THE *Episcopal* CHURCH

THE OFFICE *of* COMMUNICATION

BRAND GUIDELINES *for the* EPISCOPAL CHURCH

2011

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The Episcopal Church *welcomes you.*

THE WELCOME EXTENDS ACROSS 109 DIOCESES *and* THREE REGIONAL AREAS IN 16 NATIONS.

“I even feel it in the design of the wooden pews. They are well worn, but polished. There is something about it that is used and old, but well maintained. It’s like it’s been touched by so many people that it takes on oil from people over time… You can tell people have held onto them over time, and the wood has been smoothed by age. I think it’s a good image in my mind of this church. It’s been shaped by people over time, and yet it’s timeless and substantial.”

INTRODUCTION

The Episcopal Church has a long history of local control and is more democratic than many other denominations. One of the goals of these guidelines is to enable the development of consistent but flexible communications for use by dioceses, parishes, networks, provinces and other entities of the Church. Guidelines allow us to model unity while allowing for a wide range of expressions.

A unified approach permits us to communicate the commonalities of our faith that transcend differences among us – those things that reflect the Church's long history and values, and that universally appeal to its clergy, members, and newcomers.

BRAND STRATEGY STATEMENT

For those looking for more meaning and deepened spirituality, The Episcopal Church offers honest and unconditional acceptance, which removes barriers to Jesus Christ and permits belonging to an authentic church community.

This statement is a reminder of our strengths. It is meant to help guide communication work, rather than be used as an external piece of communication.

GENERAL PRINCIPLES FOR COMMUNICATIONS

Language, photography and layouts should be simple, approachable, authentic and welcoming. Avoid jargon, “church-speak”, and clutter.

Share stories, rather than facts and figures. People learn through storytelling.

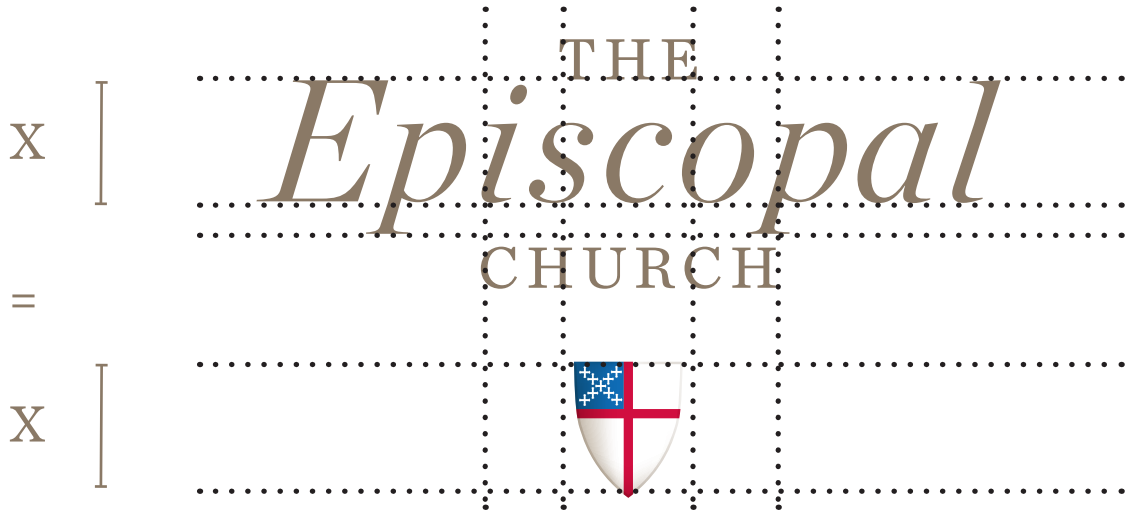
Encourage word-of-mouth, both face-to-face and online.

Develop new ways to equip, enable and create “spiritual inviters”.

Do not be afraid to revel in our history and tradition.
Do not be afraid to try something new.

