

THE  
*Episcopal*  
CHURCH



April 2018

# Visual Identity Guide

## Why is visual identity so important?

Visual Identity is an outgrowth of our mission. It's much more than the proper use of a logo or color. It is about achieving a common look and feel – about speaking with one voice. It reflects the core values and dedication to the spirit that form the fabric of our Episcopal heritage. The guidelines will be available online.

## Back to Basics

### Update on Our Logo:

Introducing a fresher, simpler graphic for the shield and a change of typeface to the classic serif Garamond.

*Page 2*

## Style Guide

### Design Basics:

Showcasing the new typography, color palette, photography style, and storytelling options.

*Page 4*

## Our Family

### Mission Identities:

Launching the new mission marks in action and setting the style for the Presiding Bishop and The Jesus Movement.

*Page 12*

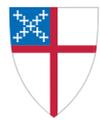
# Our Logo

Garamond is the typeface used in the Episcopal Church logo, inspired by The Book of Common Prayer, which is set in Sabon, a derivative of Garamond. The typeface is highly accessible to all via standard word processing and design programs.

The shield is clean, without gradients or unnecessary ornamentation. The addition of a reversed-out white logo aids the flexibility of applying the logo to color backgrounds, and photos.

Please do not alter the logo or shield in any way.

THE  
*Episcopal*  
CHURCH

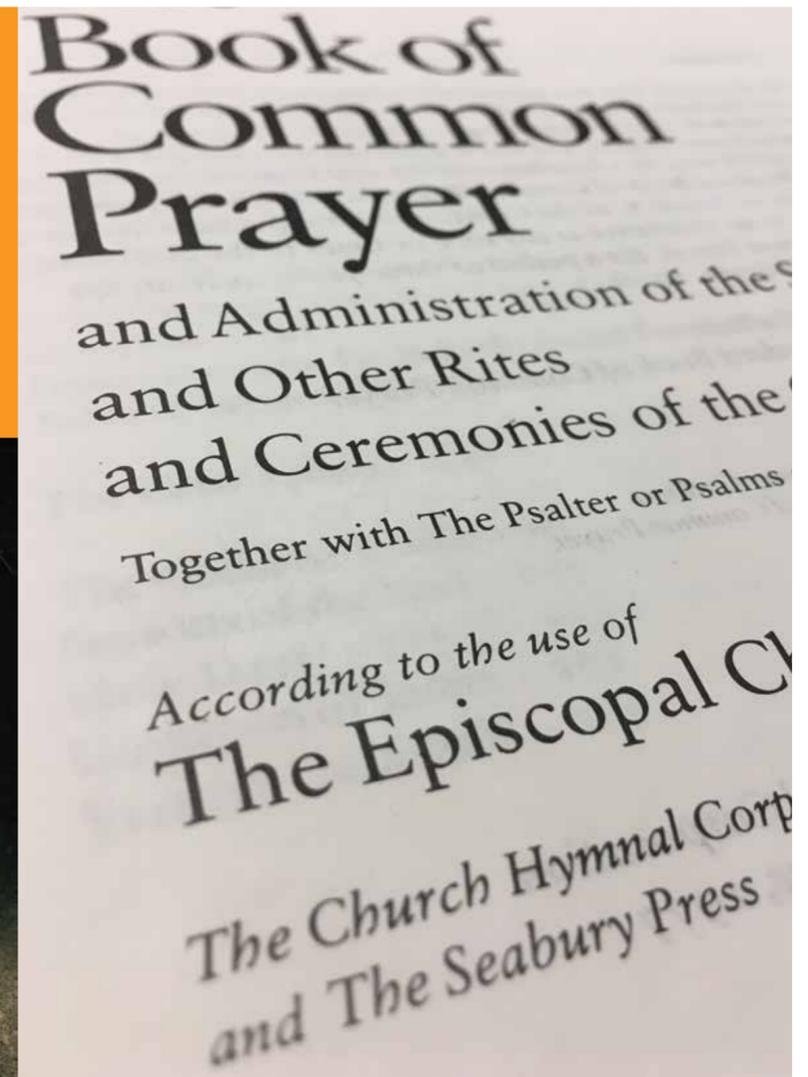
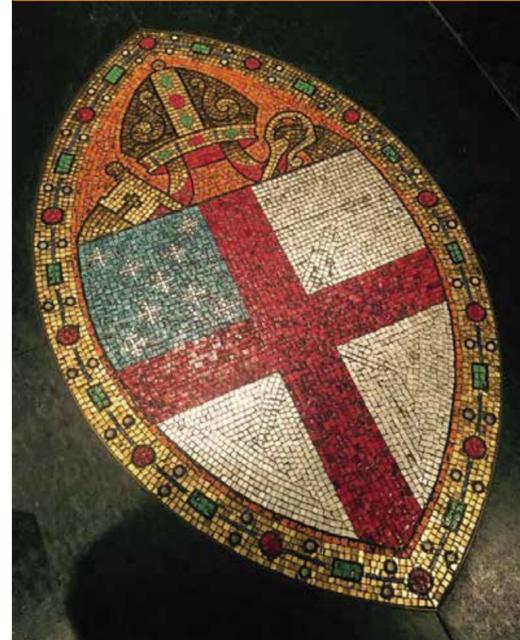
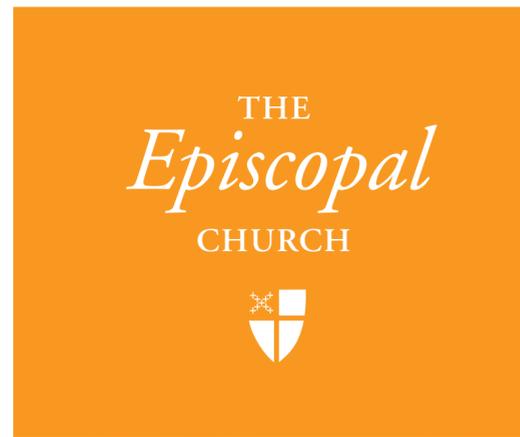


