

Edition 1
Summer 2018



Episcopal Diocese of Ohio Brand Guidelines

Why does branding matter?

The main purpose of these branding guidelines is to promote the identity of the Episcopal Diocese of Ohio through consistent branding. When the established branding is followed, items from the Episcopal Diocese of Ohio become easily recognizable. This does not mean that everything published will look exactly the same. Instead, it utilizes unifying aspects such as fonts and colors.

Diocesan Information

About: We are a community of 15,000 baptized members in 80 parishes in northern Ohio. The Rt. Rev. Anne B. Jolly, is the Twelfth Bishop of Ohio.

The Episcopal Church: The Episcopal Church welcomes all who worship Jesus Christ, in 109 dioceses and regional areas in 17 nations. The Episcopal Church is a member province of the worldwide Anglican Communion.

The mission of the church, as stated in the Book of Common Prayer's catechism (p. 855), is "to restore all people to unity with God and each other in Christ."

As part of that mission, we're following Jesus into loving, liberating and life-giving relationship with God, with each other and with the earth as the Episcopal branch of the Jesus Movement. We seek every day to love God with our whole heart, mind and soul, and to love our neighbors as ourselves (Matthew 22:36-40).

Logos

Variations of the Diocesan logo are available under the Communications section of the Parish Resources on the website. The logo is available in .jpeg and .png formats.

Colors

Colors help identify a brand. They help make it clear that a message is from a specific organization or place.

We have provided our colors in the PMS, RGB, and CMYK formats. These formats are listed for convenience, as well as different purposes.

CMYK means Cyan, Magenta, Yellow, and Key. RGB means Red, Green, Blue. PMS means Pantone Matching System.

PMS and CMYK are the formats that printers typically use. While both of these are acceptable forms for printers, PMS tends to be a more exact match. RGB is generally used for web and e-communications. The codes also help guarantee the outcome of an object print design and provide consistency.

Primary Colors

Primary colors can be used for both large areas of color and as accent colors.

Secondary Colors

Secondary colors serve as complements to the primary colors, providing additional range to the brand experience. The secondary colors work well as accent colors or as subtle backgrounds behind typography or graphics.

Tertiary Colors

The tertiary colors are complementary to our primary and secondary colors but are not recognizable identifiers for the Episcopal Diocese of Ohio. Tertiary colors should be used sparsely and as accents.

As a note, the Magenta (PMS 248) should be used sparingly as it is typically associated with the Bishop and the Bishop's Annual Appeal. Please limit the use of this color except in those contexts.

Primary Colors



PMS: 287
R: 0 G: 47 B: 135
C:100 M:91 Y:17 K:6
Hex: #003087



PMS: 7406
R:245 G:196 B:0
C:5 M:22 Y:100 K:0
Hex: #F1C400

Secondary Colors



PMS:287 (50%)
R:0 G:48 B:135
C:100 M:91 Y:17 K:6
Hex: #003087



PMS: 248
R:170 G:25 B:141
C:37 M:100 Y:2 K:0
Hex: #A51890



PMS: 476
R:81 G:54 B:40
C:48 M:68 Y:75 K:55
Hex: #4E3629



PMS: 2627
R:62 G:17 B:81
C:83 M:100 Y:32 K:35
Hex: #3C1053



PMS: 356
R:0 G:121 B:52
C:89 M:28 Y:100 K:16
Hex: #007A33

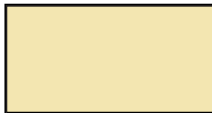
Tertiary Colors



PMS: 664
R:225 G:218 B:225
C:10 M:12 Y:5 K:0
Hex: #E0DBE3



PMS: 5405
R:80 G:116 B:138
C:73 M:47 Y:33 K:7
Hex: #4F758B



PMS: 7499
R:243 G:228 B:178
C:5 M:7 Y:35 K:0
Hex: #F1E6B2



PMS: 7528
R:199 G:185 B:172
C:22 M:24 Y:30 K:0
Hex: # C5B9AC



PMS: 7503
R:171 G:151 B:103
C:33 M:35 Y:68 K:4
Hex: #A89968



PMS: 649
R:221 G:225 B:233
C:12 M:7 Y:4 K:0
Hex: #DBE2E9



PMS: 436
R:171 G:152 B:156
C:35 M:38 Y:32 K:0
Hex: #AB989D

Fonts

Fonts, when used consistently, unify messaging and create familiarity. Consistent application of fonts allows our audiences to recognize materials from the Diocese. Our recommended fonts can be found on the adjacent page (page 7).

Headlines

When creating headlines, you have far more flexibility in which font you choose. Subject matter can often help define a suitable headline. For example, you would not use the same type of font to announce the Clergy Conference as you would to announce a youth event.

Body Text

Body text should be simple. We would recommend Calibri or Helvetica as the sans-serif font used in body text. If you are using a serif font, we recommend Minion Pro. Sans-serif fonts should be used for e-communications.

Notes

Be sure to pick a legible font. Someone should be able to immediately read and understand what a headline says. This becomes especially problematic in certain fonts when using the letters J and T.

Consistency matters. Try to be as consistent as possible with design, font, and color choices. This will help make it recognizable from the Diocese.

Avoid over complicating things. Most things can be done with two fonts: one for headlines and one for body text. As a general rule, the use of more than two fonts will distract the reader from the message. The reader will see the message before they read. The focus should be on what the message says rather than how it is said. To accomplish this, simplicity is best.

Segoe UI

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Segoe Print

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

Source Sans Pro

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Kartika

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Ariel

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz

Helvetica

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz

Minion Pro

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Cambria

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz



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Social Media:

Facebook: Episcopal Diocese of Ohio ([dohio](https://www.facebook.com/dohio))

Instagram: [@edohio](https://www.instagram.com/edohio)

Twitter: [@dohio](https://twitter.com/dohio)

Facebook: Bellwether Farm ([bellwetherfarmohio](https://www.facebook.com/bellwetherfarmohio))

Instagram: [@bellwether_farm](https://www.instagram.com/bellwether_farm)

Twitter: [@bellwether_farm](https://twitter.com/bellwether_farm)