

Event Publicity Requirements

Effective 1/1/2022

To receive star status credit, every volunteer team and council activity submitted in Isidore must have at least one form of publicity (i.e. a flyer, bulletin, website, social media post, newsletter, newspaper, email, etc.) attached to the submission that adheres to the standards below.

1. The full, up-to-date Catholic United logo.

- The cross emblem alone is not the full logo.
- The logo must be *at least* 1.5 inches long, maintain the proper aspect ratio, and contain the ® (registered trademark) symbol on the right side of the emblem.
- Only use the original full color, the black and white, or the all-white version found online at www.catholicunitedfinancial.org/giving/resources



Acceptable

Proper aspect ratio
at least 1.5 inches in length



Unacceptable

Older logo with trademark in middle
aspect ratio (proportions) distorted



Unacceptable

Too small
Old logo

2. Include full name and contact information for your Catholic United Financial representative.

3. Matching Grant and Member Assistance Grants require the following:

“This event is eligible for a matching grant from Catholic United Financial of up to \$1000”
Grants4Good require: This event is sponsored by a grant from Catholic United Financial

While not required for star status, it is a best practice to also include:

- The Volunteer Team or Council name
- The phrase “This event is made possible by” preceding the council/volunteer team name or the Catholic United logo.

Example:



This event is made possible by
Catholic United Financial Council Name – City, MN
Sales Representative 123-456-7890 name@catholicunited.org

This event is eligible for a matching grant from Catholic United Financial of up to \$1000



Member Engagement Department
engage@catholicunited.org
1-800-568-6670
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