THE *Episcopal* CHURCH 

THE  
*Episcopal*  
CHURCH



*welcomes you*



# The Handwriting of The Episcopal Church

Typography is a powerful tool. When used effectively the right typefaces command attention, enhance emotion, and create a voice. Use type hierarchy to tell your story in a way that is easy to follow and understand. We have added Gill Sans as the new sans serif that pairs perfectly with Garamond. These are the typefaces that represent our identity.

On the opposite page are some examples of how to style Garamond and Gill Sans together.

Adobe Garamond Regular  
Adobe Garamond SemiBold  
Adobe Garamond Bold  
*Adobe Garamond Regular*  
*Adobe Garamond SemiBold*  
*Adobe Garamond Bold*  
Gill Sans Light  
Gill Sans Regular  
Gill Sans SemiBold  
Gill Sans Light Italic  
*Gill Sans Italic*  
*Gill Sans SemiBold Italic*

## Contrast

**Left-justified is the easiest text format to read.**

For long paragraphs or sections of text, left-justified (or rag-right) is the most reader-friendly. Keep leading (space between the lines) larger than the type size. Use Garamond for body copy and either Gill Sans or Garamond for headlines and subheads. Mix the two typefaces to create texture and interest. Try to use 85% -90% black instead of 100% black for body copy and headlines.



