

st. matt's   
*where hope thrives*

BRAND GUIDELINES

# This is St. Matt's.

These brand guidelines have been handcrafted for St. Matt's. Inside, you'll find everything you need to know about applying the elements of the brand consistently. Consistent marketing support builds brand recognition, and strong brand recognition builds powerful brand equity.

Worried about misusing the logo? Can't remember which font to use for body copy? Don't sweat it. These guidelines illustrate how every aspect of the brand works together to tell one cohesive story — **the St. Matt's story.**

IF ST. MATT'S WERE A PERSON, WE WOULD SAY THEY ARE:

Established

Inclusive

Welcoming

Adaptable

Passionate

## Brand Narrative

Located in Hamilton's north end, St. Matt's provides dignity, comfort, and opportunity to people in need.

Through intentional partnerships, purpose-driven programming, and a responsive approach, we're committed to addressing the needs and challenges that face our community each and every day.

Whether you're a neighbour, supporter, or fellow service provider, we're eager to work together to ensure Hamilton is where hope thrives.

## COMMUNICATION STYLE

The way the brand feels comes from the way it sounds. The personality conveyed through words should be consistent across all content including social media, website copy, and printed material.

### HOW WE SOUND:

We're **passionate**, because we're deeply enthusiastic about providing support to those who need it most.

We're **inclusive**, because we're committed to building community and creating a safe, welcoming organization.

We're **established** — with years of experience supporting the community, we know what it takes to create impact, effectively.

## THIS IS US:

For Hamiltonians in need, St. Matt's offers responsive, compassionate programs and multi-faceted support.

## THIS MISSES THE MARK:

St. Matt's offers a variety of social services to people who live in Hamilton.

## WORDS WE USE:

partnership

responsive

supportive

collaboration

person-first

inclusion

community

dignity

respect

empowered

thrive

## Primary Logo

The primary logo is direct and approachable. Designed to stand firmly within the community, the sans serif lettering brings stability and clarity to St. Matt's.

The simple heart creates a sense of warmth while the handwritten tagline brings familiarity.

This is the main visual identity and should be used for all primary brand applications. Consistent use of this logo will enhance brand recognition and convey professionalism.

## Tagline

Your tagline helps your audience better understand what you do and what makes you different. It reinforces the narrative by communicating the core essence of your brand in one concise statement.

***Where hope thrives*** emphasizes the role St. Matt's plays within the community — to facilitate, encourage, and ensure hope exists by offering intentional, responsive support to Hamilton residents.

st. matt's 

*where hope thrives*

st. matt's 

**MINIMUM SIZE**

The logo should always be used at least 0.5" in height. When used at small sizes, please use the Name Only variation.

# Logo Variations

These alternate logos include options for no tagline, as well as reverse, vertical, and badge variations. The no tagline variation should be used when working at smaller sizes. The reverse variation should be used on darker colours to improve contrast and clarity, while the vertical format should be used where space is at a premium. The badge variation can be used on apparel, or in instances where referencing the long history of St. Matt's is appropriate.

All file type information, minimum size regulations and misuse guidelines for the primary logo also apply to each of the variations of the logo.

## FILE TYPES

There are different rules for applying the brand digitally and in print. Modifications can include typography, colour, visual identity sizes and file types. PNG should be used for digital applications — it is high quality and allows for transparency. For print, designers should use EPS as it is easily scalable and capable of much higher resolutions.



.PNG



.EPS

st. matt's

NO TAGLINE

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NO TAGLINE REVERSE

st.  
matt's

VERTICAL



BADGE

## Program Variations

These program variations of the logo are designs to represent the core offerings of the St. Matt's brand at the time of this brand launch. These logo variations may be used on their own when designing material for a specific program, or alongside one another to represent the St. Matt's service offerings.

All file type information, minimum size regulations and misuse guidelines for the primary logo also apply to each of the program variations of the logo.

**st. matt's**  
SENIOR SUPPORT

**st. matt's**  
COMMUNITY ACTION

**st. matt's**  
CHILDCARE

# Type

Typography is a key tool to enhancing brand recognition. The selected typefaces reflect the professional yet progressive nature of the St. Matt's brand. The logo and brand prioritize sans serif type for clear, consistent communication.

Raleway is a bold, forward-thinking sans serif Google font. It stands strong to create an impactful and professional aesthetic. Raleway is complemented by another sans serif Google font, Open Sans, for use in body copy for print and digital applications. Both are available in a variety of weights.

The fonts listed on this page are necessary to ensure proper brand implementation. Both are available for free from [fonts.google.com](https://fonts.google.com). They are also included in your brand package.

