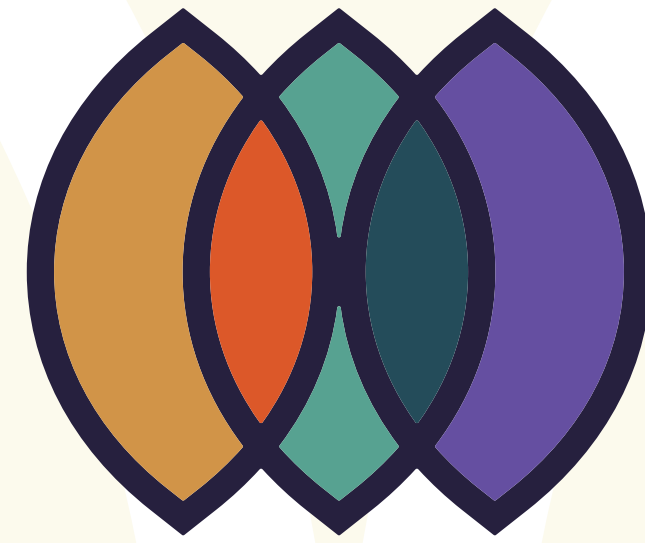
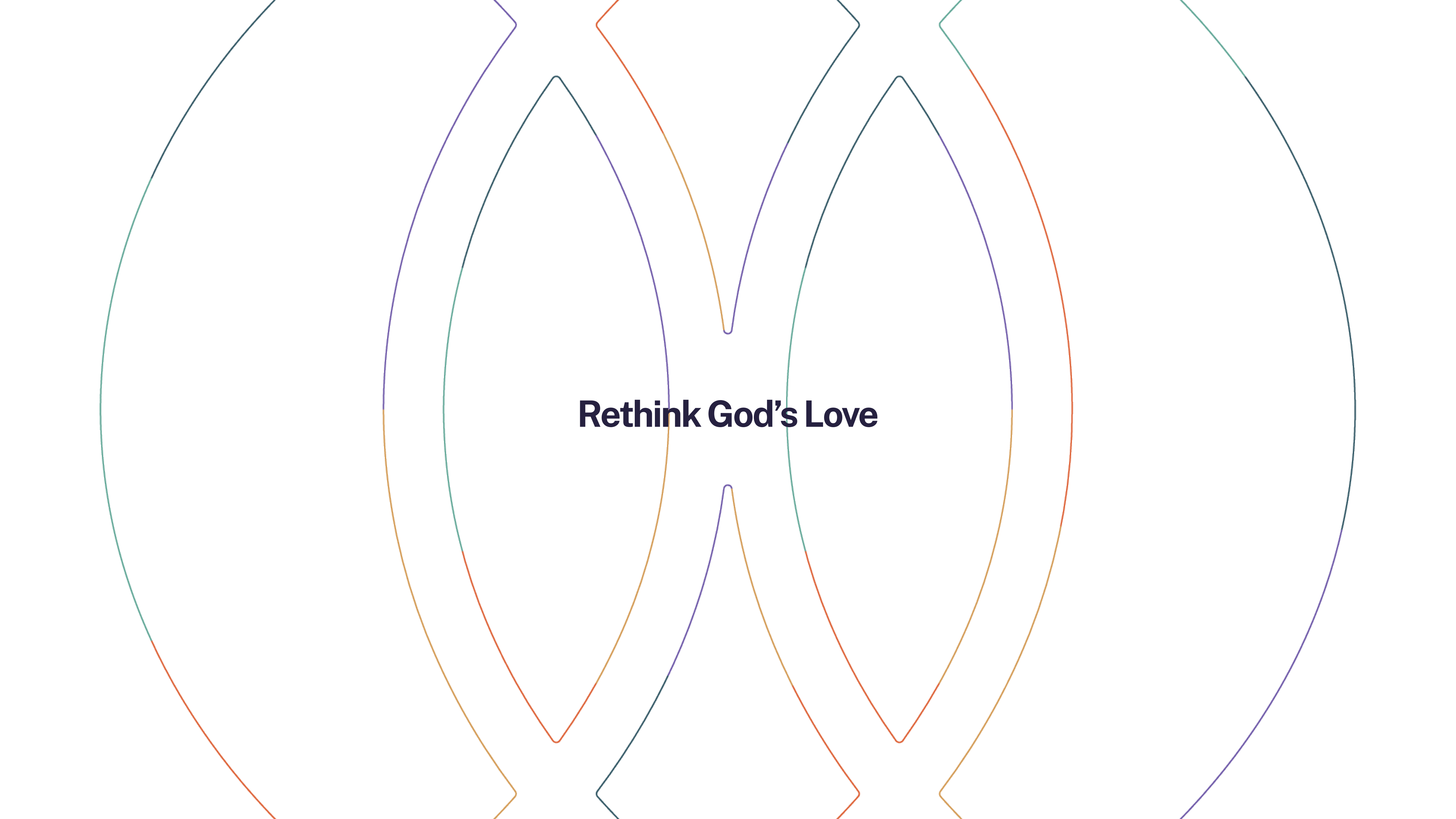




*The Episcopal Church *in* Alabama*

Brand Guide



Rethink God's Love

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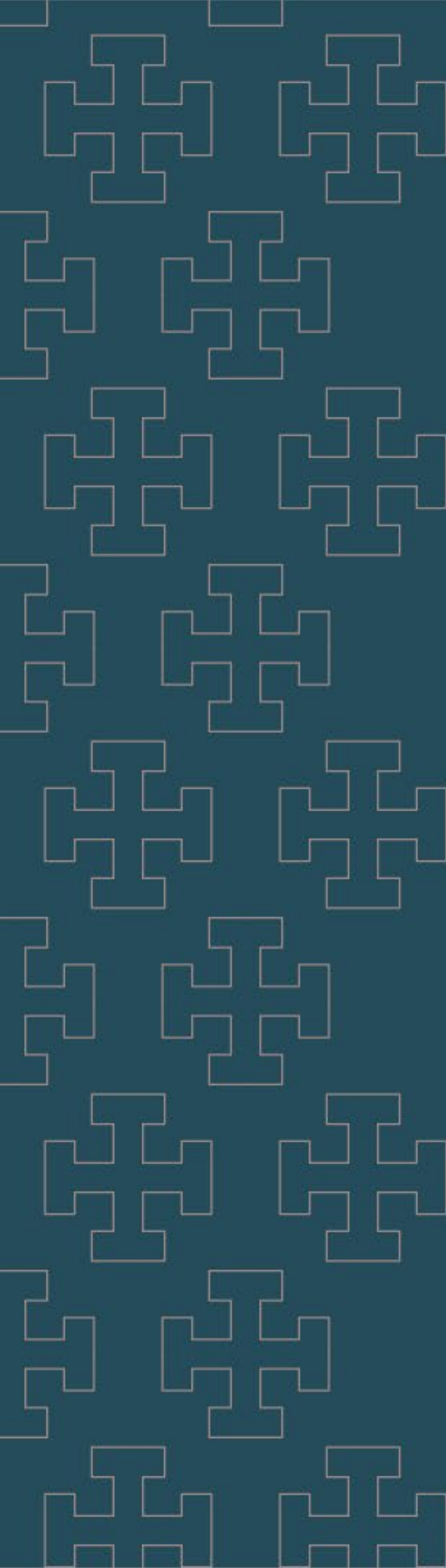
MESSAGING BLUEPRINT

Includes all components of our Identity, Audience, and Strategic Message. Note: The most important items are included in this Brand Guide.

BRAND ASSETS

Logo files include raster (.png), vector (.eps), and native Adobe Illustrator (.ai) versions of all logo options.

Also includes native Adobe Illustrator files (.ai); all photos, mockups, and designs; brand fonts; and Adobe Swatch Exchange (.ase) color files.



Welcome!

SO WHY A BRAND GUIDE?

Our Brand Guide's chock full of guidelines and handy tips to help you, the communicator, consistently and effectively communicate with our audience.

By following the guidelines contained herein, you'll begin every creative project with a solid, branded foundation to create things that look, sound, and feel like our brand every time. Plus, even if you ignore some guidelines, as some instances require, you'll at least have an idea of how far you've ventured.

Refer back to this guide often. It will be your compass for our ever-evolving and growing brand. Let's get started!

01 Message

WHY STRATEGIC MESSAGING?

Every organization has an audience they're uniquely positioned to reach. Our strategic message ensures we communicate the “shared win” effectively with our audience.

Messaging Framework

The Communication Triangle serves as our messaging framework. Its three points represent:

IDENTITY

Who are we? What do we want?
How do we feel?

