

Palette & Identity Guide

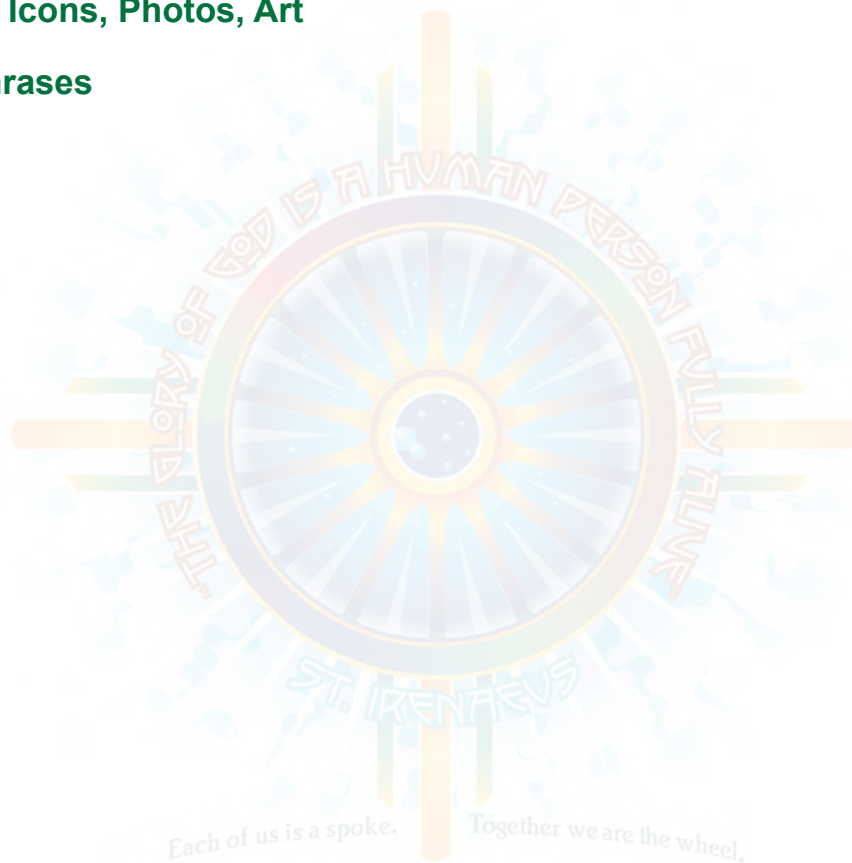
- Guidelines for Expressing the Life of Mt. Irenaeus

Version 1.0 • December 2013



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Introduction

Our Need for This Guide



As our Mt. Irenaeus ministry evolves even deeper into a world of a million messages and images, we need further clarity about who we are so we express ourselves appropriately in the market-place.

This palette and identity guide will serve as both our key reference document to properly express Mountain life and also as a place to document the history, purpose and intent of our visual identity.

This guide is intended for use by:

Mountain friars and staff

Board of Trustees and all committees

Students

Local groups that want to gather and have a need to communicate

St. Bonaventure University staff who partner with us

Volunteers (outside of Communications Committee) working on print, electronic, video, audio or other projects

The Mountain Communications Committee is shepherding this document and we invite edits, feedback, new ideas and more. This guide will be update as needs arise, but at least annually.

Peace and Good,

The Mountain Communications Committee, December 2013:

Greg Licamele / Suzanne English / Brian Moritz / Shannon Specht / Mike Camoin /
Dave Lanzillo / Dan Riley, ofm / Kevin Kriso, ofm / Mary Giardini

Style Guide

Guidelines for Mountain, Religious and General Usage



I.) Mountain and Religious-Specific Style

Mt. Irenaeus

- ▶ Avoid Mt. I, the Mount
- ▶ OK to use “the Mountain” on second reference

mounti.com

- ▶ Recommend dropping the www. to match common/modern usage and style of other referenced sites (facebook.com, twitter.com, etc.)