# Hi, neighbour!

Let's ensure Hamilton is a place *where hope thrives*.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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**Raleway Bold**

Sentence Case

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**Raleway SemiBold**

Sentence Case

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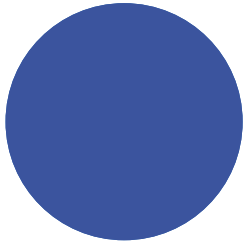
**Open Sans Regular**

Sentence Case

## Colours

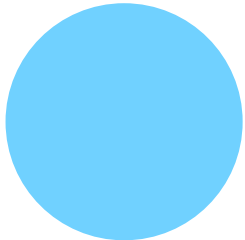
The St. Matt's colour palette uses engaging and impactful colours to connect with the community. GROWTH is designed to tie in the history of the brand and bring an approachable professionalism to the organization. SUPPORT brings a sense of calm and optimism to balance the darker blue.

ENERGY can be used to prompt action and build excitement, while KINDNESS softens and brings a sense of rejuvenation and encouragement. ENERGY should be used in moderation for maximum impact. COMFORT is designed to be a grounding neutral and should be used for background and complementary applications. STEADY is a dark neutral and can be used for type and illustration details for a subtle warmth (avoid stark black). This palette should be used for all brand applications.



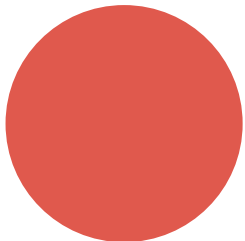
## **GROWTH**

CMYK 88 76 0 0  
RGB 58 83 159  
HEX #3A539F  
PANTONE 2132 C



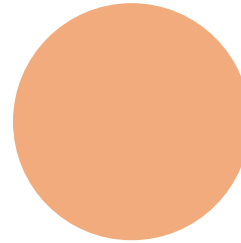
## **SUPPORT**

CMYK 50 0 0 0  
RGB 112 210 255  
HEX #70D2FF  
PANTONE 297 C



## **ENERGY**

CMYK 0 80 78 0  
RGB 224 89 77  
HEX #E0594D  
PANTONE 7625 C



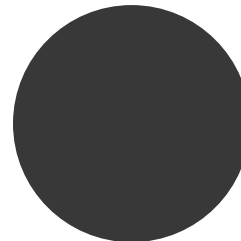
## **KINDNESS**

CMYK 0 36 52 0  
RGB 241 170 126  
HEX #F1AA7E  
PANTONE 7410 C



## **COMFORT**

CMYK 1 2 4 0  
RGB 250 245 240  
HEX #FAF5F0  
PANTONE N/A (USE WHITE)



## **STEADY**

CMYK 0 0 0 78  
RGB 55 55 55  
HEX #373737  
PANTONE BLACK C

# Misuse of Logo

The brand rules are simple and ensure brand integrity. Please do not manipulate the logo in shape or proportions, rearrange elements or add anything without consultation.

A **DON'T SQUASH/STRETCH**

B **DON'T ROTATE**

C **DON'T REARRANGE**

D **DON'T ADD ANYTHING**

E **DON'T CHANGE COLOURS**

F **DON'T CHANGE STYLE**

A **st. matt's**

B **st. matt's**

C **st. matt's**

D **st. matt's**

E **st. matt's**

F **st. matt's**

**SAFE SPACE**

The logo should always have a clear space around it that is at least the height of two hearts from the logo.

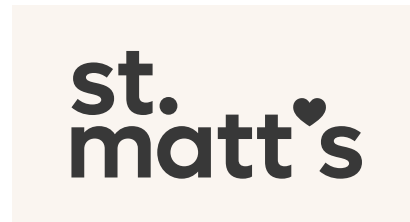


## Misuse of Colour

Colours such as off-white and light blue pair well with darker coloured backgrounds. Dark blue and dark grey logos pair best with lighter colours.

**Dark colours paired together and light colours paired together should be avoided.**

CORRECT USE OF COLOUR



INCORRECT USE OF COLOUR



\* *Graphic elements only.*

# Photography

The brand attributes, narrative and colour palette should all be considered when selecting photography.

St. Matt's is a diverse, collaborative, and professional organization, so the photography should reflect those feelings. Photography should showcase diverse images of people — many ages, races, abilities, and life experiences. When using images, always ensure they are high quality, realistic, and portray the forward-thinking nature of St. Matt's.

For future photography, please ask your photographer to use this page as inspiration.



# Graphic Elements

Building a brand requires much more than a logo. These supporting elements will act as your brand's toolkit and can be used to enhance print and digital materials.

Illustrations are a great way to add visual interest and dimension to the St. Matt's materials. From a postcard to the website, these hand-drawn elements are versatile and add a sense of personality to further define the community-centred nature of the brand. This page showcases an approachable icon style, as well as an illustrated pattern that can be implemented on print or digital materials.

## Digital

These graphic elements, combined with brand photography, create a versatile brand toolkit for digital applications. For the website, social media, or advertising, please reference this brand guide and existing brand collateral designs.



**INFO@KITESTRING.CA**

If you ever have questions about the St. Matt's brand, please let us know! We're partners in this process and want to ensure your brand looks its best in all applications.