> *I don’t have to go through all these steps to be with God. It’s good to find a church that is simple. A complicated church has a million different rules, one that requires a lot of you to perfect it, and to be a good follower of God. Church shouldn’t feel like a task, or an obligation or pressure. You should be going because you want to worship God in your own personal way with other people. My church is simple and open.*

THE
Episcopal
CHURCH



Shield should not exceed height of “E”
or the width of “THE”

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Episcopal

LA IGLESIA *Episcopal*

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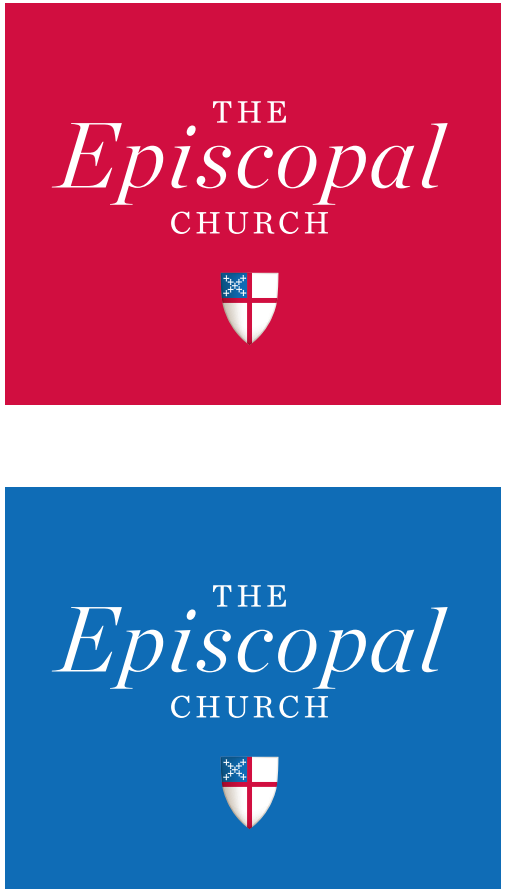
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THE *Episcopal* CHURCH

The Episcopal Church is striking, particularly because of the rituals that we participate in. The prayers we are saying are spoken through time by Anglicans around the world. It's like a time warp, and you come as an individual, but become part of a collective force of people, all speaking the same words as part of the same ritual. It's a comforting feeling to know that others are experiencing the same thing at that moment, and that you are grateful for Jesus coming. It makes you feel that you are becoming part of the ritual.

Shield should not exceed visual height of “E”
or the width of “THE”

THE
Episcopal
CHURCH

welcomes you

LA IGLESIA

Episcopal

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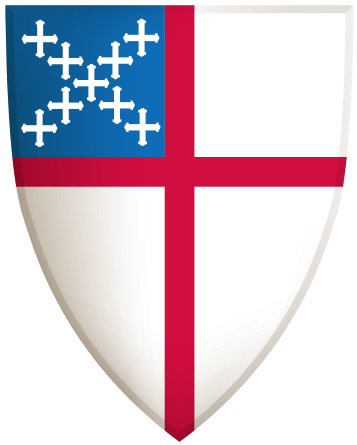
THE
Episcopal
CHURCH

welcomes you

"welcomes you" is
Chronicle Italic
with letter spacing
set loose or 40 in indesign

"welcomes you" should be spaced below the lock up
at least the height of the shield, it can be farther from the shield
but should not be closer

The blue and red in the shield are bold and bright. This reflects our extroverted personality trait.
The colors of the shield may not be altered. Other parts of the shield may not be altered through the addition or substitution of other graphics. The shield must not touch or be covered or obscured by any other graphic.



Pantone 660

Pantone 193

Pantone Warm Grey 10

THE
Episcopal
CHURCH

The typeface for the Episcopal Church logotype is Chronicle. It references classic fonts and is also decidedly contemporary.

Its x-height (the height of the lower case characters in relation to the upper case characters) allows for ease of readability. It has modern curves and sleek simplicity. It is a font that references tradition but is not mired in tradition.

The use of the italic form for the word “Episcopal” implies forward movement and optimism, part of our brand personality. “Episcopal” is larger than the other words, putting greater emphasis on our name and on what is unique about us.

An accent sans serif font which may be used for headlines in longer format documents is Knockout-HTF29-JuniorLiteweight. In that case, Chronicle italic may be used for sub-heads.

Web-safe fonts are Times New Roman (replacing Chronicle) and Arial Narrow (replacing Knockout).

CHRONICLE TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CHRONICLE TEXT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

For titles and sub-heads, the italic may be used in combination with the roman forms of Chronicle. The letter spacing should be “loose” or up to 100 in indesign. The “leading” should generally equal the “x” height of the upper case letter form. The text font should never be smaller than 7 or 8 point.