Email Addresses

- ▶ Lowercase all letters in email addresses: mmarc@sbu.edu, mountain@sbu.edu, mount.irenaeus@gmail.com

Mailing Address at the Mountain

- ▶ Use for general inquiries/reservations. Best on marketing pieces, website, etc.

P.O. Box 100
West Clarksville, NY 14786
585-973-2470

Mailing Address at St. Bonaventure University

- ▶ Use primarily for internal communications or when directly needed.

P.O. Box AR
St. Bonaventure, NY 14778
716-375-2096

Twitter

- ▶ twitter.com/mtirenaeus
- ▶ [@mtirenaeus](https://twitter.com/mtirenaeus)

Facebook

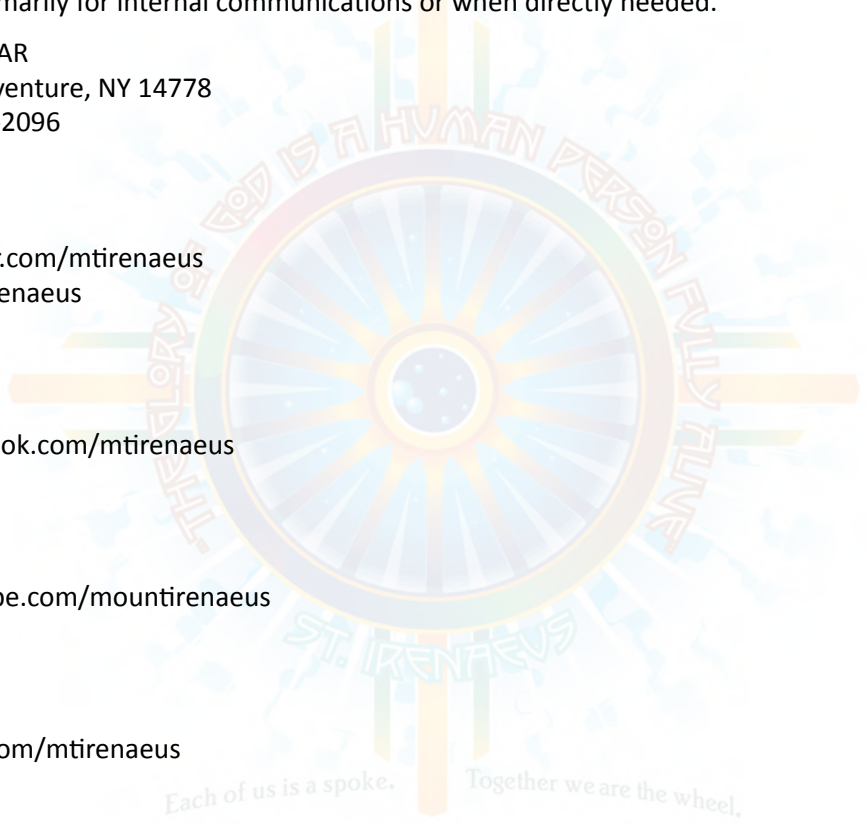
- ▶ facebook.com/mtirenaeus

YouTube

- ▶ youtube.com/mountirenaeus

Flickr

- ▶ flickr.com/mtirenaeus



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**Allegheny hills**

**Bible verses**

- ▶ Attribution style: (REV. 21:5)

**Board of Trustees**

**Bona's**

- ▶ not Bonas
- ▶ this goes against popular use but is SBU style

**Br.**

- ▶ This is the preferred abbreviation for the title "Brother." Do not use "Bro."

**brothers**

**Campus Ministry**

**Church**

When referring to the Catholic Church as an entire entity, capitalize the C.  
Example: "The Church teaches that we should love our enemies."

**church, parish**

In references to local Catholic entities, generally use church for the building, parish for the organization and its people. Both terms should be capitalized only when used as part of the formal name.