COMBINE TINY TYPE

USE  
NEGATIVE  
SPACE  
AS A  
POSITIVE

WITH LARGE TYPE

### TITLES & SUBTITLES

*Mix it up!*

COMBINE BOLD  
GARAMOND WITH  
GILL SANS LIGHT

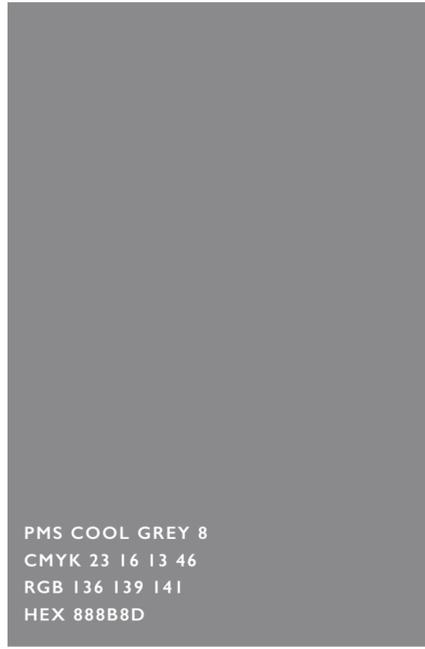
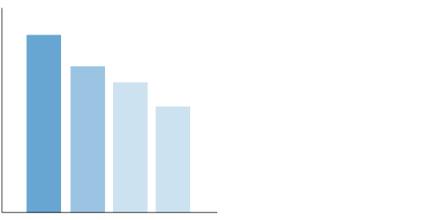
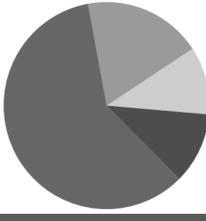
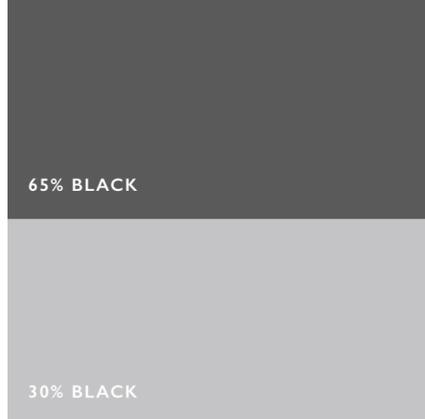
PAIR GILL SANS  
BOLD WITH GILL  
SANS LIGHT

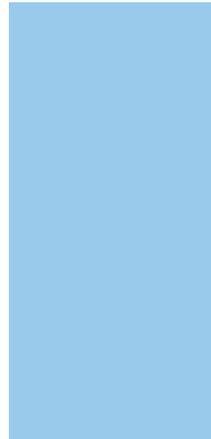
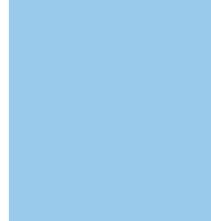
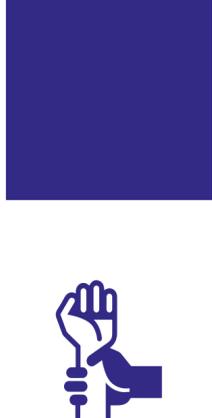
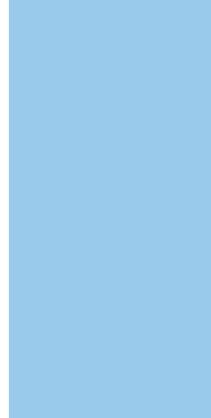
TRY GARAMOND  
REGULAR *with*  
*Garamond Italic*

# Color Palette

Our colors signal who we are to the viewer. Just as the shield conveys “Episcopal,” the colors are instantly recognizable markers. Use the appropriate color options as highlights or background color. The muted tones shown below are percentages of the color to be used for graphics and information graphics, or whenever a lighter tone is needed.

Use secondary colors, or brights, sparingly for emphasizing areas like headlines, subheads, and iconography that you want the eye to follow.

 <p>PMS 660 C CMYK 88 50 0 0 RGB 64 126 201 HEX 407EC9</p>	 <p>PMS 193 C CMYK 2 99 62 11 RGB 191 13 62 HEX BF0D3E</p>	 <p>PMS COOL GREY 8 CMYK 23 16 13 46 RGB 136 139 141 HEX 888B8D</p>
 <p>30% TINT</p>	 <p>50% TINT</p>	
 <p>30% TINT</p>	 <p>30% TINT</p>	 <p>65% BLACK 30% BLACK</p>

					
					
					
<p>PMS 2685 C CMYK 90 99 0 8 RGB 51 0 114 HEX 330072</p>	<p>PMS 143 C CMYK 0 32 87 0 RGB 241 180 52 HEX F1B434</p>	<p>PMS 376 C CMYK 54 0 100 0 RGB 132 189 0 HEX 84BD00</p>	<p>PMS 2985 C CMYK 60 0 3 0 RGB 91 194 231 HEX 5BC2E7</p>	<p>PMS 158 C CMYK 0 62 95 0 RGB 232 119 34 HEX E87722</p>	<p>PMS 297 C CMYK 52 0 1 0 RGB 113 197 232 HEX 71C5E8</p>

# Photography

Good photography captures the spirit of what the Church does, and it should communicate our diversity and commitment to the Gospel and God's mission in the world. If you capture action and the personality of people, your photos will have more impact than paragraphs of text.



# Storytelling

Share stories of real people and events. Use The Book of Common Prayer and Scripture to add context and meaning to the story. Feature accomplishments and efforts that you are proud to share and that encourage action or response.

