

THE
Episcopal
CHURCH



May 2017

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 soon.

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.

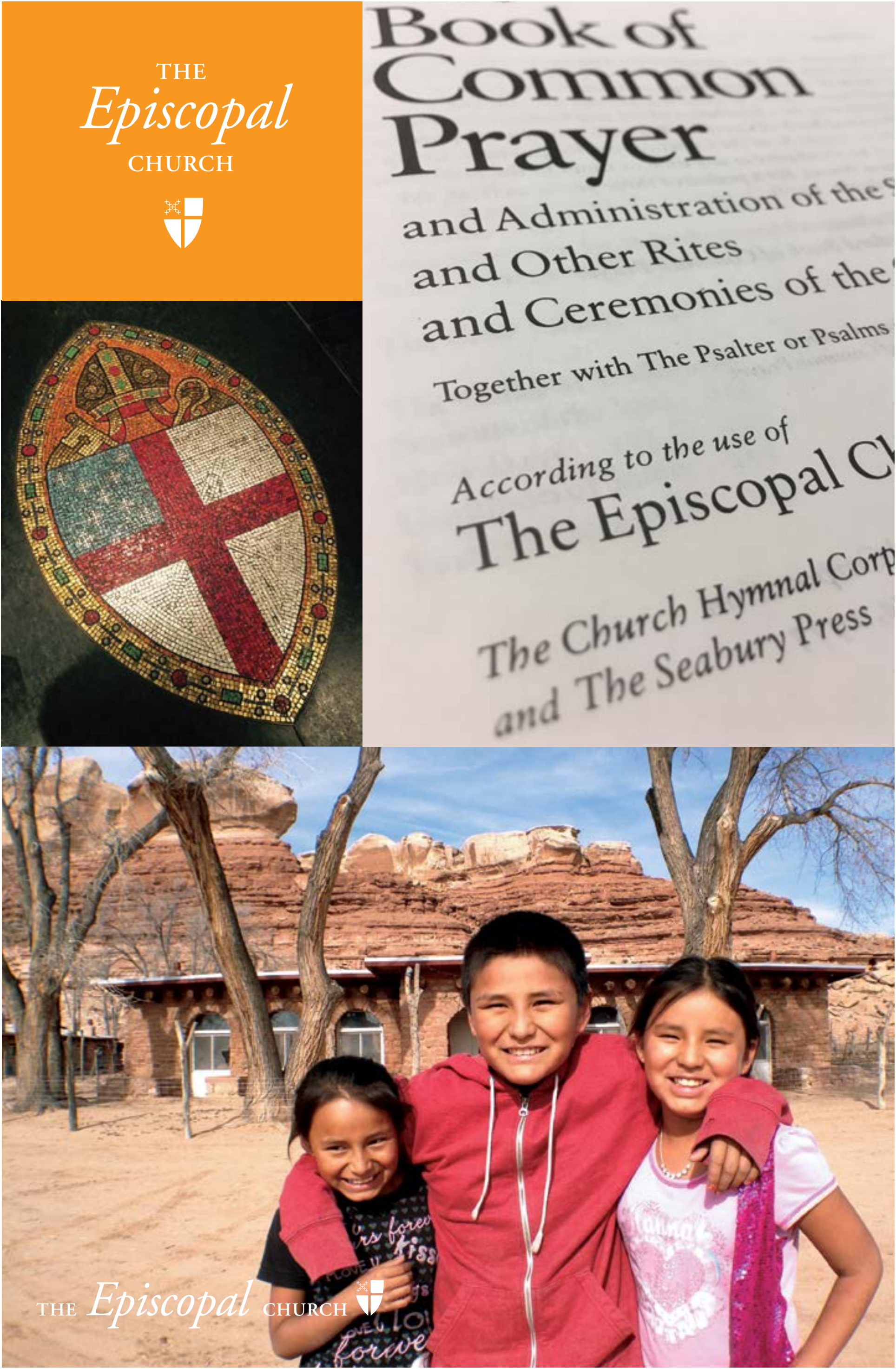
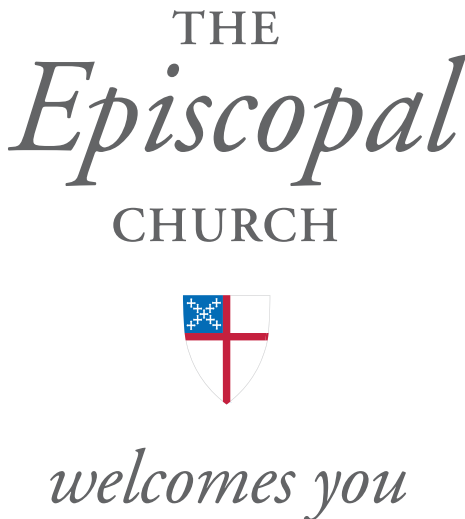
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Our Logo