## **communities**

- ▶ Franciscan Friars
- ▶ Mountain Community Leaders
- ▶ Mountain in Your Home
- ▶ Mountain on the Road
- ▶ Franciscan Sojourners
- ▶ St. Irenaeus Secular Franciscan Order

## **Eucharist**

### **feast**

Always lowercase.

Examples:

- ▶ “feast of St. Anthony” not “Feast of St. Anthony”
- ▶ “St. Francis feast” not “St. Francis Feast”

### **Fr. Dan, etc.**

- ▶ abbreviate Father on all references when paired with a name
- ▶ after first reference or in casual references, use first name only when appropriate

## **Francis of Assisi**

### **Franciscan**

This word describes all followers of Sts. Francis and Clare of Assisi. This includes members of the First Order (the Order of Friars Minor, the Order of Friars Capuchin and the Order of Friars Conventual), the Second Order (the Poor Clare nuns) and the Third Order (Secular Franciscans and members of the Third Order Regular, such as the Franciscan Sisters of Allegany).

### **Franciscan Friars**

- ▶ Fr. Dan Riley, ofm
- ▶ Fr. Louis McCormick, ofm
- ▶ Br. Joe Kotula, ofm
- ▶ Br. Kevin Kriso, ofm
- ▶ Fr. John Coughlin, ofm

### **Franciscan Sojourners**

- ▶ the Sojourners

## **Franciscan Way**

### **friar**

This is the preferred word when referring to a member of Holy Name Province or any male, vowed Franciscan. Avoid the older term “Franciscan fathers” or the word “monk.” The word “friar” is inclusive and refers to both friars who are ordained priests and those who are non-ordained lay brothers.

- ▶ Initial cap only as part of formal title
- ▶ All members of the following religious orders are properly called “friars”: Franciscans, Dominicans, Augustinians and Carmelites. The word originated in the Latin word for “brother.”

### **friary**

Friars generally live in friaries. Avoid the words “convent” and “rectory.” The word “house” can be substituted for friary.

## **Good News**

### **Gospel**

### **Hallelujah**

- ▶ use this variation of spelling in all references

### **hermitages**

- ▶ Holy Lady
- ▶ Juniper
- ▶ St. Joseph's
- ▶ Sunrise
- ▶ La Paz
- ▶ La Posada
- ▶ Other House
- ▶ St. Clare's
- ▶ Sophia
- ▶ Taylor House

### **Holy Peace Chapel**

### **House of Peace**

- ▶ built in 1995
- ▶ also called the Main House

### **key phrases**

- ▶ see page 15

### **Labyrinth Garden**

### **ministry**

### **Morning Prayer**

- ▶ Afternoon Prayer

### **Mountain**

- ▶ the Mountain

### **Mountain Auction**

- ▶ the auction

### **Mountain on the Road**

### **Mountain in Your Home**

### **Mt. Irenaeus**

- ▶ not Mount

### **Naomi's Knoll**

- ▶ the knoll

### **ofm**

- ▶ "Joe Kotula, ofm, and ..."
- ▶ note comma placement
- ▶ Order of Friars Minor (note, Holy Name Province uses O.F.M.)

### **Psalm**

**St. Irenaeus Fraternity, Order of Franciscans Secular**

- ▶ Agnes Brush, minister
- ▶ Betty Hooker, vice minister
- ▶ Michelle Marcellin, treasurer
- ▶ Suzanne English, secretary
- ▶ Larry and Bonnie Orsini, formation directors
- ▶ Fr. Louis McCormick, ofm, spiritual assistant

**St. Bonaventure University**

- ▶ Use in formal references to the university
- ▶ St. Bonaventure and Bonaventure are OK for all references, when appropriate

**St. Francis'** (day, time, etc.) – no extra S on possessives

**Theology Department**

- ▶ initial cap SBU departments as shown

**University**

- ▶ when referring to St. Bonaventure, otherwise, lowercase for all other universities

**Vision Statement**

- ▶ The Mt. Irenaeus Vision Statement can be found here: [mounti.com/vision](http://mounti.com/vision)

**Western New York**

- ▶ Not western New York

Each of us is a spoke. Together we are the wheel.