Digital video is a powerful way to connect with the viewer. It is designed to be seen and easily shared through social media networks. Video not only serves as a creative way to tell our stories, but it also acts as an effective formation tool.



# Social Media

Social media reaches people in ways that traditional media often can't. Use a consistent, authentic voice for The Episcopal Church across Facebook, Twitter, and other social media platforms. Contrast the profile picture with a cover photo that shows dimension and space. Avoid repeating the same subject or message in both pictures.

Be sure to include The Episcopal Church and the full name of your office, network, diocese, or congregation in your bio or description.



# Family Identity

 <p><b>LATINO MINISTRIES</b> MINISTERIOS LATINOS</p>	 <p><b>UTO</b> UNITED THANK OFFERING</p>	 <p><b>INDIGENOUS MINISTRIES</b></p>	 <p>OFFICE OF COMMUNICATION</p>
	 <p>DOMESTIC POVERTY</p>	 <p>PUBLIC AFFAIRS</p>	 <p>DIGITAL EVANGELISM</p>
 <p><b>YASC</b> YOUNG ADULT SERVICE CORPS</p>	 <p>BLACK MINISTRIES</p>	 <p>GLOBAL PARTNERSHIPS</p>	 <p>HUMAN RESOURCES</p>
	 <p>EVANGELISM INITIATIVES</p>	 <p>PASTORAL DEVELOPMENT</p>	 <p>SOCIAL JUSTICE &amp; ADVOCACY ENGAGEMENT</p>
 <p><b>ECUMENICAL INTERRELIGIOUS</b></p>	 <p>CHAPLAINS TO THE MILITARY</p>	 <p>GLOBAL RELATIONS UNITED NATIONS</p>	 <p>OFFICE OF TRANSITION MINISTRY</p>
	 <p><b>EMM</b> EPISCOPAL MIGRATION MINISTRIES</p>	 <p>CHURCH PLANTING AND MISSIONAL DEVELOPMENT</p>	 <p>YOUNG ADULT &amp; CAMPUS MINISTRIES</p>
 <p><b>ASIAMERICA MINISTRIES</b></p>	 <p>EPISCOPAL VOLUNTEERS IN MISSION</p>	 <p>OFFICE OF GOVERNMENT RELATIONS</p>	 <p>YOUTH MINISTRIES</p>
	 <p>ECO-JUSTICE</p>	 <p>EPISCOPAL PUBLIC POLICY NETWORK</p>	 <p>RACIAL RECONCILIATION</p>
 <p>ARCHIVES</p>	 <p>OFFICE OF DEVELOPMENT</p>	 <p>EPISCOPAL NEWS SERVICE</p>	



**YASC**  
YOUNG ADULT SERVICE CORPS

**WILL YOU SEEK & SERVE CHRIST IN ALL PERSONS, LOVING YOUR NEIGHBOR AS YOURSELF?**



THE *Episcopal* CHURCH

EVANGELISM INITIATIVES

**HEAR THE GOOD NEWS**

Let's imagine evangelism that is true to the bold, generous and helpful spirit of the Jesus Movement.

Who we are



Evangelism that first listens for what God is doing in our lives and in the world... and then celebrates and shares it.

We are the movement

Donec imperdiet condimentum porta.

**ASK**

nisl eget semper finibus, lorem justo, ut gravida enim elit non.



THIS IS THE JESUS MOVEMENT  
of the Episcopal Church



We are the youth

Ask for what you need. Join the movement.

Episcopal Evangelism Initiatives represent the many ways we celebrate and share the good news of Jesus' life and love with everyone everywhere. First, by sharing stories that energize and inspire Episcopalians.

THE *Episcopal* CHURCH welcomes you

Easter 2017

**GOOD NEWS EPISCOPAL EVANGELISM INITIATIVES**



**A NEW ARRIVAL**

We seek, name and celebrate Jesus' loving presence in the stories of all people - then invite everyone to MORE. #EpiscopalEvangelism -Bishop Curry

**Tools for Evangelism**

Evangelism. Sharing our stories. Being comfortable talking about Jesus and the role faith plays in our lives. Here are some resources to make evangelism easier for all of us.

**Book Highlight**

*Unashamedly Episcopal*: a smart and practical book that calls Episcopalians to wake up to the church's unique gifts and story, and equips them to share that witness in their neighborhoods.