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 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.

Here are some examples of how to style Garamond and Gill Sans together:

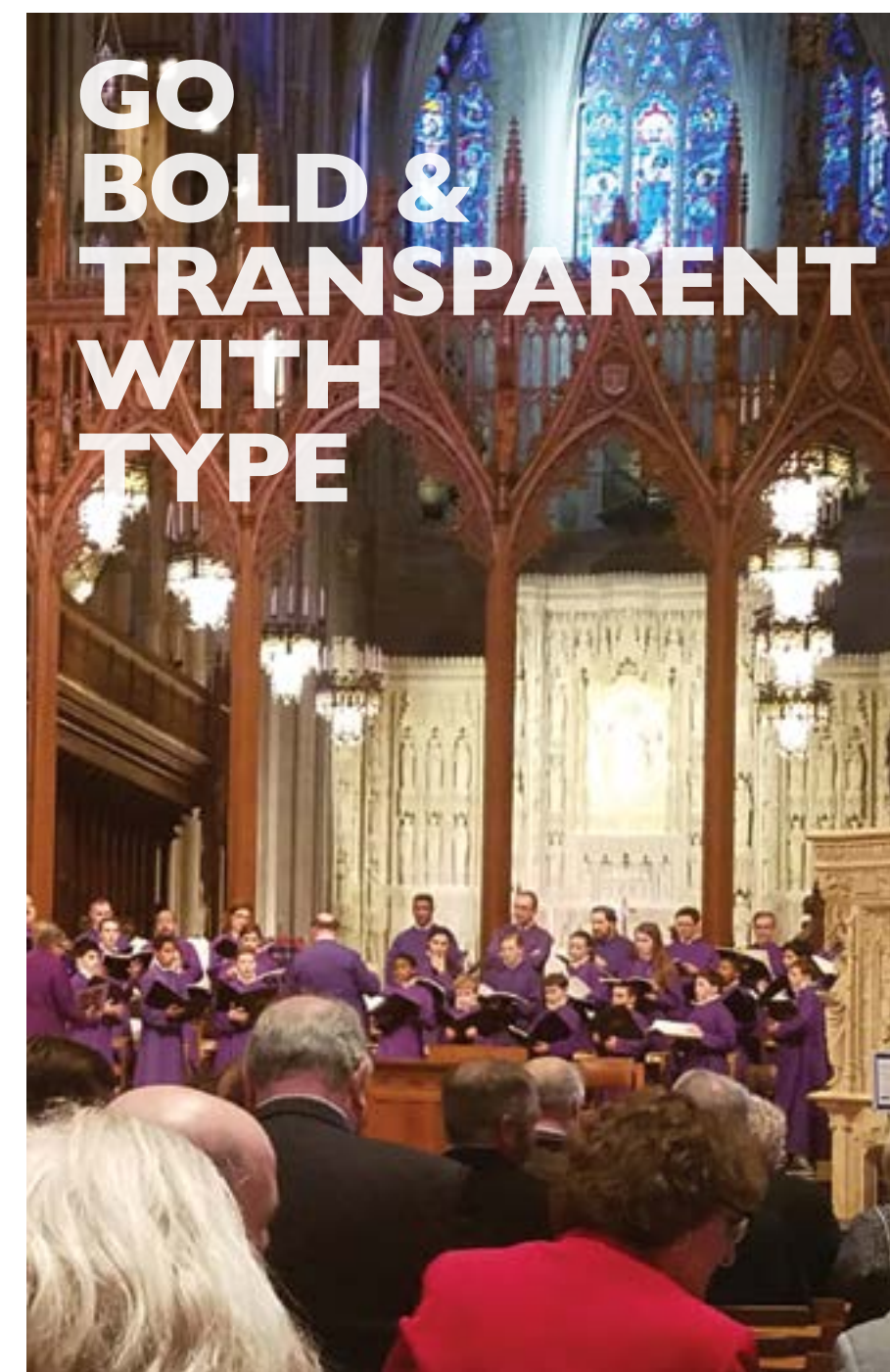
Adobe Garamond Regular
Adobe Garamond SemiBold
Adobe Garamond Bold
Adobe Garamond Regular
Adobe Garamond SemiBold
Adobe Garamond Bold
Gill Sans Light
Gill Sans Regular
Gill Sans SemiBold
Gill Sans Light Italic
Gill Sans Italic
Gill Sans SemiBold Italic