HORIZONTAL HEADINGS

TITLE *and* SUB TITLE

EXAMPLES

SEARCH *the* SITE

NEWS *of the* DAY

VERTICAL HEADINGS

TITLE
and
SUB TITLE

EXAMPLES

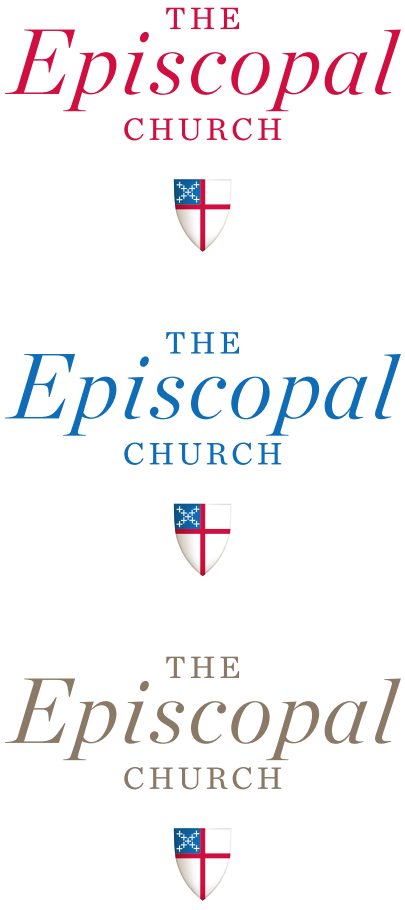
CUSTOMIZE
your
BACKGROUND

Primary color palette
The primary colors are Pantone 660 blue, Pantone 193 red and Pantone Warm Grey 10. They are to be used with the type treatment for “The Episcopal Church” and for “The Episcopal Church welcomes you.” They may be used for other purposes as well.

Pantone 660

Pantone 193

Pantone Warm Grey 10



Secondary color palette
Secondary colors may also be used for other purposes.

Pantone 144	Pantone 397	Pantone 3265	Pantone 2685
C 0 M 48 Y 100 K 0	C 10 M 0 Y 100 K 11	C 69 M 0 Y 37 K 0	C 96 M 100 Y 0 K 10
R 248 G 151 B 29	R 213 G 209 B 14	R 53 G 189 B 178	R 51 G 42 B 134

Copy should be simple, direct, warm and welcoming.

Tell a story. Avoid jargon and insider language.

Be concise and be clear.

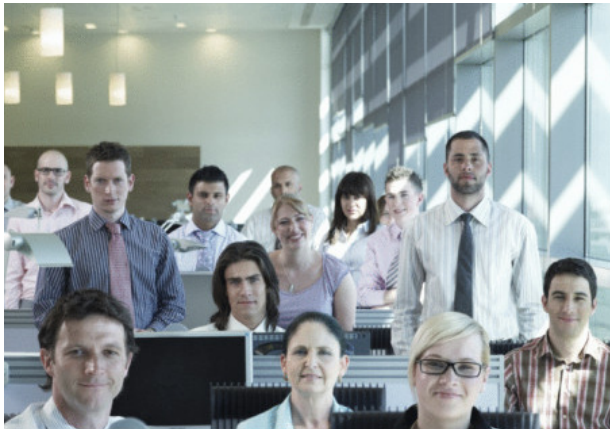
In copy, use an upper case “t” for The Episcopal Church.

Avoid acronyms. Do not use TEC, ECUSA, PECUSA, ECC, etc.

Do not use the term “the national church.” The Episcopal Church is in 16 countries and 110 dioceses. The correct term is simply The Episcopal Church. In referencing the Church Center in New York City and its activities, the correct term is “denominational office of The Episcopal Church.”

> *One of the first Sundays I went to this church, I remember being on my knees in the chapel, at the altar. I see the priest standing in front of me and I am sharing that I have been away from the church and that I want to renew my faith. The priest lifts my head up and says, ‘You left the church, the church never left you. And all you have to do is come back, because Jesus always loved you.’ It made me feel welcomed, loved, and cared for. It’s something I never felt in my previous church experiences.*

Photography should be vibrant and active.
Crop the photo to enhance the emotional power of the shot.



A photo of a group of people at a conference table lacks energy, color and interest. It is off-brand.

A photo of a Young Adult Service Corps member working with kids is colorful and tells a story. It is on-brand.

The cover design should consist of the title and the stained glass background
The font in powerpoint is “Times New Roman”.