**What's Your Story?**

Listen in as Episcopalians share stories about how we share our faith

In the early 1990s, I was a parish priest in Baltimore. A group of local faith leaders organized to stop the drive-by shootings and the drug-related violence erupting in our streets. Somehow, that morphed into Street-Corner Revivals. On Fridays in the summer for several years, we would go to the street corners and sing and preach. Other churches - even a mosque - joined.

Pretty soon, our faces became familiar, including with some drug dealers. One young man came to me, and we began a series of clandestine conversations that went on for a while. He said that he wanted to get out of the business. At first, I thought he needed to get out of town, but then I realized that he was asking how to get out of "the life." Most of the time, we just sat together and read the gospels of Mark and Luke, learning and talking about Jesus. Jesus was as alien to him, as if he'd grown up in a non-Christian culture, but the more he heard about Him and the more he pondered how to get out, something must have shifted. He asked to be baptized, and I did it, quietly, at the church. I remember speaking those words: "You are sealed by the Holy Spirit in baptism and marked as Christ's own forever." Something said he was finally free. He was out. He knew it and I knew it. We were both converted.

—Bishop Michael Curry

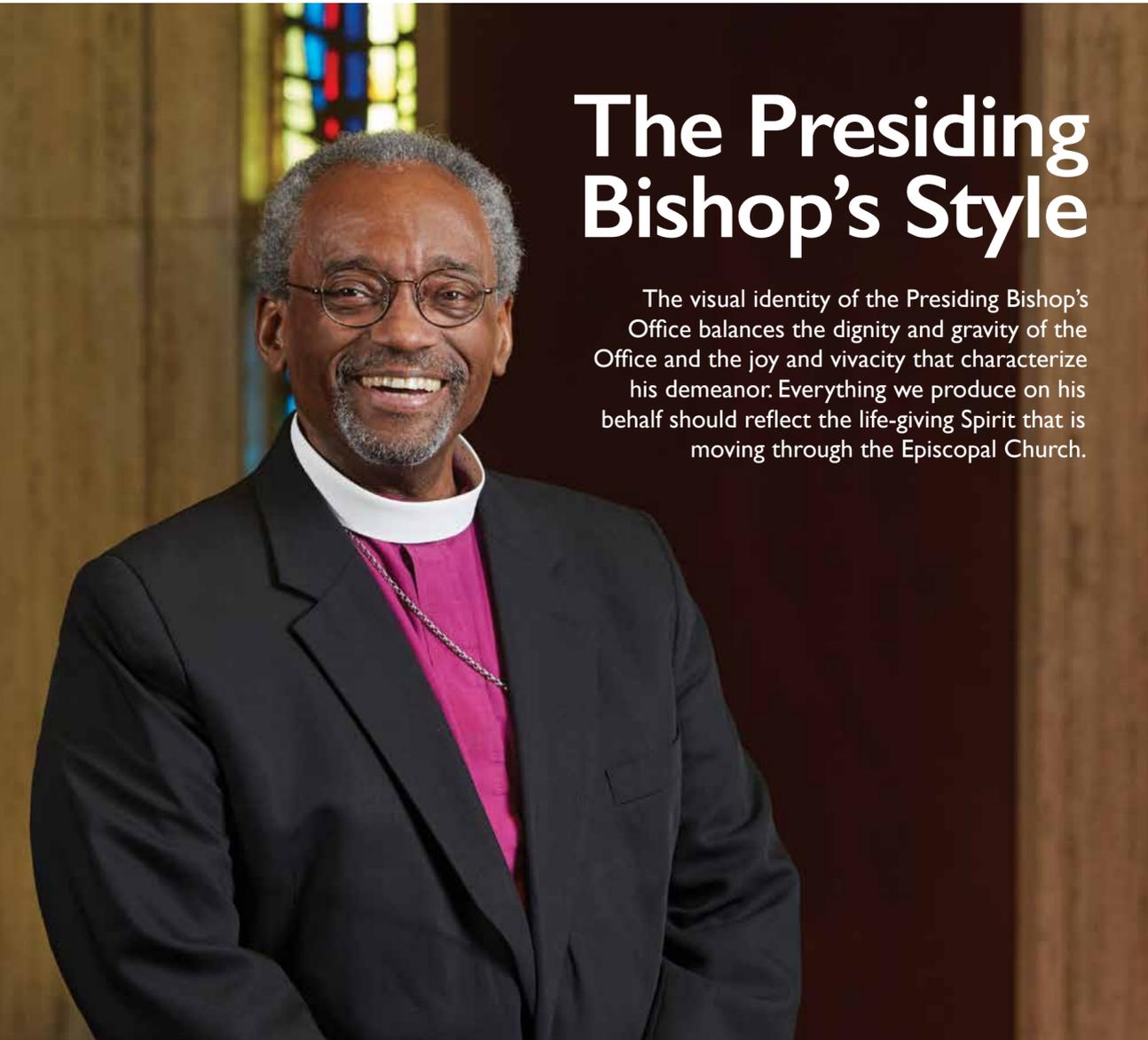


(In photo, left to right)  
The Episcopal Evangelism Team: Carrie, Jonathan, Nancy, Jeremy, Stephanie, Emily. (Hershey not pictured)

Evangelism@episcopalchurch.org  