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.

**GO
BOLD &
TRANSPARENT
WITH
TYPE**



COMBINE TINY TYPE

USE
NEGATIVE
SPACE
AS A
POSITIVE

WITH LARGE TYPE

TITLES & SUBTITLES

Mix it up!

**COMBINE BOLD
GARAMOND** WITH
GILL SANS LIGHT

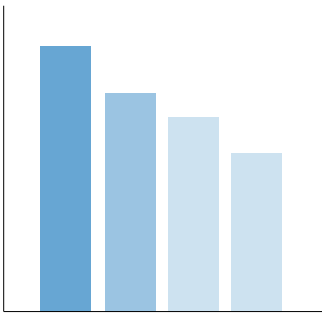
**PAIR GILL SANS
BOLD** WITH GILL
SANS LIGHT

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.

PMS 660 C
CMYK 88 50 0 0
RGB 64 126 201
HEX 407EC9




30% TINT

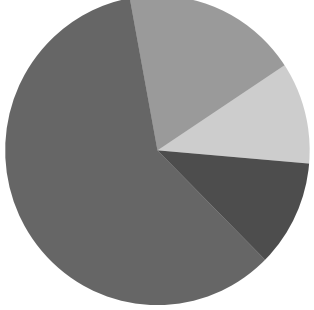
PMS 193 C
CMYK 2 99 62 11
RGB 191 13 62
HEX BF0D3E