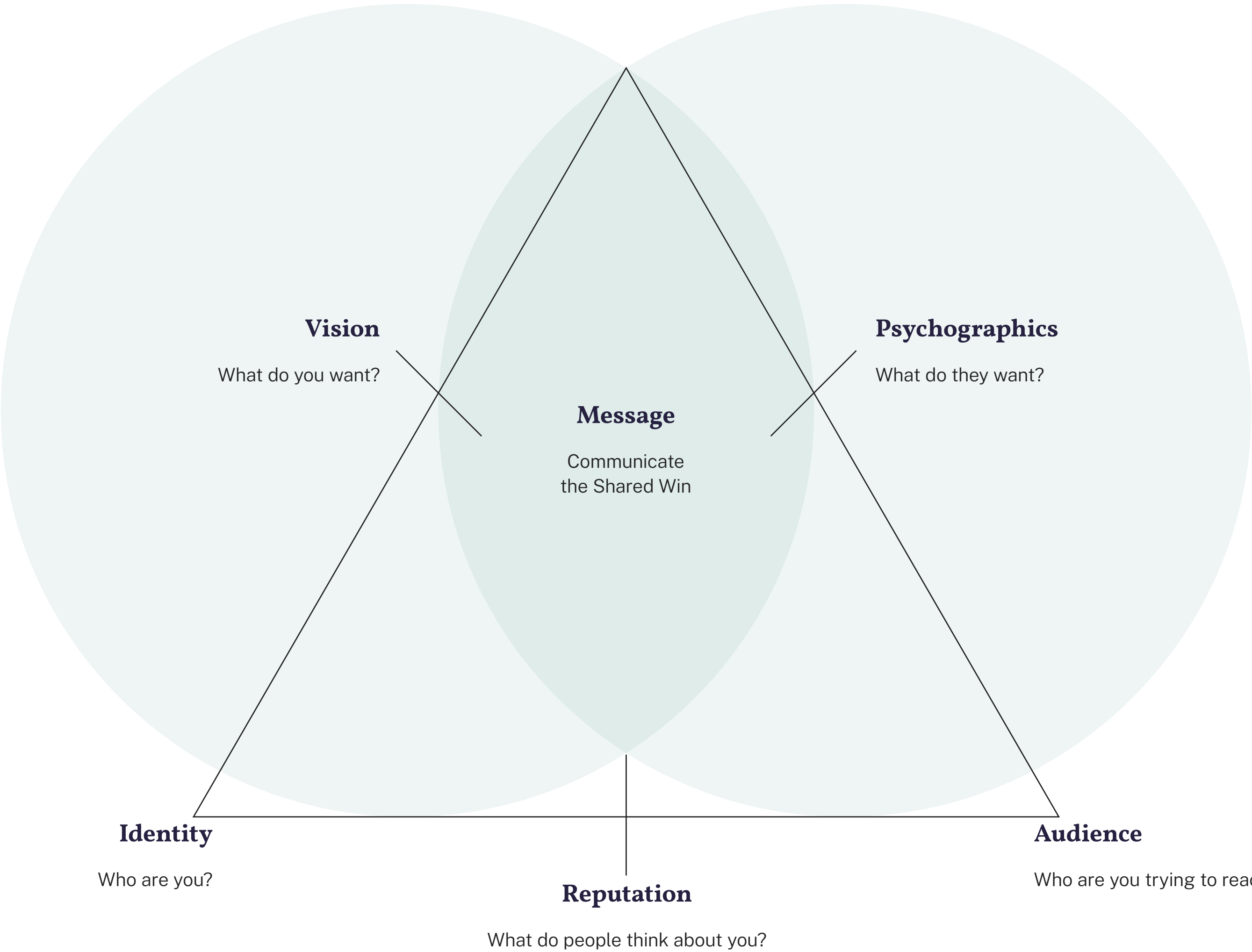
AUDIENCE

Who are they? What are their hopes and fears?

SHARED WIN

Where do our vision and our audience’s hopes intersect?

Our organization’s Communication Triangle is summarized on this page. The following section provides a deep understanding of who we are, who we’re called to reach, and how we communicate the shared win with our audience. Follow the guidelines in this section to send a consistent message to our audience.



Primary Targets

HOW DO WE MEASURE OUR EFFECTIVENESS?

Mission

The daily actions and attitudes an organization takes to fulfill its vision.

Core Values

The guiding principles of an organization’s culture, actions, and direction.

Measurable Indicators of Success

The measurable tangible, emotional, and missional metrics that indicate an organization has successfully achieved its mission and vision.

MISSION STATEMENT

To proclaim by word and example the Good News of God in Christ, to seek and serve Christ in all persons, loving our neighbors as ourselves, to strive for justice and peace among all people, and to respect the dignity of every human being.

CORE VALUES

Authenticity: We proclaim love; we practice love.

Hospitality: We welcome all to be a part of God’s family.

Unity: We work together and find Jesus in our midst.

Curiosity: We are always on the lookout for God at work.

Courage: We live the gospel in a divisive world.

Measurable Indicators of Success

- Websites, enews, social media, etc. all provide an understanding of what the diocese is/does and provides a clear understanding of how to access that support.
- Number of contacts made with parishes/ministry leaders to help solve problems, provide support
- All parishes who want/need full or part-time clergy have them because of diocesan guidance and support.
- Improved parish health because of diocesan support: lay leadership training, clergy support and formation, resources and grants for ministry opportunities

How will the state of Alabama look different as a result of what God has done through our Diocese?

- Our people and ministries will positively impact poverty, racism, and education.
- For example, through Sawyerville, children and youth will learn skills that will serve them throughout their lives, hopefully impacting the rate of poverty in our state.
- Through Camp McDowell people of all ages/abilities/socioeconomic backgrounds form deep relationships with God and each other.
- Our churches will be more diverse.
- There will be more people in the state doing the work of justice, reconciliation, and peacemaking.
- The Episcopal Church will continue to thrive, and new people will be invited into this old way of following Jesus.
- Our members will confidently, unwaveringly, compassionately lead the way to a beloved community way of life.

Archetypes

WHAT’S OUR BRAND PERSONALITY?

Archetypes are universally-relatable characters that help define an organization’s brand personality. They inform an organization’s voice and publicly perceived motivations, and connect with audiences through traits common to the human experience.

The Activist Pioneer

As the Activist...

Our voice is bold and mobilizing due to a passionate sense of conviction to affect change. The Activist archetype possesses a strong belief in the power of the collective. We believe in I John 3:18: “Little children, let us love, not in word or speech, but in truth and action.” and II Corinthians 5:14a: “For the love of Christ urges us on...”

We sound like Jesus recounting the words of Isaiah in Luke 4:18-19: “The Spirit of the Lord is upon me, because he has anointed me to bring good news to the poor. He has sent me to proclaim release to the captives and recovery of sight to the blind, to set free those who are oppressed, to proclaim the year of the Lord’s favor.”

As the Pioneer...

Our voice is welcoming as we encourage others to see situations differently and go an adventure into new ways of thinking.

We sound like Jesus in Luke 19 when he called Zacchaeus despite the opinions of tax collectors. We choose love when others choose exclusion. We sound like Jesus exhorting his disciples in John 4:35: “Do you not say, ‘Four months more, then comes the harvest’? But I tell you, look around you, and see how the fields are ripe for harvesting.”

As Activist-Pioneer leaders, we infuse life and revitalize purpose into those around us through positive engagements and forward-thinking. Confident in our ability and authority, we lead in ways that sometimes challenge convention.

Tone Words

HOW DO WE SOUND?

Tone Words are a grouping of words that describe our voice and tone in all written and spoken communications. Think of these attributes as how our brand archetype would write and speak. Use these to guide word choice and presentation allowing for variety depending on context. Our goal is to clearly communicate our message with words that match our purpose and reach people.

Inspired

We are about reviving the spirit of the joy of living life with Jesus. We are not pushy or didactic; rather, we aim to inspire through example.

Connected

When people hear from the diocese, they’re not hearing from “lofty authority figures,” but humans like them who enjoy being connected to one another and the broader world.

Clear

The world is complex. So is ministry. Though we never dumb things down (because people are smart), we organize our materials so they’re easy to navigate and grasp.

WRITING STYLE TIPS

Active Voice

Write active sentences in which the sentence’s subject performs the action. Active voice is engaged, direct, and focused.

Passive: Hope is what people can receive from us.

Active: We offer hope.

Be Clear and Concise

No need to over-explain when writing. Be mindful of the content’s goal no matter the venue or media type. Write with clear, straightforward language so the reader can act without barriers to understanding.

Foggy/Long-Winded: We can’t wait to partner with you to help you and your family experience growth and life-change!

Clear/Concise: Your growth matters. Partner with us to experience life-change.

Write with Empathy

Keep our brand archetype(s) and audience personas in mind when writing. Imagine our brand as a person speaking to others: How would they write? Also consider our audience personas: How might they understand what they’re reading? What will connect with them most? Our goal is authentic communication founded on empathy for those we’re reaching.

Pulse Words

WHAT DO WE LOOK LIKE?

Pulse Words are a grouping of visually compelling words that inform the subconscious emotional perceptions of our organization. The primary Pulse Word is the feeling most emphasized in all brand visuals. Anchor any visual communication in one or more Pulse Words for brand consistency.

Lively

When people see us, they should have an immediate sense of life and energy. We feel robust and active, humming with productive activity.

Warm

Just like arriving somewhere familiar and comfortable, people should feel welcome and embraced when they see us. Our image is one of open arms, earnest handshakes, and empathy-laden embraces.

Mosaic

Like a stained-glass window, we should feel diverse yet unified and aligned in a common image. We reveal or project a bigger picture that may not have been readily visible before.

Heritage

Like a new bud on an ancient family tree, our future is fresh but informed by our history. While we feel stable and grounded, rooted in our history and tradition, we also bring fresh perspective as we challenge convention.

Audience

WHO ARE WE TRYING TO REACH?

Primary Audience

The primary person(s) our organization aims to reach.

Demographics

Our audience’s socioeconomic realities.

Challenges

Our primary audience’s internal, external, and moral challenges.

Secondary Audience(s)

The additional person(s) our organization aims to reach.

Audience Personas

Research-based, fictional vignettes of people in our audience(s). See following pages for persona profiles.

Committed Leaders

PRIMARY INTERNAL AUDIENCE

Demographics

- 50/50 mix of men and women
- Though primarily white historically, we are increasing in diversity
- Well-educated and will likely have at least a bachelor’s degree; higher than average number of post-graduate degrees
- Non-clergy are often able to give well financially
- We want to appeal to less educated, less “inside”

Challenges

- I want to do my work better, but I don’t know where to find the resources or people who will help me.
- I know that we have shared resources with the diocese, but I’m not sure how they benefit my congregation’s vitality.
- I’m not sure that the activities at Camp McDowell are effective opportunities for people’s spiritual growth enough to merit my congregation’s involvement or financial investment.
- How can our racial reconciliation actions motivate and inspire my congregants to take ownership of each believer’s responsibility to be involved in the ministry of reconciliation?
- People don’t know how to get directly involved in ministry through their local churches.
- “We’re so different that we don’t appeal to anyone. We’re too weird a group!”

