create that logo. Our goal is to provide consistency across organizations.

Horizontal Logo

Our Logo Mark + Type



Gesu Catholic School



Church of the Gesu

Logo Extensions

The Mark

The Gesu "G"

The logo mark should only be used in isolation in places where the Gesu name is visible elsewhere on the asset, such as a social media post. It can also be used on apparel.



Combined Logo

The combined church/school logo – to be used as an “umbrella” logo when working on projects related to both the church and the school.



GESU CENTURY LOGO



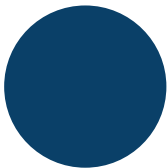
Gesu Century campaign logo



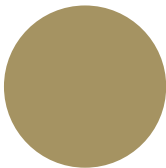
Alternate campaign logo

Our **Gesu Century Campaign logo** is used for the capital campaign in celebration of the 100 year anniversary of The Church of the Gesu.

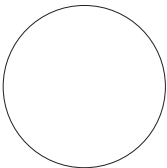
Our **Alternate campaign logo** is an abbreviated or alternate logo for the Gesu Century Campaign theme that can be used on promotional and printed materials.



Blue
CMYK 100, 77, 33, 24
RGB 0, 58, 105
HEX #003a69
PMS 2955



Gold
CMYK 0, 11, 41, 35
RGB 165, 147, 98
Hex #a59362
PMS 7503



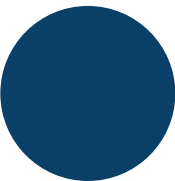
White
CMYK 0, 0, 0, 0
RGB 255, 255, 255
Hex #FFFFFF

BULLDOG LOGO

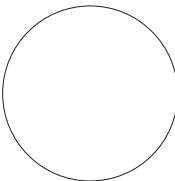


Bulldog logo

Our **Bulldog logo** represents our school mascot and can be used for school signage, apparel, and our athletics program.

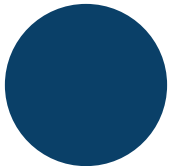


Blue
CMYK 100, 77, 33, 24
RGB 0, 58, 105
HEX #003a69
PMS 2955



White
CMYK 0, 0, 0, 0
RGB 255, 255, 255
Hex #FFFFFF

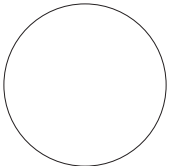
STREAM LOGO



Blue
CMYK 100, 77, 33, 24
RGB 0, 58, 105
HEX #003a69
PMS 2955



Gold
CMYK 0, 11, 41, 35
RGB 165, 147, 98
Hex #a59362
PMS 7503



White
CMYK 0, 0, 0, 0
RGB 255, 255, 255
Hex #FFFFFF

Organization, Ministry, & Committee Logos

Gesu Brand Logo

Extensions



Gesu Parish School of Religion



Gesu Parent Teacher Organization

Gesu Brand Logo

Extensions



AMDG logo



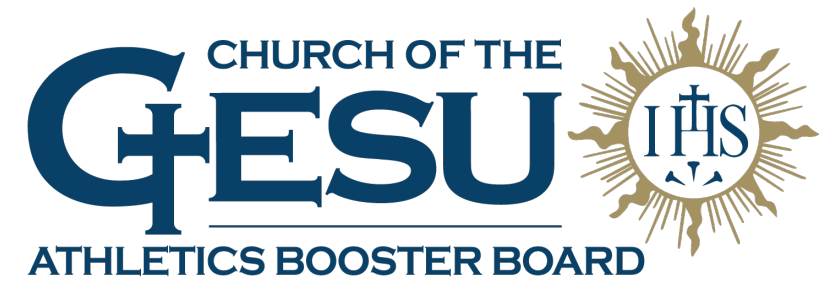
IHS Logo

Gesu Brand Logo

Extensions



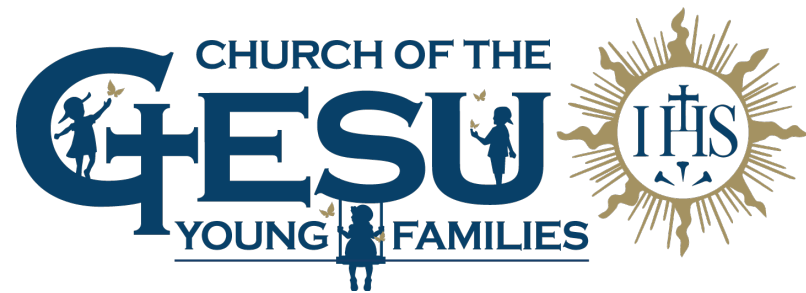
Gesu Adaptive Needs Ministries



Gesu Athletics Booster Board

Gesu Brand Logo

Extensions



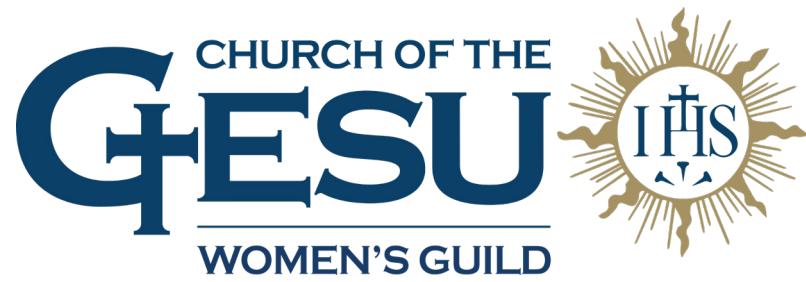
Gesu Young Families



Gesu Youth Ministry

Gesu Brand Logo

Extensions



Gesu Women's Guild



Gesu Catechesis of the Good Shepherd

Photography

Photography

Our photography should capture the joys of being in the moment. It should feel candid and casual, showcasing everyday situations with our students and teachers. It should be bright and dynamic, utilizing natural light and pops of color.