50% TINT

30% TINT



PMS COOL GREY 8
CMYK 23 16 13 46
RGB 136 139 141
HEX 888B8D




65% BLACK


30% BLACK

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

PMS 2685 C
CMYK 90 99 0 8
RGB 51 0 114
HEX 330072

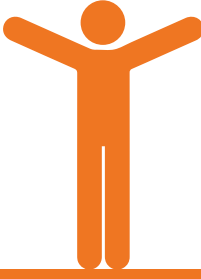


PMS 143 C
CMYK 0 32 87 0
RGB 241 180 52
HEX F1B434



PMS 376 C
CMYK 54 0 100 0
RGB 132 189 0
HEX 84BD00

PMS 2985 C
CMYK 60 0 3 0
RGB 91 194 231
HEX 5BC2E7



PMS 158 C
CMYK 0 62 95 0
RGB 232 119 34
HEX E87722

PMS 297 C
CMYK 52 0 1 0
RGB 113 197 232
HEX 71C5E8

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



LATINO MINISTRIES
MINISTERIOS LATINOS



YASC
YOUNG ADULT SERVICE CORPS



ECUMENICAL INTERRELIGIOUS



ASIAMERICA MINISTRIES

| | | |
|--|---|--|
|  <p>UTO UNITED THANK OFFERING</p> |  <p>INDIGENOUS MINISTRIES</p> |  <p>FINANCE</p> |
|  <p>DOMESTIC POVERTY</p> |  <p>PUBLIC AFFAIRS</p> |  <p>DIGITAL EVANGELISM</p> |
|  <p>BLACK MINISTRIES</p> |  <p>GLOBAL PARTNERSHIPS</p> |  <p>HUMAN RESOURCES</p> |
|  <p>EVANGELISM INITIATIVES</p> |  <p>PASTORAL DEVELOPMENT</p> |  <p>SOCIAL JUSTICE & ADVOCACY ENGAGEMENT</p> |
|  <p>ARMED FORCES AND FEDERAL MINISTRIES</p> |  <p>GLOBAL RELATIONS UNITED NATIONS</p> |  <p>OFFICE OF TRANSITION MINISTRY</p> |
|  <p>EMM EPISCOPAL MIGRATION MINISTRIES</p> |  <p>CHURCH PLANTING AND MISSIONAL DEVELOPMENT</p> |  <p>YOUNG ADULT & CAMPUS MINISTRIES</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> |



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



HEAR THE GOOD NEWS
Let's imagine evangelism that is true to the bold, generous and hopeful spirit of the Jesus Movement.

We are the good news



WHO WE ARE

We are the people

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



Reach out to the youth



WHAT WE DO

Spread the message

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

GOOD NEWS EPISCOPAL EVANGELISM INITIATIVES

Easter 2017

A NEW RIVAL

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. Somewhere, 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 an 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 washed 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

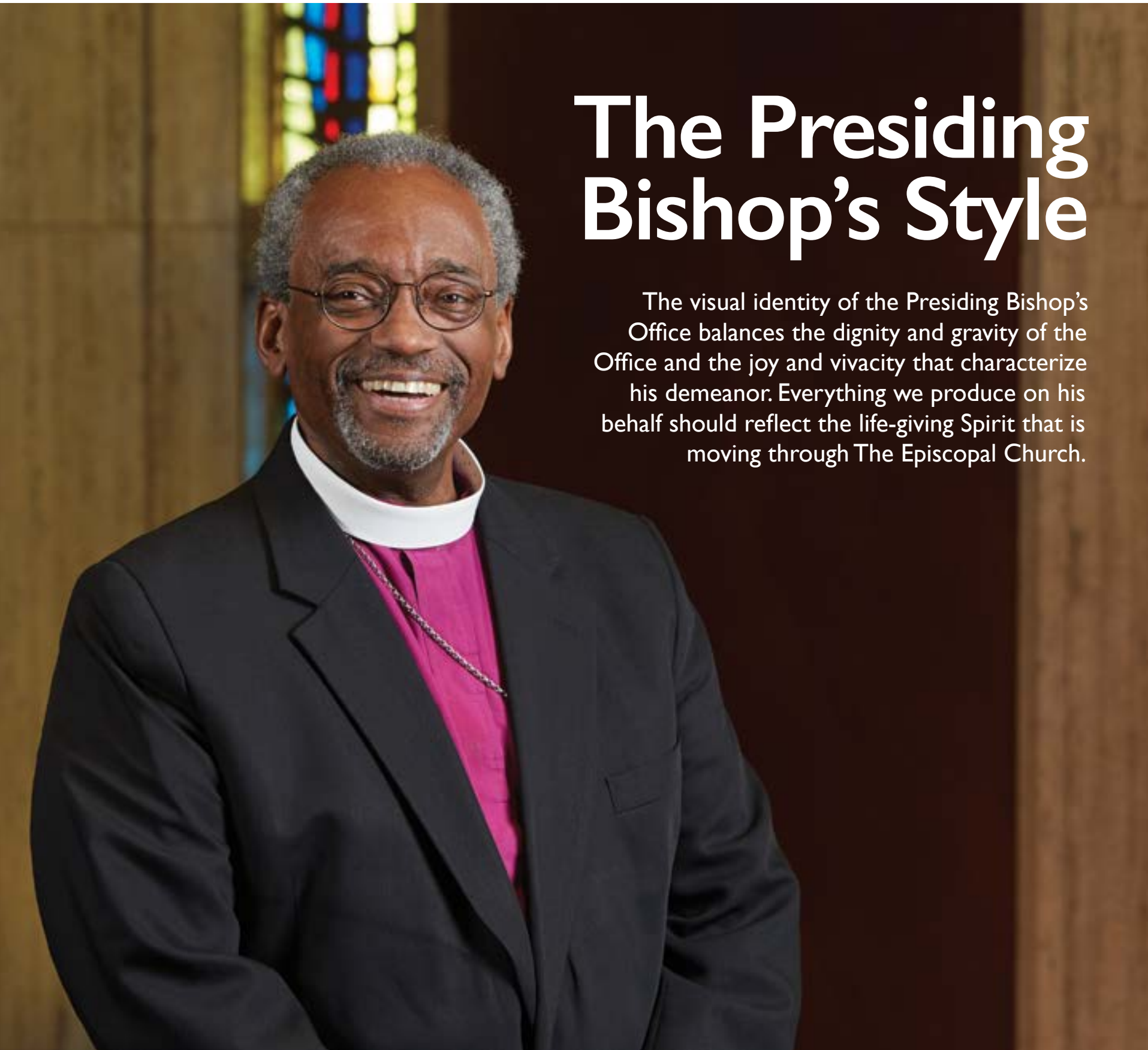
Tools for Evangelism
Evangelism: Sharing our stories. Living comfortable talking about Jesus and the role faith plays in our lives. Here are some resources to make evangelism easier for all of us.