Root Challenge: *I don’t want to just be busy doing things for activity’s sake; I want to be effective in providing spiritual direction.*

Hopes

- To be invested in and grow as a leader.
- To have a thriving congregation that looks outside of its own interests to the greater impact it could be having.
- To feel reassured that my congregation is a part of the larger spiritual work the Episcopal Diocese is doing in Alabama.
- That my church can participate in racial reconciliation in Alabama.
- That my work makes an eternal difference in people’s lives.

Root Hope: *To be spiritually effective at guiding hearts closer to home in Jesus.*

Fears

- To stagnate—or fail—as a leader.
- To have a congregation that is stagnating and not looking outside of its own interests.
- To feel disconnected and isolated from all other congregations and the larger spiritual work the diocese is facilitating.
- Alabama—and my region—will always be known for the pain of the past.
- That my work faith doesn’t make an eternal difference in people’s lives.

Root Fear: *To be socially and activity-oriented but not spiritually effective at guiding hearts closer to home in Jesus.*

Audience

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Seekers

PRIMARY EXTERNAL AUDIENCE

Demographics

- All ages across Alabama
- People seeking a church: both Episcopalians and those from other denominations. Many have had faith journeys that have created a desire for questions to be examined and discussed. Some feel that their current church/denomination is not open to their questions about faith, God, changes happening in the world.
- Adjacent/indirect audience: church and non-profit leaders from other traditions who interact with us; regional and local governments and businesses

Challenges

- I feel like the Church has always judged those who don’t fit their mold. Like me.
- The spiritual community and practices I grew up with didn’t help me feel connected to God or others.
- Church never did feel like it was really about loving people, as much as it was about furthering its own agendas.
- I feel like every pursuit I have is meaningless in the end.
- I don’t know how to reach out to people who aren’t like me.

Root Challenge: *I want a spiritual life, but I don’t think there’s a place for me inside a faith community. This part of who I am might always go unfulfilled.*

Hopes

- I want to belong and feel accepted—not judged.
- I want to connect with God ... even if I’m not sure what that means.
- I want to believe that there’s a better way to “be the Church” than what I’ve seen.
- I want to find purpose for my life.
- I want to make a difference in the world.

Root Hope: *I want to be assured that I am loved by God and others.*

Fears

- To be unwelcome.
- To go to church and automatically feel like an outsider.
- What if the Church is not about love at all, but just its own agendas?
- What if I’m constantly pursuing purpose but never feel like I’m attaining it?
- I won’t find a way to stand up for the hurting or mistreated.

Root Fear: *I will be rejected.*

PERSONA 01



Dianne

Dianne (50) is a priest in a small town church.

Her congregation is small and faithful, but they’re also aging. She is struggling with how to engage younger generations. And often, when there is an event, she only has a handful of volunteers who end up overworked and exhausted. She feels overlooked by the diocese and assumes they have their hands full serving larger populations like churches in Birmingham.

Dianne gets an email from the diocese inviting her to check out the new website. She feels a rush of hope. What did she see? What did she read?

Dianne likes:

- NPR
- Netflix
- Pour over coffee (her main indulgence)
- Used bookshops (her other indulgence)
- Local festivals
- Homesteading lite (her dog, a few chickens, and garden)

Dianne dislikes:

- Cable news
- Walmart
- Starbucks
- The local racetrack (though she’s opened races in prayer)
- Cookie-cutter neighborhoods

PERSONA 02



Joachin

Joachin (40) is a member of his church’s vestry.

Joachin grew up Catholic but has been an Episcopalian since he Googled “gay-friendly churches” about fifteen years ago. Since then, he’s served his church in every way possible, leveraging his experience in business, community connections, and desire to serve. He believes in the Episcopal Church as a whole. He consistently gathers resources to allow his rector to thrive as a leader and his congregation as a body of believers.

Joachin started following the Episcopal Diocese of Alabama on Instagram during RevivAL 2022. Lately, however, he’s begun to engage on more of our posts, has gotten involved with Diocesan ministries, and has spent some time browsing the website. What is he finding?

Joachin likes:

- Vice News and Pitchfork
- Ralph Lauren, Gucci
- Art galleries
- Travel
- Running, biking, and hiking
- Volunteering where he feels like he can make a difference.

Joachin dislikes:

- Local TV news
- The rat race (even though he’s at the top of his game professionally)
- Chain restaurants
- Crossfit and other “cult” workouts
- Charities where he has no personal connection

PERSONA 03



Sarah & Justin

Sarah grew up Southern Baptist, and Justin grew up Catholic.

But neither has been to church in about a decade. They met online, fell in love, and moved in together about a year and a half ago. They just found out they’re pregnant and are ready to get married. They’re looking for more than a venue for their wedding, though. They’re looking for a spiritual community like what they grew up in—minus what they remember as “backward and judgmental thinking.”

Sarah attended a Camp McDowell program as a kid. She loved it, so she Googled “Episcopal churches near me.” An advertisement for the diocese came up. When she and Justin read the website together, what inspires them to start visiting nearby Episcopal churches?

Sarah and Justin like:

- The University of Alabama football (Roll tide!)
- Stand up comedians like Taylor Tomlinson and Mike Birbiglia
- Big concerts in local stadiums
- Apple products
- Ikea, Restoration Hardware, and Crate & Barrel (when they can afford it!)

Sarah and Justin dislike:

- Classical music
- Politics
- Working on the weekends (even though they do it)
- Dressing up on Sundays
- Megachurches
- Anything they’d associate with “their parents’ taste”

PERSONA 04



Derwin

Derwin (59) is the pastor of a historically black, non-Episcopalian church in downtown Birmingham.

Derwin is a shepherd’s shepherd, pastoring his flock through good times and bad. His congregation feeds the poor, supports emerging entrepreneurs, and generally finds itself at the center of many local cultural events. He’s known Episcopalian priests and respects them. He even accepted an invitation to lead a prayer of reconciliation at an Episcopalian-led event. But because he’s seen an overall lack of diversity from the denomination, he’s not sure they understand him or the community he serves.

One of Derwin’s priest friends invites him to help with a Sawyerville event. He does a little research across several Diocese-run websites. What does he see that makes him think, “We have the same heart—partnering with them will be a joy.”

Derwin likes:

- Music—from classical to jazz to R&B/Soul
- Family—especially his grandkids
- His Kindle—books on history, theology, and business
- Local businesses
- Working on his house and yard
- Going to his local gym
- Alabama Crimson Tide football—he has season tickets

Derwin dislikes:

- Wrinkled clothes
- Blood pressure medicine and a low-salt diet
- Non-profits who try to help his community but just don’t get it
- False representations of diversity in marketing
- Local politics (even though he’s highly involved)

Value Propositions to Committed Leaders

HOW DO WE COMMUNICATE THE SHARED WIN TO COMMITTED LEADERS?

Value Propositions are brief, public promises that offer meaningful solutions for audience hopes and fears.

As the diocese, we want to help all our parishes and faith communities:

EQUIP THE SAINTS

We are committed to cultivating congregational vitality in our parishes and Christian communities, and offer support and tools that will help ensure all parishes thrive for the next 100 years.

PROCLAIM THE GOSPEL

You’re raising committed disciples of Jesus who are future leaders of the church. We help you nurture and empower them by providing Leadership Development.

SEEK & SERVE CHRIST IN ALL PERSONS.

God is calling us into life together in a new way. We want to find ways to diversify our parishes by creating pathways to racial healing and reconciliation.

As a result, our priorities are:

CONGREGATIONAL VITALITY: EVERY PARISH THRIVING.

LEADERSHIP DEVELOPMENT: EVERY LEADER SUPPORTED.

RACIAL HEALING: FACING A TASK UNFINISHED.

CAMP MCDOWELL: WELCOMING ALL TO GOD’S BACKYARD.

Brand Promise and One-Liner

Brand Promise

The Brand Promise is an organization’s primary Value Proposition centered on the target audience’s root hope and fear. It also can serve as a tagline.

One-Liner

The One-Liner is an organization’s elevator pitch. It summarizes how an organization helps its audience and what happens as a result. This statement places the organization’s mission in words meaningful to an outside audience.

Brand Promise to Committed Leaders

Live the Gospel.
Preach the Gospel.

One-Liner

We’re here to equip, inspire, and support you — our parishes — as you spread the life-changing love of Jesus through word and action.

Core Story

Our Core Story is a short prose poem describing our target audience's journey from their deepest fears to their highest hopes as facilitated by our organization. Best used as a script for a short promotional video, it also serves as the foundation for website and marketing copy.

Ever found yourself
plunged unexpectedly
into the dark, fumbling
for a match or a
flashlight?

Light makes all the difference in the world, doesn't it? Maybe that's why Jesus called himself—and us—light.

Without light, darkness remains unchallenged. Without the message of Jesus, people remain stuck in cycles of sin and pain.

But why does it sometimes feel like no matter how much “good” we do, the darkness keeps growing? No matter how many people we feed, rallies we march in, or causes we support, the light grows dim?

At the Episcopal Church in Alabama, we understand. Some days, making a difference can feel like a hopeless endeavor. But we still believe God wants to do more through us. We want to equip, inspire, and invest in each of our parishes and churches, so that Jesus can shine brightly through all we say and do.

Picture each of us serving with renewed passion and abundant joy, watching our congregants embrace their part in the Great Commission.

Envision us welcoming all to God's backyard: Camp McDowell, making the most of a resource that is part of our heritage and part of our reaching others.

Imagine being a part of transforming Alabama's reputation from racist stronghold to racially reconciled, as we reach out to build bridges across historical divides.

Let's share the light who changes everything: Jesus.

We are the Episcopal
Church in Alabama:
Let's live the Gospel.
Let's preach the Gospel.

Value Propositions to Seekers

HOW DO WE COMMUNICATE THE SHARED WIN TO SEEKERS?

Value Propositions are brief, public promises that offer meaningful solutions for audience hopes and fears.

Find welcome...

NO MATTER WHO YOU ARE OR WHAT YOU BELIEVE.

In a divisive world, we invite you into a tradition that includes everyone, celebrates differences, and values diversity. We embrace you with wide arms of love because we are all God’s children. No exceptions. We’re the place where you can ask questions.

Find peace...

