The Catholic Diocese of Victoria in Texas

Style Guide
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*This Style Guide contains material used from the Diocese of Grand Rapids.*
Graphic Standards Overview

About the Diocese

The Diocese of Victoria currently serves over 103,990 Catholics, 50 parishes, 17 missions, and 15 schools on 13 campuses. This includes three high schools, one private high school, and 10 elementary schools.

The Importance of Visual Identity

The following graphic standards are intended to present guidelines for a unified, strong and consistent image of the Diocese of Victoria wherever it is represented throughout its 10 counties including online and in print. In addition, we wish to create a strong association among the visual representation of the diocese, its coat of arms, and the mission of the Catholic community of Victoria. With the help of diocesan staff, parishes, schools and affiliated organizations, a strong visual presentation will help generate increased understanding and support for the diocese’s mission of proclaiming the Gospel.

Mission

The Diocese of Victoria participates in the life and mission of the universal Catholic Church. The diocesan offices assist the bishop in the exercise of his pastoral mission and administrative duties as chief shepherd by providing services to enable this local church to live an ecclesial life and fulfill the church’s mission more effectively and fruitfully.

Logos and Typography

Image resolution for printing

The resolution of a photo refers to the density of the pixels (or printed dots) that make up that image or graphic. The higher the resolution, the crisper and more detailed the image will be. A lower resolution will be fuzzy, and less detailed. Image resolutions are measured in DPI (Dots Per Inch) and PPI (Pixels Per Inch). Save images for the web and newspaper in jpg or png format with at least 300 DPI.

How to access the artwork

1. Diocesan, parish and school staff may access the diocesan coat of arms and Diocese of Victoria banner on the Diocese of Victoria website.
2. For access to the Office of Catholic schools logo please contact the Office of Catholic schools 361-573-0828.
**Diocesan Coat of Arms Acceptable Uses**

The following images demonstrate acceptable uses of the Diocese of Victoria coat of arms. If the crest is used to represent the diocese, it must be in full color unless it is being printed on a non-collared t-shirt. A full color crest may be used on a solid background.

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**Diocesan Coat of Arms Unacceptable Uses**

The following images demonstrate unacceptable uses of the Diocese of Victoria coat of arms.

1.) Disproportionate sizing
2.) White box around logo on colored background.
**Diocesan Coat of Arms Approved for Tshirts**

The following image demonstrates acceptable uses of the Diocese of Victoria coat of arms if and only if being printed on a non-collared t-shirt. If the crest is being used on a non-collared t-shirt it may be black or white with a colored background of any color. The font of the wording “Diocese of Victoria” may vary. It is recommended that you consult with the Office of Communications of the DOV when designing a shirt.

![Diocesan Coat of Arms](image)

**Diocese of Victoria Business Card**

The Diocese of Victoria has established a standard business card template for diocesan employees. The white, two-sided card will have the diocesan coat of arms on the right side, the employee’s name, title and contact information on the left. “The Catholic Diocese of Victoria in Texas” is centered in the middle of the card. The back of the card has 6 interesting facts about the diocese with the crest to the right. The business card is standard-sized. Contact the diocesan Office of Communications with questions about ordering.

Example:

![Business Card Example](image)
Catholic Words- Proper Diocesan Names/Terms

Bishop and Bishop Emeritus of the Diocese of Victoria

The bishop of the Diocese of Victoria should be written as The Most Reverend Brendan J. Cahill or Most Rev. Brendan J. Cahill on first mention. Bishop Cahill can be used in subsequent references, but never Cahill, Bp. Cahill, Most Reverend Bishop Cahill or Rev. Cahill.

The bishop emeritus of the Diocese of Victoria should be written as The Most Reverend David E. Fellhauer or Most Rev. David E. Fellhauer on first mention. Bishop Emeritus David E. Fellhauer can be used in subsequent references.

Clerical and Academic Designations

The title of a priest is Father, Reverend, or Rev., but not the abbreviated Fr. when referring to a Catholic priest. Secular and non-secular academic designations are to follow names when appropriate, such as JCL, Ph.D., etc.

All priests who are named vicars are referred to as Very Reverend...
Vicar General
Episcopal Vicar
Vicar Forane (also known as a “dean”)
Judicial Vicar

Priests who hold the following positions are also referred to as Very Reverend...
Rector of a cathedral
Rector of a seminary
Superior General of a male religious community

Sisters/ Religious Congregations
The title of a sister is Sister but not the abbreviated Sr. when referring to a sister. The titles Reverend Mother, Mother Superior or General Superior may be used when referring to heads of communities of sisters or congregations. Each title is dependent on the congregation.

**Initials**

Initials, such as OP or STD should always follow names on first reference. Do not use periods between the initials for religious order designations, such as O.P. On first reference, when appropriate to the audience, religious order designations can be written out.

**Common Catholic Terms**

**Church**, lowercase, is used to describe a general church building. Church, uppercase, may be used to describe the Roman Catholic Church, as an institution or the universal Church. Capitalize Church when used with a name of a parish or church building as in St. Paul the Apostle Church.

**Mass** is always capitalized when referring to the Eucharistic liturgy in the Catholic Church. The priest celebrates or says Mass. He does not read recite, conduct or perform it. Types of Mass are lowercase, such as funeral Mass or chrism Mass. Exceptions are the White Mass or the Red Mass.

**Celebrant** (lowercase) is used to describe the priest or minister who leads a religious rite, especially the one who presides at the Eucharist. If two or more priests celebrate Mass together, they are called concelebrants, not co-celebrant. The leader is called the chief celebrant or principal celebrant. A celebrant is sometimes described as presiding over a Eucharistic celebration, but he is not the president or presider.

Generally lowercase the names of the **parts of the Mass**, such as the opening procession, prayer of the faithful or the Eucharistic prayer. But capitalize the two main parts of the Mass: Liturgy of the Word and Liturgy of the Eucharist.

**Names of sacraments** (baptism, confirmation, matrimony, etc.) are all lowercase, with the exception of the Eucharist.

**The rosary** is always lowercase and is recited, prayed or said, but never read.

**Pope** is lowercase, except when referring to the formal title before a name: Pope Francis. Pontiff is lowercased and can mean a bishop or high priest but is almost exclusively used as an alternative reference to the pope. It is never used as a formal name.

**Holy Father** is an honorific title of respect for the pope and should not be used except in quoted material or for literary effect. It is always capitalized.