“Times New Roman”,
UPPERCASE,24pt

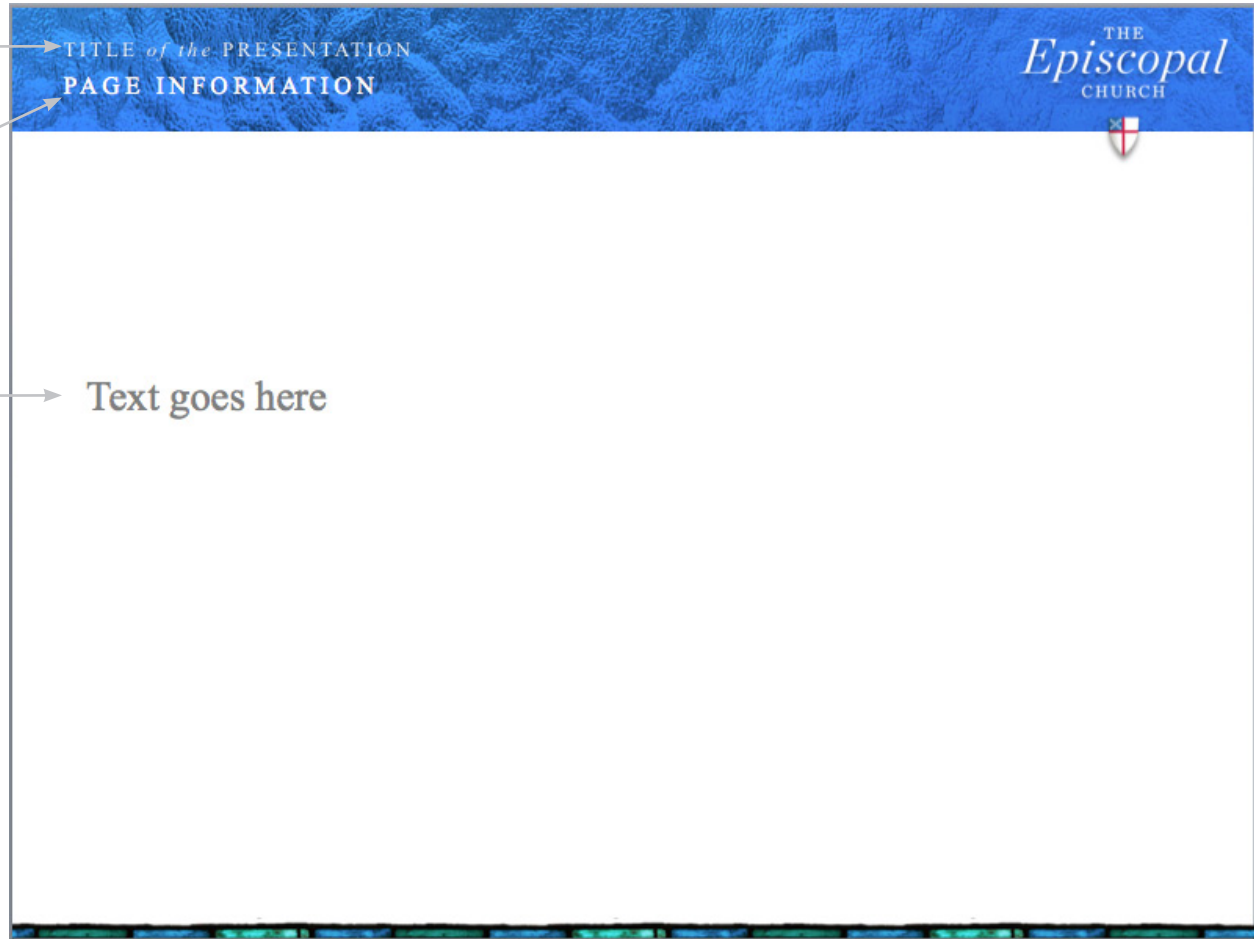
“Times New Roman”,
UPPERCASE, 40pt

“Times New Roman”,
lowercase, italic, 40pt

DATE
“Times New Roman”, 32pt

The slide design should allow for white space and not fill up the entire slide

TITLE AREA
"Times New Roman",
mixed case, 12pt

PAGE INFORMATION
"Times New Roman",
UPPERCASE, 14pt

TEXT
"Times New Roman", 24pt