THAT PASSES ALL UNDERSTANDING.

Our services are easy to follow, inviting, and open to all. Our traditions bring peace and unity to our faith family. We are linked to one another through liturgy and love.

Find community...

THAT SEEKS TO UNITE GOD’S KINGDOM.

As Episcopalians, we believe in fighting for justice, standing up for the marginalized, and welcoming the stranger. Join us as we seek to bring life and hope to Alabama and leave a legacy of peace.

Find purpose...

THROUGH SHARING AND LIVING CHRIST’S TRANSFORMING LOVE.

We exist to bring change to the world through the love of Christ. We believe your purpose is one of love, and we want to help you discover it.

Brand Promise and One-Liner

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Brand Promise to Seekers

Explore the questions
you’re asking. Discover
the love you’re seeking.

Tagline

Rethink God’s Love.

One-Liner

Join a living faith
tradition rooted in God’s
unconditional love.

Core Story

Our Core Story is a short prose poem describing our target audience's journey from their deepest fears to their highest hopes as facilitated by our organization. Best used as a script for a short promotional video, it also serves as the foundation for website and marketing copy.

If you could hold a mirror to your heart, what would it look like?

Would it have open wounds from careless words? Maybe it’s scarred from being broken over and over. Perhaps it’s one big locked door, and you’ve nearly misplaced the key.

Maybe you’ve lived your whole life, and your heart has felt like an outsider, no matter where you’ve gone.

We all want to be loved as we are. But we’re told to look a certain way, dress a certain way, believe a certain way, and then maybe after we jump through all of the hoops and meet all of the expectations, we’ll finally belong.

Only we do the routines, play the parts, and still find ourselves on the outside looking in. We try to meet standards or fit into the box. Some days, we measure up, but some days, we just don’t. Unconditional love feels like a dream that’s always just out of our reach.

At the Episcopal Diocese of Alabama, we believe that unconditional love is a reality we were all created for. We believe it, like us, comes from God. We believe in balance and inclusion, and we don’t shy away from opening our arms to all. As Episcopalians, we believe in fighting for justice, standing up for the marginalized, and welcoming the stranger. We want our world to be loved like Jesus loves us.

It’s a huge task, a holy adventure, and you can be a part of it.

Come join our community that does what it says: loves others unconditionally and extends that kind of love for the good of all, so that our world can be a better, welcoming home for all hearts.

Explore the questions you’re asking. Discover the love you’re seeking.

We are the Episcopal Church in Alabama: Rethink God’s Love.

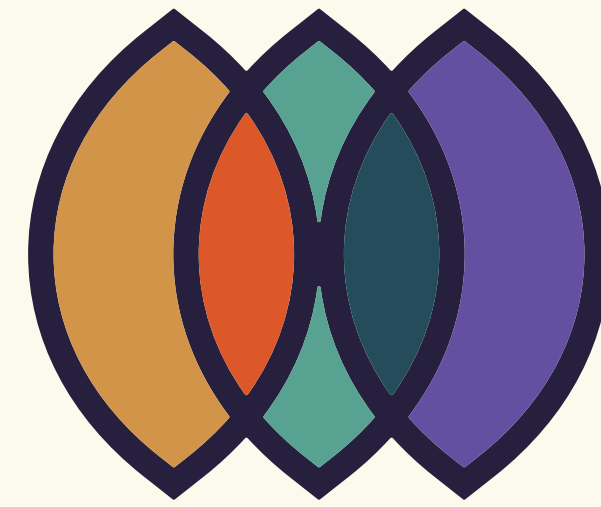
02 Logo

WHY A LOGO?

Mosaic. Heritage. Lively. Warm. Our logo captures these brand feelings.

Our logo functions as the door to our entire brand experience. It serves as a reservoir of all the interactions our audience has with our brand. Our logo isn't everything, but it is essential.

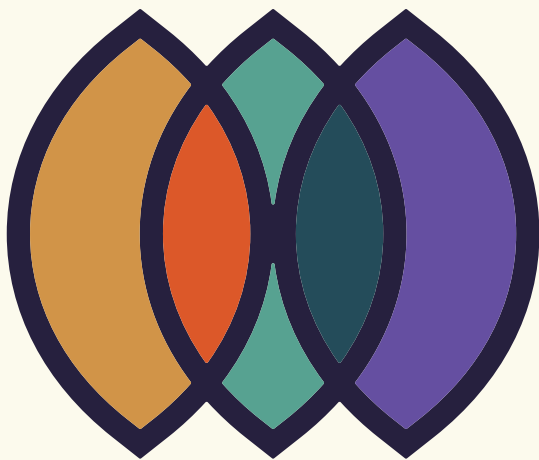
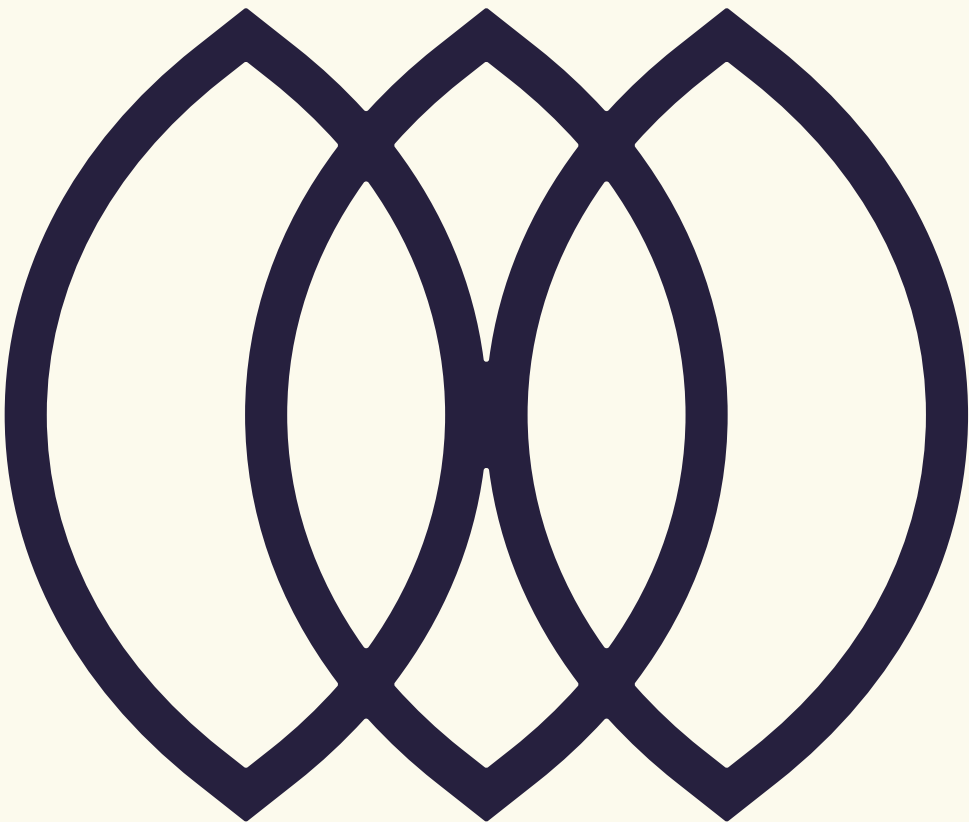
Careful use of our logo is the first step to ensuring brand consistency and quality execution. Follow these guidelines to ensure our logo communicates effectively with our audience.



Logo

The Episcopal
Church *in*
Alabama

Mark



Shield



Logo Variations

The logo is comprised of the **mark** and **wordmark** arranged in specific orientations.

Horizontal

Use this version for left-aligned layouts.

Stacked

Use this version for center-aligned layouts.

Stacked left

Us this version for left-aligned layouts that have plenty of vertical space.

Mark (Outline and Solid)

Use the mark decoratively (large) and as a signature stamp (small).

Horizontal



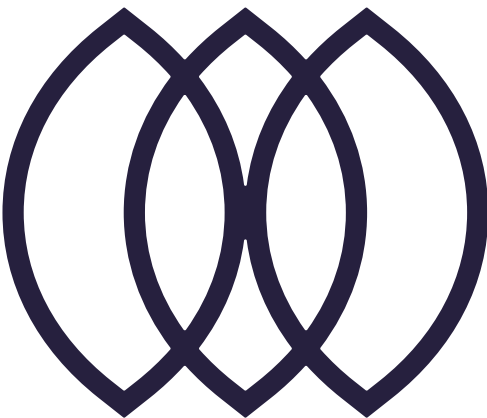
Stacked



Stacked left



Mark, Outline



Mark, Solid



Clear Space

Clear space ensures legibility and appropriate contrast even at small sizes.

As a general rule, the more clear space around the logo, the better. At a minimum, clear space around the logo should be equal to the mark’s inside counter shape x2.



Use the inside counter shape of the mark x2 to calculate the margin allowed around the outside of the logo lockups.

Common Errors

Note: This is not a comprehensive list of errors, but avoiding these will go a long way to ensure the effective use of our logo.



Avoid stretching, squashing, or distorting the logo in any way.



Avoid tilting or skewing the logo.



Avoid editing the logo color, using an off-brand color, or reducing the logo's opacity.



Avoid adding graphic effects to the logo, including drop shadows.



Avoid changing the layout or relationship between logo elements.



Avoid encroaching on the logo's clear space.

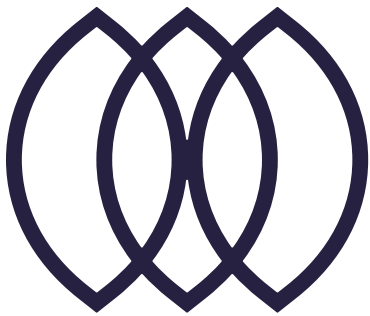
Parish & Sub-brand Lockups

Our mark and overall branding can be used to create individual sub-brands which are cohesive to the Episcopal Diocese of Alabam brand.

The primary font, Vollkorn, can be used for individual parish and church names and set next to the mark.