Book Highlight
Unashamedly Episcopal is 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.

MISSIONAL voices

(In photo, left to right)
The Episcopal Evangelism Team: Carrie, Jonathan, Nancy, Jeremy, Stephanie, Emily (there's not pictured)
Evangelism@episcopalchurch.org
(212) 718-6242

Facebook
Twitter



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

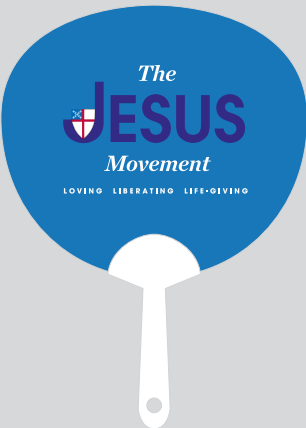
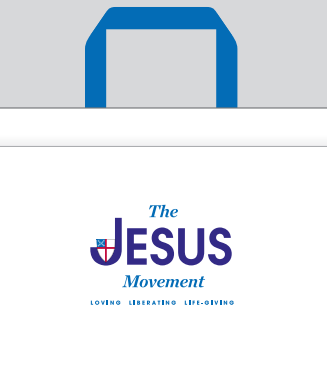
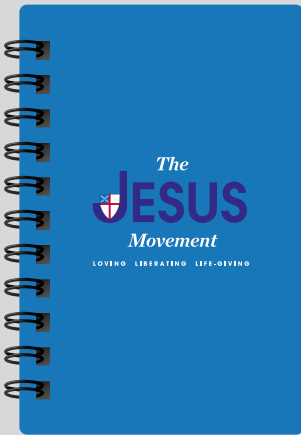
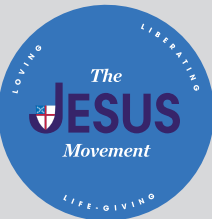
THE *Episcopal* CHURCH

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

-Presiding Bishop Michael Curry

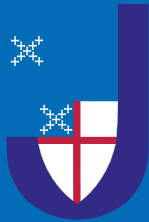
The Jesus Movement

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.



“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

The
 **JESUS**
Movement

LOVING LIBERATING LIFE-GIVING