## II.) General Style

### acronyms

- ▶ Acceptable on second reference. Spell out on first reference and place the acronym in parenthesis after it only if you intend to use the acronym later in the text.

### buildings

- ▶ Do not put names of buildings in quotes.

### commas

- ▶ Mt. Irenaeus writing is light on commas. They are often omitted from introductory words and clauses. For example: “Over the years I have ...” instead of “Over the years, I have ...” For consistency across pieces, add commas only when necessary for clarity.
- ▶ Do not use serial commas

Correct: One, two and three

Incorrect: One, two, and three

### composition titles

- ▶ do not italicize or put quotes around titles of books, songs, etc.

### compound modifiers

Always hyphenate when preceding a noun.

Examples:

- ▶ late-night visit
- ▶ third-grade students
- ▶ first-year event
- ▶ 40-minute trip

### dashes

- ▶ When possible, use en dashes in copy (see examples below), with a space on each side. If you’re typing in Word, the program will automatically change single dashes to en dashes as you type. To create one on a Windows machine, type Ctrl/- (use the dash on your keypad). On a Mac, type Opt/-.

Correct: Lent rises up – lifts us up.

Incorrect: Lent rises up–lifts us up.  
Lent rises up - lifts us up.  
Lent rises up — lifts us up.

### dates

Do not include “th,” “st,” “nd,” “rd” on dates

Ranges: September 23-29 (use a regular dash, with no spaces)

Set off days of the week, months, years with commas when paired together. Month/date and month/year do not take a comma.

Examples:

- ▶ Friday, May 31, 2013, was an important date.
- ▶ May 31, 2013, was an important date.
- ▶ May 31 was an important date.
- ▶ May 2013 was an important date.

## ellipses

Always treat an ellipsis like a word and use three dots to indicate an omission or trailing off/in of copy. When in doubt, try temporarily swapping the “...” for a word. Punctuate as you would with the word, then put your ellipses back in.

Examples:

- ▶ “There is One who greets us ... holds us all the while and truly is our home.”
- ▶ “... holds us all the while and truly is our home.”
- ▶ “There is One who greets us ...”
- ▶ “There is One who greets us. ... He holds us all the while and truly is our home.”

## email

### months

- ▶ Spell out on all references (do not abbreviate with dates)

### newsletter/blog headlines

- ▶ Follow standard book-title capitalization. Initial cap first and last word, as well as all nouns, verbs, adjectives, adverbs, etc. Lowercase “and,” “is,” etc.

### numbers

- ▶ Spell out numbers one through nine; use numerals for 10 and up

### phone numbers

- ▶ Follow this style: 585-973-2470  
(The website uses dashes, but the newsletter uses parenthesis; need consistency)

### possessive S

Do not add ’s to possessive words ending in S.

Example:

- ▶ St. Francis’ Day (not St. Francis’s Day)

### seasons

- ▶ lowercase winter, spring, summer, fall except when part of a formal title
- ▶ e.g., summer 2013, 23<sup>rd</sup> Annual Fall Festival, spring semester

### states

Abbreviate and set off states with commas when paired with a city. Write out full names when standing alone.

- ▶ Mt. Irenaeus is in New York
- ▶ West Clarksville, N.Y., is home to Mt. Irenaeus

Also follow this style when pairing cities/states/countries.

- ▶ Assisi, Italy, is home to ...

### times

- ▶ 6:30 p.m.
- ▶ 8:00 a.m. (include :00)
- ▶ 6:30-8:00 p.m. (use a hyphen with no spaces)
- ▶ midnight
- ▶ noon

### website

### years

- ▶ Ranges: 2012-2013 (use all four digits of each year; use a regular dash, with no spaces)  
When abbreviating: ’90, ’90s (no apostrophe with S)

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# Colors

## Specific Colors in the Mountain Palette

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Green was chosen over brown as the primary color to signify our close relationship to nature.