When using images of children, please refer to the media consent list (available in Digital Academy).



Content/Style

Content/ Style

TIME

Time of day is written as 7:00 am or 3:30 pm.

Range of time is written as 9:00-11:00 am or 10:00 am - 1:00 pm.

PERIODS

Use a single space after period at end of sentences.

MISCELLANEOUS

Please add Jesuit when referring to Catholic – Catholic, Jesuit School or Catholic, Jesuit Parish.

Do not include www or http: when referring to web addresses.

DATES

Dates are written as numerals without st, nd, rd or th.

Example: August 3 (not August 3rd)

Dates that are occurring soon do NOT need to include the year. When the year is needed please use the full year.
Example: August 3, 2026

NUMBERS

Numbers zero to nine should always be written out. Larger numbers should be written as a numeral.

FONTS

Re: News & Views and Fr. Laniauskas' letters: use Garamond

Other suggested fonts: Arial, Book Antiqua, Century Gothic, Georgia, Lucida Sans Unicode, Minion Pro

MONTHS

Months are always written out fully.
Example: September (not Sept.)

TELEPHONE NUMBERS

Telephone numbers are written with area code in parentheses.
Example: (216) 932-0617

TITLES

Separate titles after name with a comma and do not put periods between SJ or OSU.
Example: Fr. Lukas M. Laniauskas, SJ or Sr. Kathleen Flannery, OSU

CONTACT INFORMATION

Use a specific action word, such as call or email, when listing contact information.
Example: Call the parish office at (216) 932-0617 or email Marcia at mleous@...

COMMA

Use the Oxford comma.
Put a comma before conjunction in series.
Example: John, Paul, George, and Ringo

OTHER PUNCTUATION

Capitalize the word Mass.
Italicize News & Views.

Correct: Gesu

Incorrect: GESU

Correct: Church of the Gesu

Incorrect: the Church of the Gesu

Capitalize all pronouns referring to God and Jesus.

Communication Resources

Communication Resources

A variety of resources are available at Gesu Parish and School to help you promote and share information about your group's events and activities.



01

PARISH BULLETIN

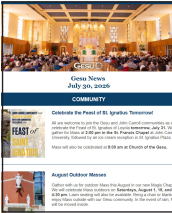
The Gesu Parish bulletin is printed and distributed at all weekend Masses and available online year-round. Send bulletin submissions to bulletin@churchofthegesu.org. Submissions are due two weeks prior to publication.



02

**PARISH WEBSITE -
CHURCHOFTHEGESU.ORG**

The Gesu Parish website is updated regularly with full details, contact information, and PDF attachments (if available) for events happening in our Parish. Send website submissions to edavala@churchofthegesu.org.



03

PARISH e-NEWSLETTER

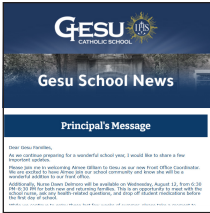
The Gesu Parish eNewsletter is published every Thursday and sent to an email database of over 2,600 parishioners. Send parish eNewsletter articles to edavala@churchofthegesu.org.



04

**NEWS & VIEWS
NEWSLETTER**

Gesu's News & Views is a printed newsletter published annually and sent to parishioners and alumni. Articles in the News & Views are typically a deeper look back on special events of the church and school, highlighted committees or parishioners, and more. Send ideas for News & Views articles to cclemens@churchofthegesu.org.



05

SCHOOL e-NEWSLETTER

The Gesu School eNewsletter is published every Wednesday and sent to all families with children attending Gesu. Send school eNewsletter articles to menglish@gesu.com.

Communication Resources



06

SCHOOL WEBSITE - GESU.COM

The Gesu School website may post information about certain events. Send school website submissions to edavala@churchofthegesu.org.



07

POSTERS/FLIERS

Fliers for your event can be placed or hung at all church entrances. The school's STREAM Center has a poster maker that can be used to print large format posters. For more information on printing posters larger than 11"x17", please contact Shelly Clary at sclary@gesu.com.



08

PARISH & SCHOOL SOCIAL MEDIA ACCOUNTS

The parish and school's social media accounts are great places to post upcoming event info or photos from past events.

Account Handles are:

@GesuCatholic (School)

@ChurchoftheGesu (Parish)

**Thank you for
reading. You
are ready to tell
the Gesu Story.**

We understand that design can be nuanced, and not every instance of our brand usage has been outlined here in this deck. If you are ever in need of assistance or have questions regarding our brand identity and how it works, please reach out to the Gesu Communications Department...We will be happy to answer any questions and help you use these tools to best promote Church of the Gesu and Gesu Catholic School.

Emily Davala
Evangelization &
Communications Specialist

(216) 932-0617 x513
edavala@churchofthegesu.org