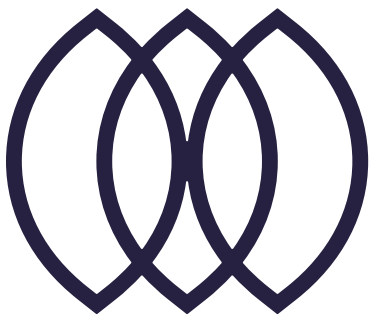
Consult the “Clear Space” guidelines when looking to establish spacing and margins for these lockups.

Parish and individual church and organization names should be set in Vollkorn Regular



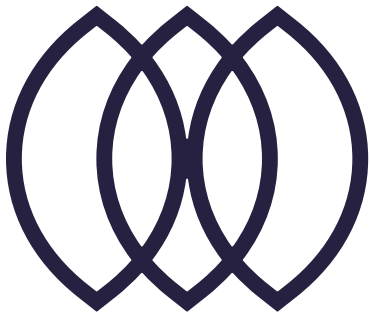
St. Michael's
Episcopal Church

Secondary words and characters can be set in Vollkorn Italic in a smaller text size with a raised baseline.



Church *of the*
Holy Comforter

A three-line lockup can be used to accomodate longer names



Church *of*
St. Michael &
All Angels

03 Color

WHY COLOR?

Before our audience sees anything else, they see color. Our colors capture feelings based on our Pulse Words. Follow these guidelines to ensure effective color use.

Palette

Our color palette anchors our brand. This group of colors will generally be used most in varying ratios. Before exploring other possibilities, use our palette for maximum brand recognition (especially with highly-branded print materials like stationery, merchandise, etc.).

The Pantone Matching System (PMS) ensures color consistency across all touchpoints. HEX is best for web, and will suffice in most cases.

Bay #58A291 PMS 2241 C	Dark #26213F PMS 4147 C	Sand #FDF9EE PMS –	Royal #654EA3 PMS 2096 C
Pine #244C5A PMS 7477 C	Gold #D19449 PMS 4025 C		Granite #A48C88 PMS 4089 C
			Poppy #DC582A PMS 7579 C

Color Pairings

Nearly all our colors work in combination. Use these suggested color pairings to use our colors effectively every time.

Tip

Use the 60-30-10 rule to determine best color use with the following color ratios:

60% of colors = White, light hue, neutral, or dark hue (if leaning into a “dark mode” look and feel)

30% of colors = Secondary, supporting hue

10% of colors = “Accent” hue used for calls-to-action (CTAs) like buttons, links, important icons, etc.



Pine, Gold, Bay



Poppy, Dark, Gold



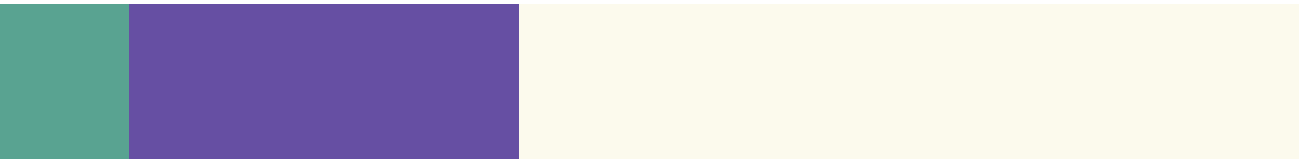
Sand, Royal, Dark



Pine, Sand, Bay



Poppy, Sand, Gold



Bay, Royal, Sand



Bay, Dark, Poppy

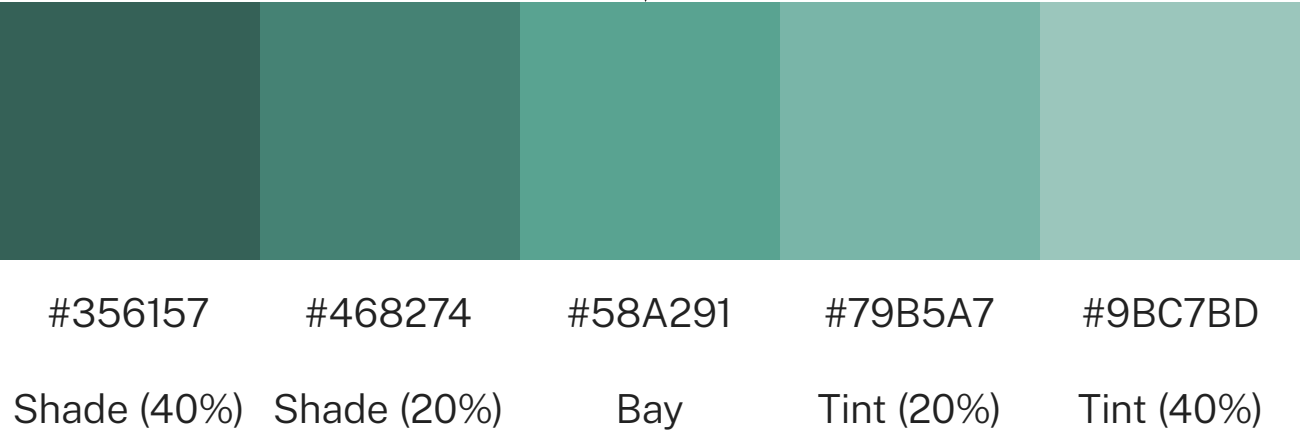


Gold, Sand, Pine

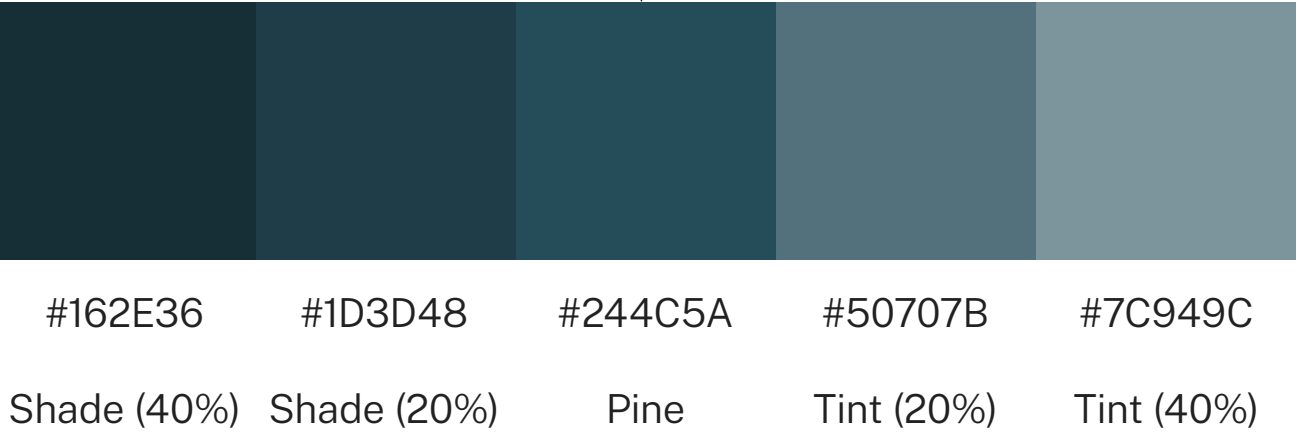
Tints & Shades

Tints and shades expand our palette exponentially! A 20% step (as shown) increases our ability to explore different brand feelings.