(212) 718-6242

Facebook  
Twitter

**MISSIONAL voices**



# The Presiding Bishop's Style

The visual identity of the Presiding Bishop's Office balances the dignity and gravity of the Office and the joy and vivacity that characterize his demeanor. Everything we produce on his behalf should reflect the life-giving Spirit that is moving through the Episcopal Church.

THE *Episcopal* CHURCH 

NOT EVEN THE TITANIC POWERS OF DEATH CAN STOP **THE LOVE OF GOD.**

-Presiding Bishop Michael Curry

THE *Episcopal* CHURCH 

**GO FORTH TO BE PEOPLE OF THE RESURRECTION. FOLLOW IN THE WAY OF JESUS. DON'T BE ASHAMED TO LOVE.**

-Presiding Bishop Michael Curry

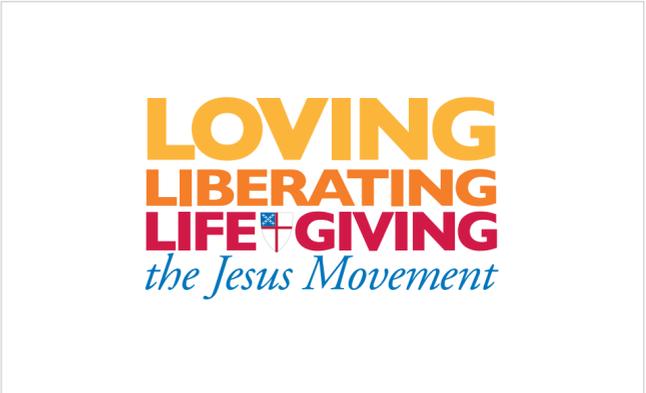
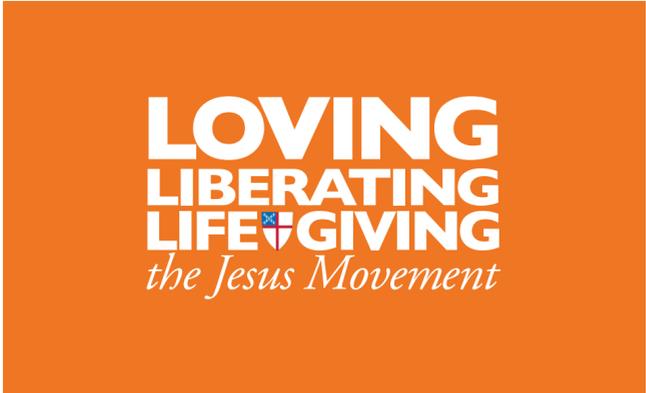
THE *Episcopal* CHURCH 

**THE JESUS MOVEMENT IS NOT NEW—IT'S THE DEEP ROOTS OF WHO WE ARE.**

-Presiding Bishop Michael Curry

# The Jesus Movement

As we live into the challenge and opportunity of being “the Episcopal branch of The Jesus Movement,” a logo for the movement is available to supplement The Episcopal Church logo or to stand in its place. Use the design for collateral and promotional materials to help spread the movement.



1. The reverse-out logo may be used on full color images and backgrounds

2. The full color logo should be used whenever possible and always on black and white images or neutral backgrounds.



“This is the  
Jesus Movement,  
and we are The  
Episcopal Church,  
the Episcopal branch  
of Jesus’ movement  
in this world.”

-Presiding Bishop Michael B. Curry

**LOVING**  
**LIBERATING**  
**LIFE + GIVING**  
*the Jesus Movement*