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 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.

Titers & 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.
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
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 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.

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

- Presiding Bishop Michael Curry

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

- Presiding Bishop Michael Curry

THE CHURCH

The Jesus Movement

LOVING LIBERATING LIFE GIVING the Jesus Movement

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THE EpiscopAl CHURCH

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“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