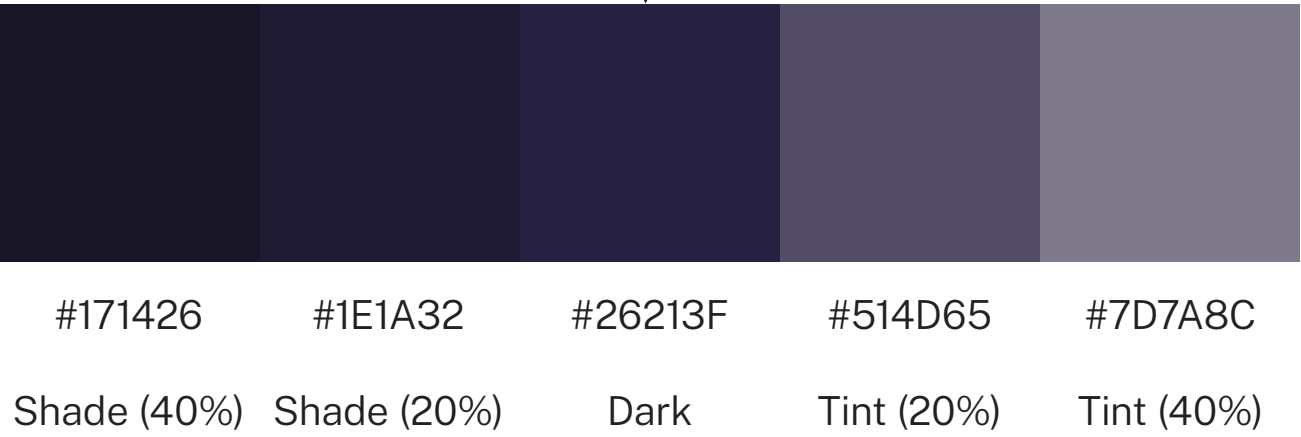
Bay



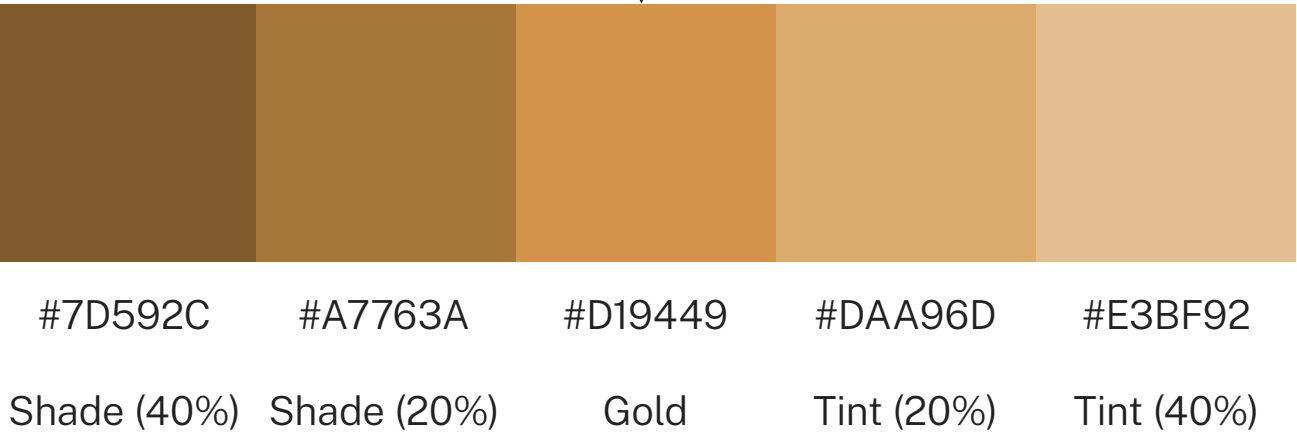
Pine



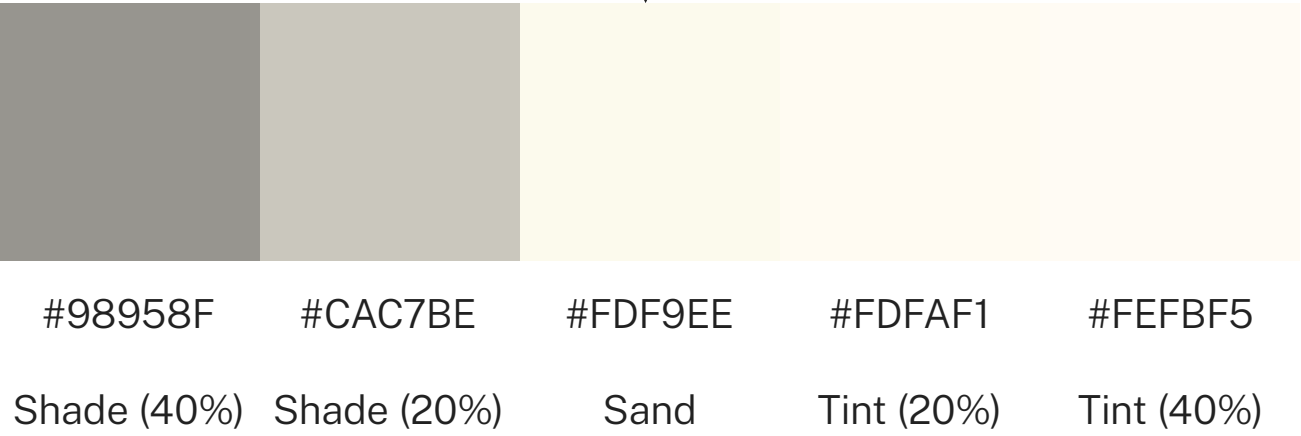
Dark



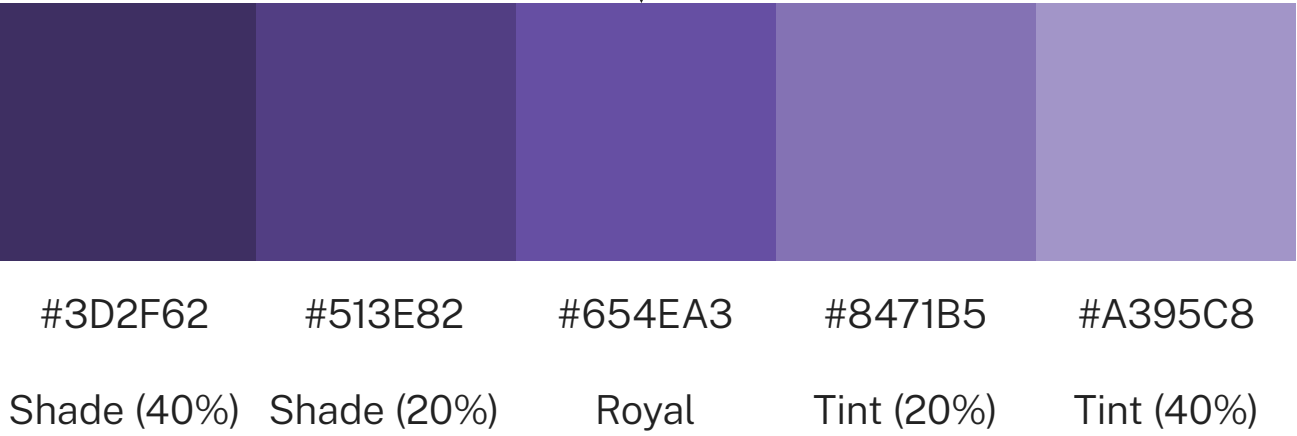
Gold



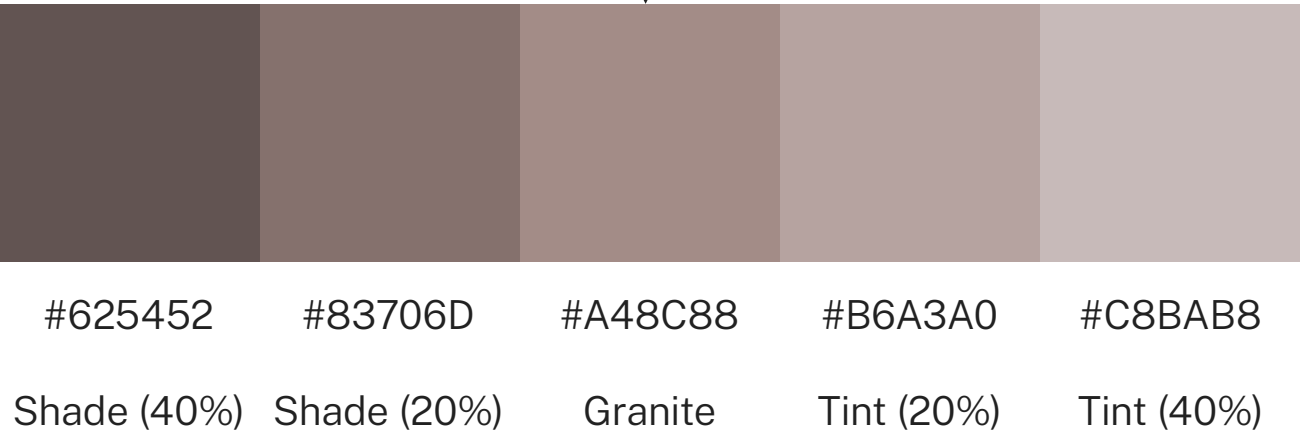
Sand



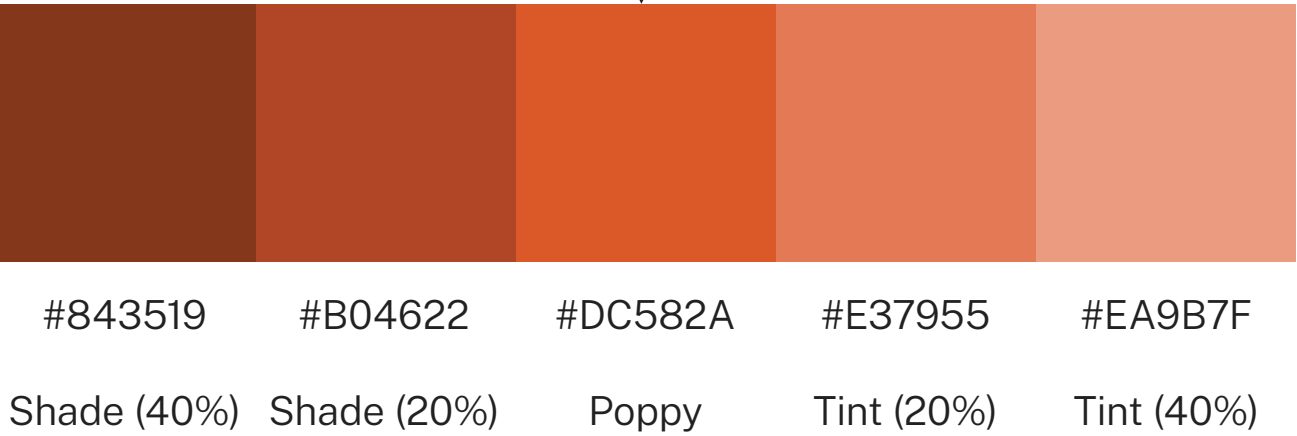
Royal



Granite

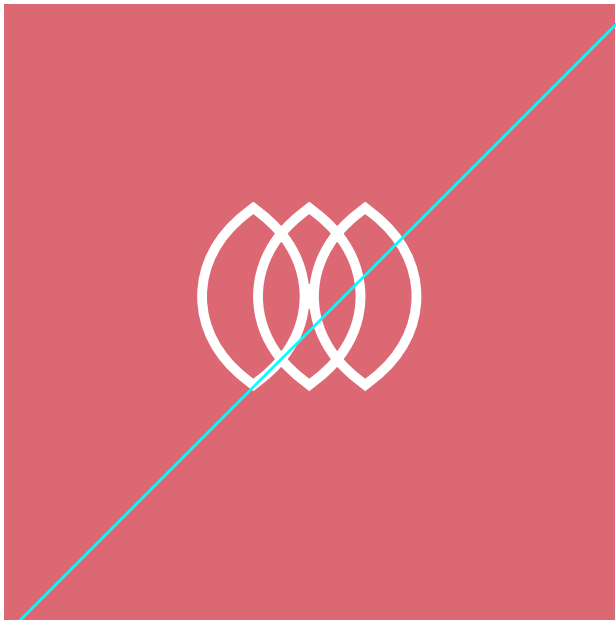


Poppy

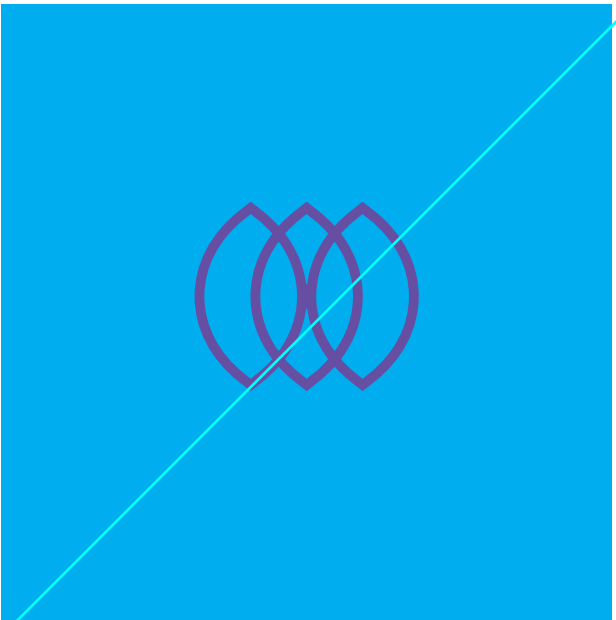


Common Errors

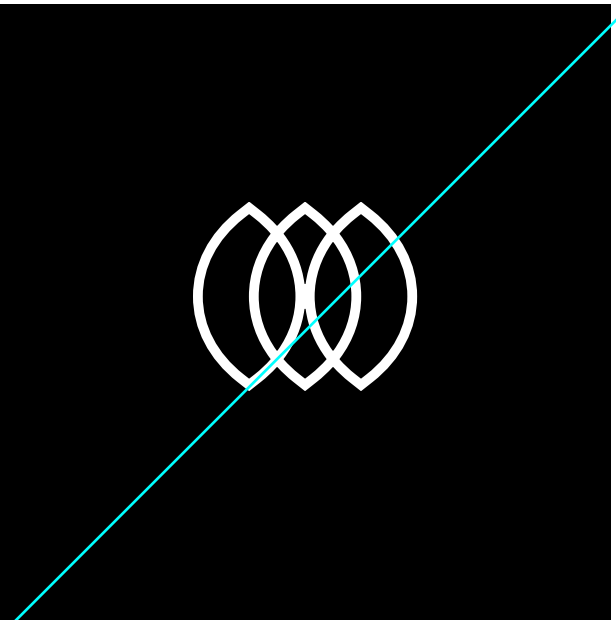
Note: This is not a comprehensive list of errors, but avoiding these will go a long way to ensure the effective use of our colors.



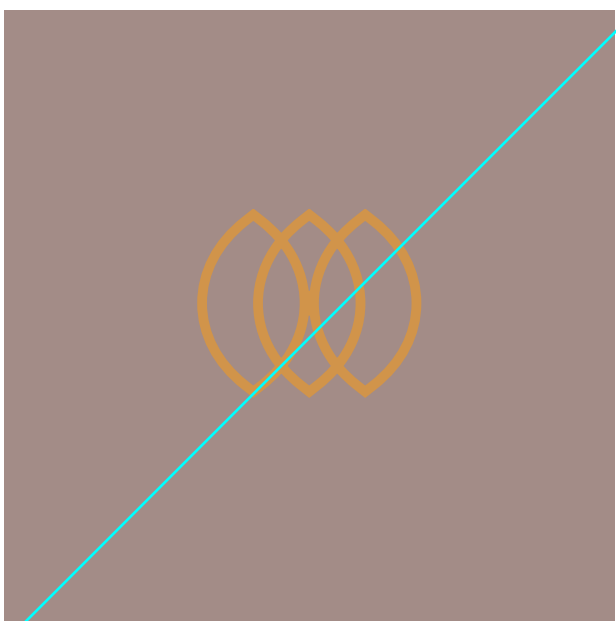
Avoid adjusting our colors. Color consistency is vital for brand recognition.



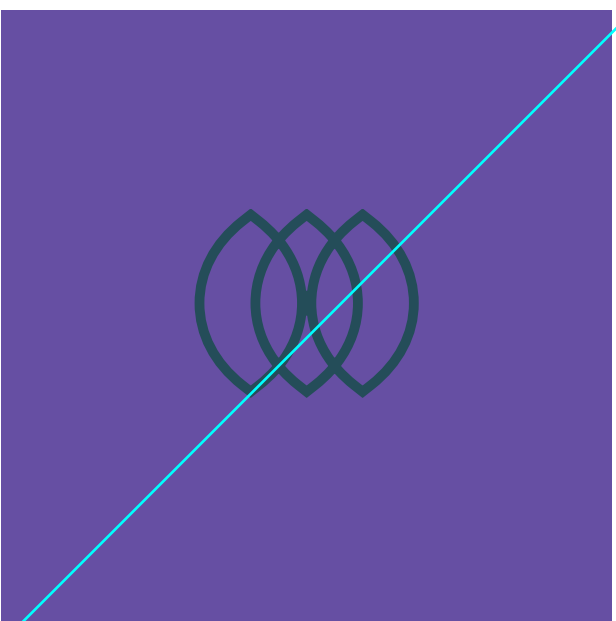
Avoid using off-brand colors in combination with approved brand colors.



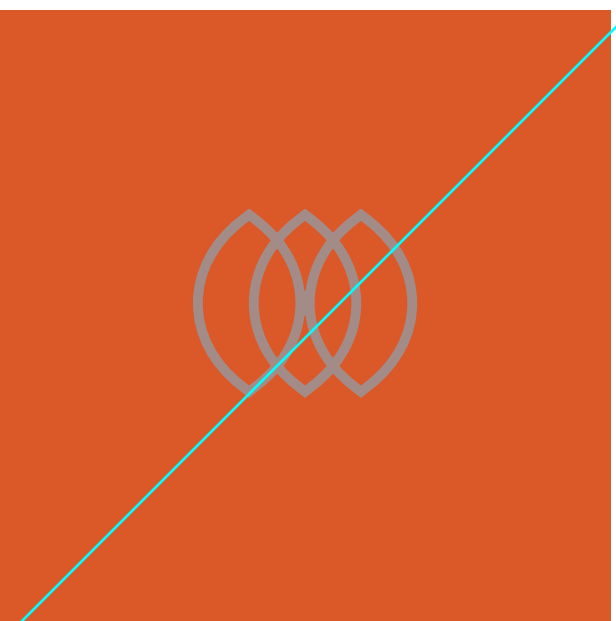
Avoid using true black and true white in combination. This can be too stark.



Avoid combining Granite and Gold. These lack adequate contrast.



Avoid combining Royal and Pine. These lack adequate contrast.



Avoid combining Poppy and Granite. These lack adequate contrast.

QUICK TIPS FOR PRINTING

Colors: The Good, The Bad, The Ugly

Color is tricky. Screens aren’t created equal, and printers have varied results. Color may vary per setting. Here are a few guidelines to ensure quality results.

Proofing Color

For best results, use your smartphone to proof digital colors. Filtered sunlight is best for proofing printed color—place items next to an indirectly lit window.

File Setup

Before sending print collateral to a printer, ensure that the file has a CMYK color profile and is at least 300dpi (dots per inch).

If your design runs off the page, export your file with at least .125” bleed and crop/trim marks.

Printing

- Maintain in-house printers consistently.
- Work with local vendors for apparel and print collateral. Good local relationships foster consistent results.
