Section 3: Use of Logo/Carmelite Shield

The Carmelite shield and apostolate logos were designed to create a cohesive branding and imaging of the various corporations that comprise the Carmelite Sisters of the Most Sacred Heart of Los Angeles, Inc. and the Carmelite apostolates. The following guidelines define the correct usage of the Carmelite shield, apostolate and corporate logos for all printed materials and publications.

The Carmelite shield should not be used as a part of the "logo" for diocesan schools that are under the auspices of the diocese.

Permission is to be obtained through the Advancement Office for a non-Carmelite facility or organization to use the Carmelite shield or apostolate logo for advertising or promotional purposes.
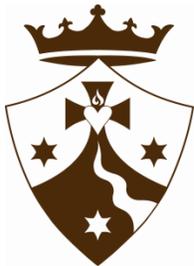
3.1 Carmelite Shield

The Carmelite shield and its parts must never be distorted, altered, redrawn, or modified in any way. Only the original computer file (not a reproduction) should be used. This guideline is especially important to keep in mind when the shield is being painted on signs, or silk-screened on a banner, for instance.
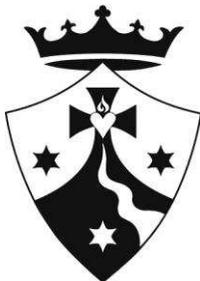
3.2 Shield Colors

There are two variations of color for the Carmelite shield that can be used. Below is an example.

Brown color - The official color of the Carmelite shield is brown (PMS 1545: C-56, M-80, Y-100, K-45; R-84, G-48, B-25).

Black color - This color is used for black and white printed materials such as photocopied materials. For color printed materials, use the brown shield.

Transparent Shield – When printing the shield on a colored background, the transparent version of the shield is used so that the negative space of the shield does not appear white.

3.3 Apostolate Logo

The apostolate logo and its parts must never be distorted, altered, redrawn, or modified in any way. Only the original computer file (not a reproduction) should be used. This guideline is especially important to keep in mind when the shield is being painted on signs, or silk-screened on a banner, for instance.

There are four variations of the apostolate logo that can be used. Below are examples.

3.4 Apostolate Logo with tagline

The logo with a brown or black shield may be used. The logo with the brown shield is to be used on official printed materials such as stationary.

3.5 Apostolate Logo without tagline

This can be used on non-official printed materials.
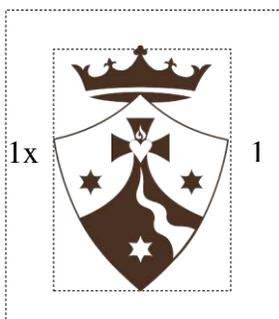

3.6 Shield and Apostolate Logo Appearance

1. Typeface
   Phaistos Font is used for the name of the facility. When using the name without the logo this font style is to be used when possible.
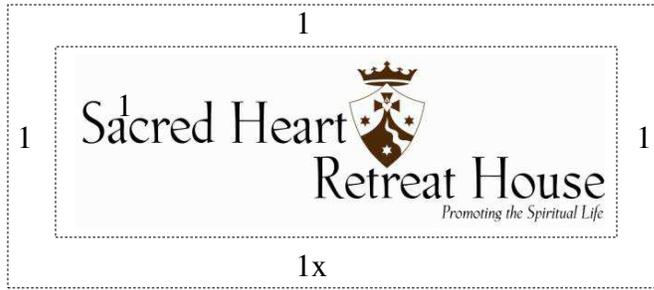
2. Clear space
   In order to present the Carmelite shield or apostolate logo without competition from other elements (graphic or typographic), a reserved area should be used around it.

   Leave at least one time the length of the stars around the right, left, top and bottom of the Carmelite shield and apostolate logo.
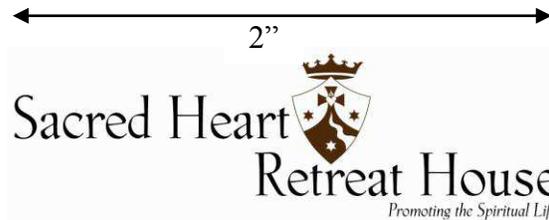

1x = the length of the stars

1x = the length of the capital letters

3. Minimum size

The Carmelite shield and logos have a minimum allowable size. In order to ensure clear reproduction and legibility, the shield and logos may not be used any smaller than the following examples.

3.7 Incorrect Usage

Logos should not be redrawn nor resized, and only the original file (not a reproduction) should be used. It should not be incorporated in a geometrical shape, nor "read out" into other words of a sentence.
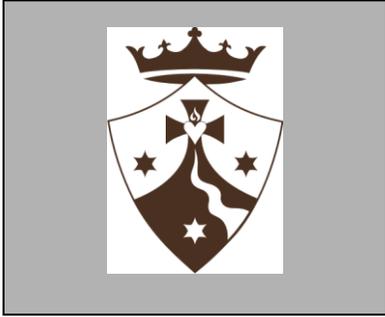
For example:

Resizing, distorting from original are inappropriate:

Presented in a geometrical shape:

White box showing around the shield:
(All negative space around and inside shield should be transparent.)

"Read out" as part of sentence:

 announcing today….