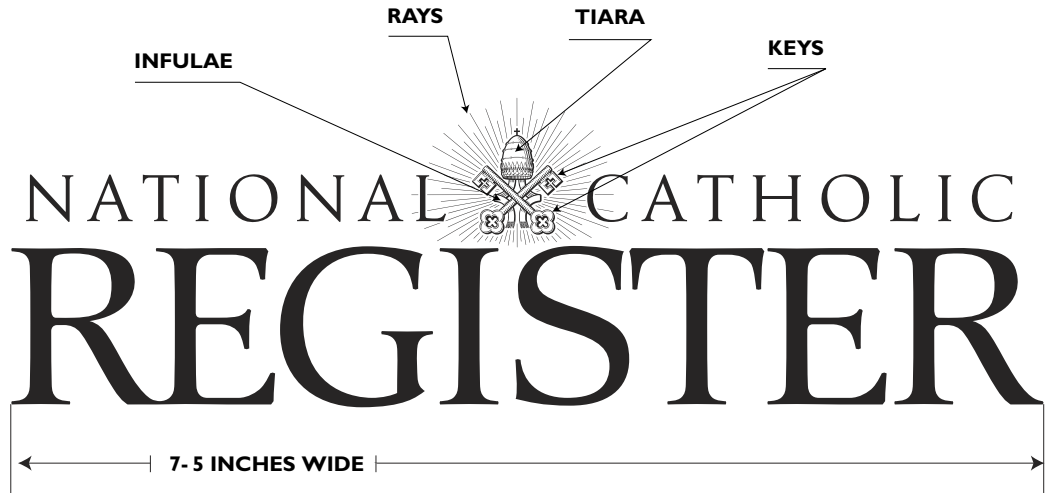# NATIONAL CATHOLIC REGISTER

GRAPHIC STANDARDS MANUAL

The following graphic system for the flag of the National Catholic Register is a structure for communicating and presenting our brand logically, clearly and with distinction. These standards should be used as a guide for print and electronic presentations of our signature. The focus of the Register's graphic identity is its flag.

The Register flag (right) is comprised of hand drawn letter-forms loosely based on Poynter Gothic Display Roman and our papal emblem which was created from the base elements of the Vatican emblem. The Register emblem consists of the tiara, infulae, keys and rays

RAYS **TIARA**

INFULAE **KEYS**

NATIONAL CATHOLIC REGISTER

|← 7- 5 INCHES WIDE →|

The Register Flag is designed specifically for usage that is over 5.5" inches wide.

A smaller version of the original flag (right) has has been designed for usage at 4 to 1-3/4 inches wide

Number of Rays Reduced

NATIONAL CATHOLIC REGISTER

|← 4-1.75 INCHES WIDE →|

⚠️ Adjustments have been made to the logo art for reproduction at smaller sizes; therefore, it is important to always use the appropriate size required. See flags page x.

The Papal Emblem

The tiara and crossed keys are the adopted symbol of affinity with Rome. Heraldically, the tiara's triple crown represents the authority of the popes. Like a Bishop's mitre, the tiara has two infulae (ribbons) hanging from the back. This tiara was presented to Paul VI by the people of Milan, his former archdiocese, and is on display at the Basilica of the National Shrine of the Immaculate Conception in Washington, D.C. The two keys represent the "Keys of the Kingdom" given to Peter by Christ. The National Catholic Register added rays that represent light, hope, and truth. This addition was made in order to help visually communicate the Register's mission and approach to journalism.

The Flag Type

Hand-drawn by typographer Gerard Huerta, the flag typography was designed to provide the Register with a distinctively classic identity. The type design is based on the previous version of the Register flag created in 1996. The flag type should always print as 100% black.

5pt Rule

The Rose Rule

This 5point rule can and should be used as a design element when applicable. The rule is used to ground the flag on the front page and can be used as a secondary page element in the design of promotional materials. The rule is not a part of the flag and should not be placed within the flag's "clear zone."

Flag Placement
Front Page

3.125

2.4

NATIONAL CATHOLIC
REGISTER

Three lines of type here that describe
specific information about the story
to hook the reader in quick
SEE GERMANY BOUND 7

Six Capuchin Sisters of Nazareth
share their strong devotion to
the Eucharistic presence of Jesus.
SEE RADIENT JOY 7

WWW.NCREGISTER.COM   JANUARY 7, 2007   Volume 80, No. 56 | $1.95 USA | $2.95 Canada

Benedict's
Catechism
And Your
Children

BY JUDY ROBERTS

ELDERSBURG, Md. — A Maryland man is already grateful for Pope Benedict XVI. The Catechism project Cardinal Josef Ratzinger spearheaded may make all the difference for his children.