- Order samples from online vendors before making bulk orders. Make sure to account for the extra time needed for this process.
- Need to make sure the colors are an exact match? Use the provided Pantone codes.

04 Typography

HOW DO WE USE OUR FONTS?

Typography is the vehicle through which our message communicates.

Our typography is another way we communicate brand feelings based on our Pulse Words.

This section covers approved typefaces and guidelines for their use.

Display Font

- Use this font to grab attention.
- Use it sparingly as a decorative element.

Vollkorn Italic

<i>A</i>	<i>B</i>	<i>C</i>	<i>D</i>	<i>E</i>	<i>F</i>	<i>G</i>	<i>H</i>	<i>I</i>	<i>J</i>	<i>K</i>	<i>L</i>	<i>M</i>							
<i>N</i>	<i>O</i>	<i>P</i>	<i>Q</i>	<i>R</i>	<i>S</i>	<i>T</i>	<i>U</i>	<i>V</i>	<i>W</i>	<i>X</i>	<i>Y</i>	<i>Z</i>							
<i>a</i>	<i>b</i>	<i>c</i>	<i>d</i>	<i>e</i>	<i>f</i>	<i>g</i>	<i>h</i>	<i>i</i>	<i>j</i>	<i>k</i>	<i>l</i>	<i>m</i>							
<i>n</i>	<i>o</i>	<i>p</i>	<i>q</i>	<i>r</i>	<i>s</i>	<i>t</i>	<i>u</i>	<i>v</i>	<i>w</i>	<i>x</i>	<i>y</i>	<i>z</i>							
<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>	<i>8</i>	<i>9</i>	<i>0</i>	<i>(</i>	<i>.</i>	<i>,</i>	<i>‘</i>	<i>”</i>	<i>?</i>	<i>!</i>	<i>@</i>	<i>&</i>	<i>)</i>

Header Font

- Use this font near the top of paragraphs.
- Use it for labels or captions also.

Vollkorn Regular

A	B	C	D	E	F	G	H	I	J	K	L	M							
N	O	P	Q	R	S	T	U	V	W	X	Y	Z							
a	b	c	d	e	f	g	h	i	j	k	l	m							
n	o	p	q	r	s	t	u	v	w	x	y	z							
I	2	3	4	5	6	7	8	9	o	(	.	,	‘	”	?	!	@	&	)

Subheader Font

- Use this font for subheaders and some medium bodies of text.
- This font could be used as a primary header in some uses.

Public Sans

A	B	C	D	E	F	G	H	I	J	K	L	M							
N	O	P	Q	R	S	T	U	V	W	X	Y	Z							
a	b	c	d	e	f	g	h	i	j	k	l	m							
n	o	p	q	r	s	t	u	v	w	x	y	z							
1	2	3	4	5	6	7	8	9	0	(	.	,	‘	”	?	!	@	&	)

Paragraph Font

- Use this font for large bodies of text and some minor subheaders.