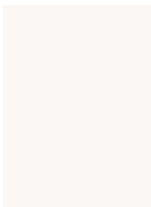
### Primary green:

- ▶ Pantone 349
- ▶ Hex Triplet: #006338
- ▶ RGB Decimal: 0, 99, 56
- ▶ RGB Percent: 0, 24.8, 38.8



### Website light green:

- ▶ Hex Triplet: #bee0d0
- ▶ RGB Decimal: 190, 224, 208
- ▶ RGB Percent: 74.5, 87.8, 81.6



### Website light brown:

- ▶ Hex Triplet: #faf6f3
- ▶ RGB Decimal: 250, 246, 243
- ▶ RGB Percent: 98, 96.5, 95.3

Each of us is a spoke. Together we are the wheel.

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# Logos, Icons, Photos, Art

Expressing Our Identity Through Images

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## I.) Primary Logos



### Wordmark with mountains and tagline

- ▶ Should be used as primary, dominant logo on printed publications, website pages, enewsletter and other materials. Use in black/white and the primary green color only to ensure consistency. "Franciscan Mountain Retreat" included.



### Wordmark with tagline but without mountains

- ▶ Use on publications, websites and materials when space will not accommodate mountains.



### Wagon wheel with wordmark

- ▶ Use consistently across Mountain social media sites because logos on those sites are generally square. Logos above do not work.

## II.) Icons & Artwork

**Icons and artwork are different than logos.** Logos must serve as the dominant brand identity. Icons and artwork can certainly be used as secondary pieces to express an idea, thought or imagery. Since the beginning of the Mountain, the unique icons and artwork designed by Fr. Dan have served as key visual pieces.

Mt. Irenaeus has multiple icons that can be paired together. These are not logos, though, but are instead small markers to help readers/visitors identify and connect with content. They should never be the only identifying mark on a piece – the Mt. Irenaeus logos must also appear somewhere on the item.

Examples:

- ▶ Shirt with the Mountain's official logo on the front pocket and an icon on the back
- ▶ Newsletter with the Mountain's official logo in the masthead and mailing panel, and icons paired with stories inside

### Significant Secondary Icons/Artwork

One icon frequently used is both the artwork and photo of the **wagon wheel**.

There's a rich history and purpose of the wagon wheel:

We found a dusty and dirty old wagon wheel in a barn at the Mountain that used to stand where our House of Peace now rests. Having taken time to form it somewhat like a "southern cross" or a Christic mandala, we cleaned up the wagon wheel and Dan Riley took time to paint it in bright color oils so that it might portray its meaning for us. Like wheels off wagons, and other vehicles now well over 150 years ago, this one was fashioned by hand, shaped by someone who made it, forming each spoke and each part with great care. Each piece fits, as handwork especially does, one piece beside another. Over the years different ones of us would take time rubbing our hands over each spoke, which "appeared" to be like the one beside it and yet – your hand could tell you – that they had been carved and formed, shaped and put in place not by a machine, but by someone's hand. **Great attention must have been spent on each one so that together, on an axle with other wheels, the wagon could make its way down a rough country road bearing its burden, bearing others.**



