

# MEMBER ENGAGEMENT PUBLICITY STANDARDS



## Program Publicity Requirements

All forms of publicity (flyers, bulletins, websites, social media, newsletters, and newspapers, etc.) used to promote Catholic United Financial program events (Matching Grants, Grants4Good, and Member Assistance Grants) must include the full Catholic United logo. The emblem alone is not the full logo. Every program event submitted in Isidore must have at least one form of publicity adhering to the standards. Isidore submissions that do not include uploaded publicity will remain in “Incomplete Status” and will not be reviewed by Member Engagement.

Catholic United is the only acceptable shorthand for Catholic United Financial. Refrain from abbreviations such as “CUF” as this may be confused with other organizations with similar abbreviations.

In addition, certain programs also require specific language to appear on the publicity for that event:

- **Matching Grant and Member Assistance Programs:** “This event is eligible for a matching grant from Catholic United Financial of up to \$1000”
- **Grants4Good Program:** “This event is supported by a grant from Catholic United Financial”

**Program events that do not meet these publicity standards will not be granted star status and the grant amount will be adversely affected.**

## Logo Usage

The logo must be *at least* 1.5 inches long, maintain the proper aspect ratio, and contain the ® (registered trademark) symbol. Approved logos are available online at [www.catholicunitedfinancial.org/giving/resources](http://www.catholicunitedfinancial.org/giving/resources)



**Acceptable**  
proper aspect ratio  
at least 1.5 inches in length



**Unacceptable**  
aspect ratio (proportions) distorted



**Unacceptable**  
too small

Changing the logo to anything other than the original blue and gold, the black and white, or the all-white version is not acceptable.

There should be enough blank space or “real estate” around the logo so as not to crowd the image and reduce visibility or readability of the logo.



## Sales Representative Contact Information

Catholic United Financial is a fraternal benefit organization that gives back our proceeds to local Catholic communities through the efforts of our Volunteer Teams. By including your local Sales Representative's contact information on your publicity, you are helping us to grow membership and we in turn can better support programming.

## Color Scheme

It is recommended, but not required, to incorporate the Catholic United color scheme in your design. The following colors represent the Catholic United Financial brand:



#224789  
RGB (34, 71, 137)



#d59f0f  
RGB (213, 159, 15)

## Resources

**Canva** [www.canva.com](http://www.canva.com)

Canva is an online design tool that helps you easily create clean and effective designs and documents. The templates available and the easy, drag-and-drop style of document creation makes it easy to find new ideas and edit them to fit your needs.

**Microsoft Word**

Microsoft has hundreds of templates to fit most of your needs. From flyers to newsletters to event invitations, Microsoft provides an excellent starting point for design with a program that is most likely already installed on your computer. For Mac users, the Pages program would provide similar resources.

**Google Docs** [www.google.com/docs](http://www.google.com/docs)

Google Docs has many of the same features as Microsoft Word, but is a web-based app, making it easier to share your documents and collaborate with others. Design templates are available within the program.

## Stock Photos and Free Pictures

There are many resources available for adding interesting, quality photos to your materials. Be sure that when you are using photos that do not belong to you, you are checking the copyright on an image and using (or attributing) it correctly.

**Free Images**

[www.freeimages.com](http://www.freeimages.com)

**Freestocks**

[www.freestocks.org](http://www.freestocks.org)

**Pexels**

[www.pexels.com](http://www.pexels.com)

**Foodies Feed**

[www.foodiesfeed.com](http://www.foodiesfeed.com)

**Pixabay**

[www.pixabay.com](http://www.pixabay.com)

**Freepik**

[www.freepik.com](http://www.freepik.com)