Vollkorn Regular

A	B	C	D	E	F	G	H	I	J	K	L	M							
N	O	P	Q	R	S	T	U	V	W	X	Y	Z							
a	b	c	d	e	f	g	h	i	j	k	l	m							
n	o	p	q	r	s	t	u	v	w	x	y	z							
I	2	3	4	5	6	7	8	9	o	(	.	,	‘	”	?	!	@	&	)

Common Errors

Note: This is not a comprehensive list of errors, but avoiding these will go a long way to ensure effective use of our typography.

Oh, Goodness, No...

Omnimus cuscilit que ea volesto et,
sitatur minum rae. Et expel inctae rerum
ea que omníma consedit maío

Avoid using off-brand typefaces.

Help me

Don’t stretch, squish, or otherwise mangle typography. Use the appropriate weight instead.

No t good, nope.

Omnimus cuscilit que ea volesto et,
sitatur minum rae. Et expel inctae
rerum ea que omníma consedit maío
conet, veni maximi, corepel iduunt
volorbos quam, si quos intusciate
sitas millabo reicita tiissimus

Keep tracking, kerning, and leading reasonable and legible. Avoid straying far from the examples in this guide.

Too Much Stroke

Omnimus cuscilit que ea volesto et,
sitatur minum rae. Et expel inctae

Avoid using a stroke or outline on typography. Also, avoid using dark drop shadows.

QUICK TYPOGRAPHY TIPS

These tips will help you build dynamic, engaging, and on-brand typographic compositions. While these rules are proven and sound, sometimes breaking them is the right call.

Skip Weights and Double Size

Contrast is the name of the game when it comes to great design. When in doubt, skip a font weight when pairing two weights, and double the size between two text elements.

Align X-Heights or Baselines

Align text baselines (the line that the bottom of a lowercase “x” sits on) or align the x-heights (the top of a lowercase “x”), which help visually align each line.

Watch the Rag

When setting paragraphs, keep an eye on the right (ragged) edge. If the rag unintentionally creates a recognizable shape, consider tweaking the language or resizing the container.

Give Things Space, If Needed

Negative space is vitally important. If elements belong together, move them closer together. Try not to cram too many things in one space.

Keep Line Length Reasonable

It is easy for the user to get lost in long lines of text. Keep lines between 45 and 70 characters long, depending on the font size. This ensures legibility and comfortable reading as font sizes change.

05 Photography

HOW SHOULD WE USE PHOTOS?

Photography is the most powerful way to connect with people emotionally. Designers should use great photos more than any other design asset.

In this section, you will find guidelines on photographic composition, content, tone, and usage. Standardizing these facets of photography will ensure a consistent look and feel across our entire image library.

Tone

Brand photographs should feel clean, fresh, and dynamic. The content of each photograph should convey our brand values. Whenever a person is the photograph's subject, they should look relaxed, happy, and engaged. Avoid using too many posed images. Look for genuine moments and natural smiles.

Prioritize candid photography of people conversing, connecting, and serving with others. For the subject to appear natural, try to capture them “in the moment” instead of posing them.

REVEAL THE EXPERIENCE

Help future visitors overcome the fear of the unknown by giving them an inside look.

NATURAL AND JOYFUL

Help people want to make their story part of our story. The photos should be natural and joyful.

Reveal the Experience



Natural and Joyful



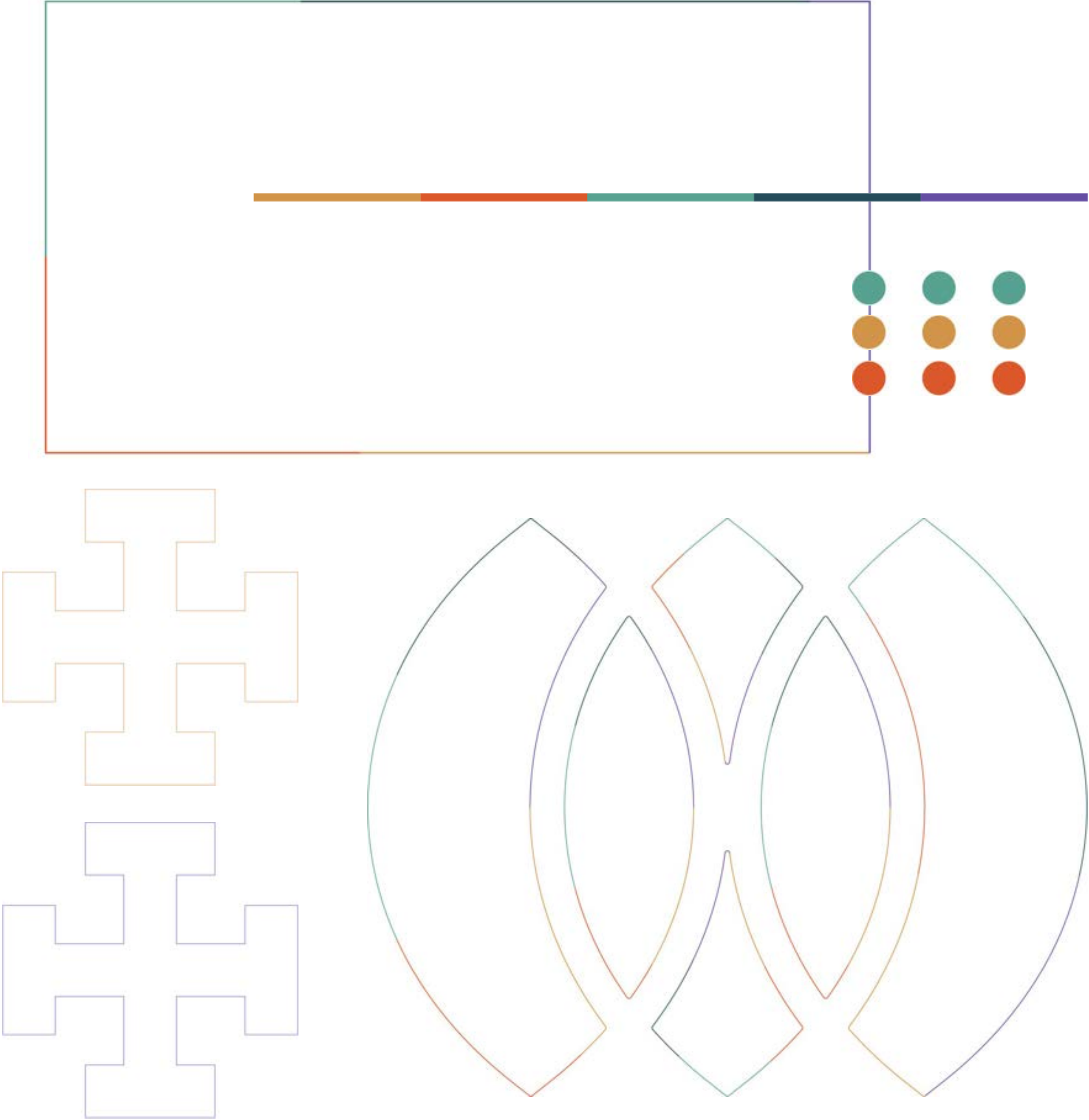
06 Graphic Elements

WHAT ARE GRAPHIC ELEMENTS?

While brand consistency relies heavily on logo usage, color, and typography, we recognize that these are not the only elements within a brand-identity design system. Additional elements like textures, patterns, icons, illustrations, and shapes add charm and nuance to our visual identity. Follow these guidelines for best use.

Illustrations, Icons, and Shapes

This set of graphic elements enhances the overall feeling of our brand. These elements are perfect for merchandise. Avoid using these graphic elements too often so we can keep them a little exclusive. Always use these elements with approved brand color combinations.



UNDERSTANDING FILE TYPES

The files provided with the brand package generally fall into two types: raster and vector files.

Raster Files

Raster files consist of a grid of pixels. These files have a set resolution and size. Their quality decreases when scaled larger than their predetermined size. This is why images begin to “pixelate.”

Raster files are best for web graphics and digital executions. In print applications, you must ensure that the file exceeds the minimum DPI of 150dpi to avoid low-quality prints. Graphics, like the brand logo, can be exported in raster versions. Photographs are always raster files. Typically, raster files end with .jpg, .png, .gif, or .psd. They are easy to open and apply.

Vector Files

Vector files create their shapes by mathematical equations between anchor points. Since they are crafted by ratios and not a grid of colored squares, vector images can be infinitely scaled.

Our logo, illustrations, iconography, shapes, and graphic elements are vector files. Vector files are best for printing. If asked for a high-resolution logo file, send a vector file. Typically, vector files end with .ai, .eps, or .svg. Without special programs, these files will be difficult to open.

Textures and Patterns

Textures give compositional depth when used correctly. When misused, they distract the eye.

When considering new texture elements, keep our brand Pulse Words in mind.

Patterns add interest to designs. For best use, place them sparingly and subtly in backgrounds.



How to Innovate

HOW DO WE KEEP OUR VISUAL IDENTITY FRESH?

Our brand guidelines shouldn't restrict creativity. The success of our brand depends upon creative innovation by people like you!

One of the best ways to drive innovation is to "anchor and pivot." As you design, choose one brand element to anchor your exploration. For example, you might decide to use a fresh, off-brand color but retain a few on-brand fonts that anchor the design. Or you might go wild with a new font but lean on the brand's color palette.

You can drive fresh innovation while maintaining a unified voice when you have one foot in the brand and one foot out. Don't leave the guidelines behind. They'll serve us well for a long time.

RESOURCES

Anchor and pivot with these resources.

Color: [Coolers.co](https://coolers.co)

Type: [Fontjoy.com](https://fontjoy.com)

Photos: [Unsplash.com](https://unsplash.com)

Icons: [Thenounproject.com](https://thenounproject.com)



Join a living faith
tradition rooted in God's
unconditional love.



The Episcopal Church in Alabama



The Lord be with you!

The Episcopal Church in Alabama