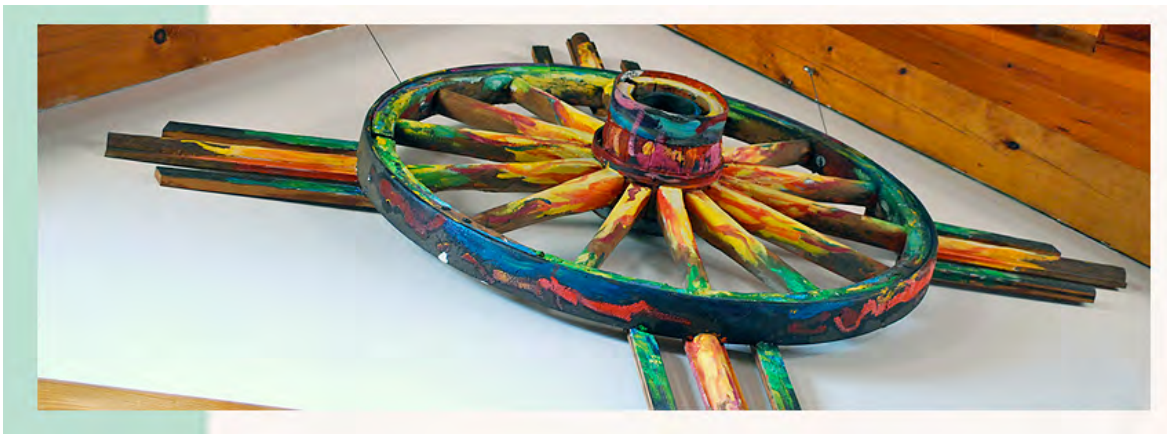
When the Students for the Mountain were beginning and gaining understanding of themselves, one early coordinator was reaching for a metaphor one night to help the other students realize who they were in mission with one another for the Mountain. Possibly he had been in the barn earlier in the day and had seen the wheel, for he said that the **Students for the Mountain are, "like a wagon wheel." "Each of us," he went onto say, "is shaped and placed in our own position in the wheel to work together."** Each one is shaped and fitted (gifted) by our "Maker," our

creator God, who has formed us to bear and carry one another. We have been shaped to help carry and hold things up, to move everything along the road of life. Over the years we have reflected on it and remember the fact that a wheel is not a wheel – it is only complete and will work, as it should – when all of us work with the gifts we have been given to carry whatever we have been called to bear. Christ is the center, the hub and axle around which and from which we, “though many are one” in caring what we are to care with Him.

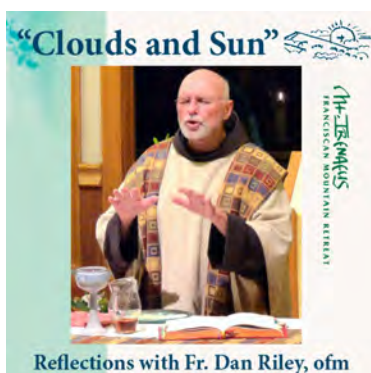
**“In him we live and move and have our being,”** the Acts of the Apostles tells us. Early Christians used metaphors also to help each other see how they were each uniquely gifted, profoundly and especially made and formed as members of Christ’s body, centered in Him and moving out into the world doing the work of the Good News. We look to early Christians and the Sacred Scripture and we see in our wagon wheel over our fireplace, the fiery son of Christ, which illumines the world and enflames us with the fire of the Holy Spirit that will renew the world.

As we sit before the wheel over our fireplace, we hear our stories told by one another, **each of us “spokes” or spokespersons, wonderfully and individually made and making our difference today.**

Photo depicting the wheel:



### Podcast Cover Album



## Suggestions to Consider the Future of Previously Used Icons:

### Newsletter masthead



Suggest redesigning printed newsletter flag to include official Mountain logo OR restricting the use of this layout (this is not a logo) to the newsletter's masthead or footer only.

### Mountain Fund



Suggest replacing this icon with the official Mountain logo and changing the tagline from "Franciscan Mountain Retreat" to "The Mountain Fund" (in the same font). This will maintain our brand identity.

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# Key Phrases

Expressing Ministry and Life

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There are many key phrases central to life at the Mountain. This section documents some of the most important and sustaining phrases with specificity.

**“Making All Things New”**

**“Be Still and Know I Am God”**

**“We are Mountain People Ready for the Marketplace – We are Marketplace People Looking for the Mountain”**

**“Climb the Mountain!”**

**“The Glory of God is a Human Person Fully Alive!”**