The Episcopal Diocese
of Pennsylvania

Visual Identity Guidelines

Version 1 | Updated September 27, 2019

Contents

Primary Logo

Horizontal Logo with Text

The horizontal logo with text is the preferred choice for most applications.

Alternative Logos

Vertical Logo with Text

The vertical logo with text may be used in circumstances where space is too limited to use the horizontal logo.

Symbol Only

The standalone logo symbol may be used as a graphic accent only if the name of the diocese is mentioned elsewhere in the design or is understood in context.
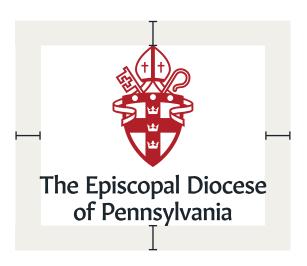
Using Logos

Clear Space

Set the logo apart from other elements with a clear-space area measuring at least 1/5 the height of the symbol.

Maintaining Logo Integrity

Foster the integrity of our identity by using logo artwork as-is without distortions, special effects, or customizations.

Do not distort or rotate.

The Episcopal Diocese of Pennsylvania

Do not recolor.

The Episcopal Diocese of Pennsylvania

Do not add extrusions, shadows, or other effects.

The Episcopal Diocese of Pennsylvania

Do not add text or other elements.

The Episcopal Diocese of Pennsylvania
Bishop's Retreat

Do not use the color logo on a dark background. Use the solid white version instead.

The Episcopal Diocese of Pennsylvania

The Seal

Reserved for Special Use Only

The Seal of the Diocese of Pennsylvania has been retired from everyday use. However, it still serves a role in applications intended to convey authority or continuity within our rich history.

Examples include:

· Vestments
· Architecture and furnishings
· Artworks
· Certificates
· Commemorative items
· Official communications

Files and permission to use the seal can be obtained from the Canon For Communication.

The revised, single-color seal has been retired. Use the horizontal or vertical logo with text, or the full-color seal, in its place.
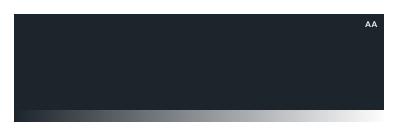
Colors

Primary

The colors of the logo serve as the primary color palette. These colors form the foundation of our visual identity and should be given greater coverage than other colors.

AA

Pantone 7621
CMYK C0 M100 Y87 K22
RGB R171 G35 B40
Hex #AB2328
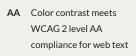
AA

Pantone 433
CMYK C88 M63 Y40 K85
RGB R29 G37 B45
Hex #1D252D

Secondary

The secondary color palette can be used to complement the primary colors whenever accents are needed. Take care to limit the coverage of secondary colors so as not to compete with the primary colors.

Pantone 144
CMYK C0 M49 Y100 K0
RGB R237 G139 B0
Hex #ED8B00

Pantone 109
CMYK C0 M5 Y100 K0
RGB R255 G209 B0
Hex #FFD100

AA

Pantone 3292
CMYK C100 M0 Y56 K56
RGB R0 G89 B79
Hex #00594F

Pantone 369
CMYK C58 M0 Y100 K4
RGB R100 G167 B11
Hex #64A70B

AA Color contrast meets WCAG 2 level AA compliance for web text

AA* Color contrast meets WCAG 2 level AA compliance for user interface components and large web text only

Read more about WCAG 2 color contrast guidelines

AA

Pantone 288
CMYK C100 M79 Y0 K37
RGB R0 G45 B114
Hex #002D72

AA*

Pantone 2727
CMYK C75 M45 Y0 K0
RGB R48 G127 B226
Hex #307FE2

AA

Pantone 2613
CMYK C68 M100 Y0 K8
RGB R103 G30 B117
Hex #671E75

AA

Pantone 3995
CMYK C17 M25 Y96 K60
RGB R104 G92 B32
Hex #685C20

Typography

Headline Font: Gitan Medium

Gitan is a modern interpretation of engraved and carved stone lettering. Its fine details express best at large sizes.

Gitan Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&$%?!

Gitan Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&$%?!

Gitan is available for free with an Adobe Creative Cloud subscription, or for individual purchase from Rosetta.

Alternative System Fonts

If Gitan or Lato are not available, they can be substituted with fonts that are included with most operating systems.

Headlines	**Candara**
Headlines or Text	**Calibri** **Arial**

Text Font: Lato

Lato is versatile for setting subheadlines and body text in print or on screen. The bold weight is also suitable for headlines if Gitan is not available.

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&$%?!

Lato Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&$%?!

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&$%?!

Lato Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&$%?!

Lato is available for free from Google Fonts.