With this issue, the Register begins a new series looking at how the Catechism of the

Graphic
Element
Here

News Analysis From Rome

VATICAN CITY — The quick election of Pope Benedict XVI took many Catholics — even many cardinals — by surprise.
CONTINUES ON PAGE 7

Color

The Flag (including the papal emblem and logotype) should only be printed in 100% Black

NATIONAL CATHOLIC
REGISTER

REVERSE FLAG

The flag can be reversed out of any solid color, screen of color, illustration or photographic background that is dark enough to provide sufficient contrast for clarity and legibility.

NATIONAL CATHOLIC
REGISTER

OVERPRINTING

When overprinting the flag on a solid color paper stock, the background color will come through the open (usually white) areas. This method of printing is acceptable only when printing on a paper stock that is light enough to provide sufficient contrast for clarity and legibility.

NATIONAL CATHOLIC
REGISTER

REGISTER COLOR PALATE

CMYK

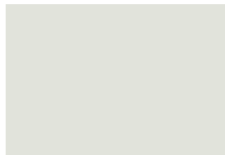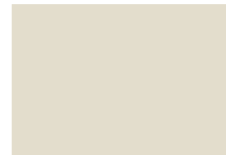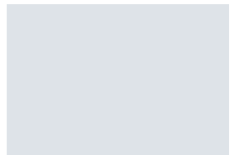| Rose	Gold	Slate	Sand	Ice
5/100/100/30	0/15/40/0	11/6/12/0	4/6/15/5	7/2/1/5

CLEAR ZONE

The integrity of the flag demands that no words or images crowd, overlap or merge with it. All words and images used in proximity to the flag should be placed no closer than the height of "National Catholic."

Should be equal

NATIONAL CATHOLIC
REGISTER

INCORRECT

NATIONAL CATHOLIC
REGISTER

Manipulation of or enlarging of
individual Flag elements

INCORRECT

NATIONAL CATHOLIC
REGISTER

Scaling or skewing the width or height

INCORRECT

NATIONAL CATHOLIC
REGISTER

Enclosure and framing: The seal and
signature should not be encumbered or
contained by any other visual elements.

INCORRECT

NATIONAL CATHOLIC
REGISTER

Distracting background: The flag should
never be placed on backgrounds that
distract or overpower.

INCORRECT

NATIONAL CATHOLIC
REGISTER

Rotating to any degree

INCORRECT

NATIONAL CATHOLIC
REGISTER

Framing with boxes

INCORRECT

NATIONAL CATHOLIC
REGISTER

Improper color: The Flag should never
be reproduced in any colors other than
the official approved colors.

INCORRECT

NATIONAL CATHOLIC
REGISTER

Save!

Overlaying graphic elements

NATIONAL CATHOLIC
REGISTER

Maximum reproduction size 4'' wide

NATIONAL CATHOLIC
REGISTER

Minimum reproduction size 1-3/4'' wide

National Catholic Register Flag

Size: Do not reduce any of the camera-ready art on this page smaller than 3/4" wide or larger than 4" wide. Do not reproduce from anything other than original art. Adjustments have been made to the logo art for reproduction at smaller sizes; therefore, it is important to always use the appropriate size required.

Questions: Please contact the Graphics department at Circle Media Inc. about downloadable formats and usage questions.

Telephone: (203) 230-3820
Email: jhilliman@circlemedia.com

NATIONAL CATHOLIC
REGISTER

Maximum reproduction size 4'' wide

National Catholic Register
Reverse flag

NATIONAL CATHOLIC
REGISTER

Minimum reproduction size 3/4'' wide

NCREGISTER.COM

Maximum reproduction size 4" wide

NCREGISTER.COM

Minimum reproduction size 1-1/2" wide

**National Catholic Register
Online Edition logo**

Size: Do not reduce any of the camera-ready art on this page smaller than 1-1/2" wide. Do not reproduce from anything other than original art.

Questions: Please contact the Graphics department at Circle Media Inc. about downloadable formats and usage questions.

Telephone: (203) 230-3820
Email: jhilliman@circlemedia.com

**National Catholic Register
Online Edition logo**

NCREGISTER.COM

Maximum reproduction size 4" wide

NCREGISTER.COM

Minimum reproduction size 1-1/2" wide