THE EPISCOPAL CHURCH IN
COLORADO

CONTENTS

The signature is comprised of the logomark Columbine Cross followed by the text "The Episcopal Church in Colorado". In the recent logo update, the Columbine visually represents both Colorado and the Church. The gradation adds depth and visual interest.

When displaying the signature, these elements should always appear as a single lockup. There are special cases when the flower logo and text may appear separately.

Please get approval from the marketing department in these cases.

Do not rearrange, alter, or modify these logos. Always use approved electronic artwork.

PREFERRED FORMAT

The preferred format for The Episcopal Church in Colorado (ECIC) logo signature is the Columbine Cross logomark lock up with the wordmark.

Columbine Cross logomark
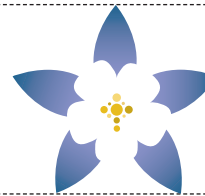
Wordmark with extended R.

THE **EPISCOPAL CHURCH** IN
COLORADO

The following is a guide for both the preferred gradient logo as well as how to use the logo with a single color with and without the gradient.
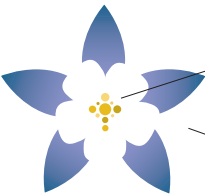
LOGOTYPE COLOR

The signature is comprised of either a 4cp or 2color lock up. Refer to guide below.

CROSS GRADIENT

Regardless of color used.

20%
60%
40%
100%

Cornflower
PANTONE 308C

Gold
PANTONE 7555C
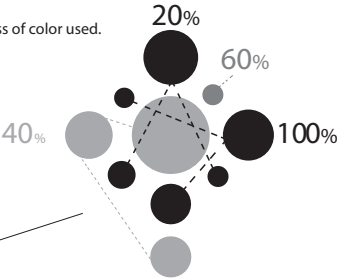
2 COLOR FORMAT

Gradient-Lavender to Cornflower

THE **EPISCOPAL CHURCH** IN
COLORADO

Cornflower
CMYK mix

Gold
CMYK mix

4 COLOR FORMAT
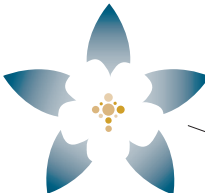
THE **EPISCOPAL CHURCH** IN
COLORADO

PANTONE 308C
100% - 50%

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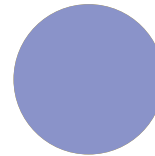The ECIC logo utilizes a variety of formats, and colors.

The preferred signature format should be used whenever practical. However, some applications may require an alternative signature format due to space or color limitations.

LOGOTYPE COLOR

The primary logo colors and their combinations can be applied to darker or black backgrounds.

The signature should be comprised of shown colors which can be matched to the Pantone shades or the mentioned RGB and CMYK and Hex color values.
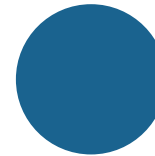
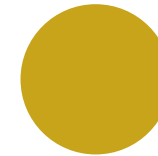**Color guide**

LAVENDER
CMYK
47,39,0,0
——
RGB
139, 147,201
#8B93C9

CORNFLOWER
CMYK
92,60,24,5
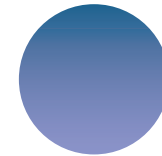——
RGB
19, 99,143
#13638F

GOLD
CMYK
10,24,100,15
——
RGB
200,100,15
#C8A41B

GRADIENT
90°
——
Lavender mixed with Cornflower

CORNFLOWER
pantone
——
308C

GOLD
pantone
——
7555C

2 color pantone

THE **EPISCOPAL CHURCH** IN
COLORADO

Single color Gradient

THE **EPISCOPAL CHURCH** IN
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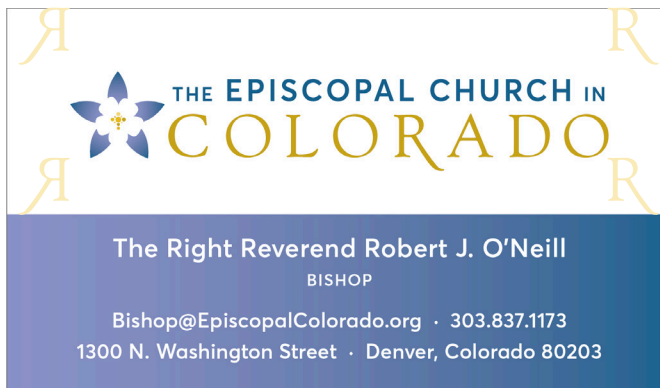to space or color limitations.

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electronic artwork.

When applying the signature, a reasonable amount of empty space around the signature must always be maintained. This empty space is referred to as the area of isolation, and must be kept clear of all other graphic imagery, page edges, and text.

By using the width of the "R" from the logomark as a guideline, a reasonable amount of empty space is maintained regardless of which size logo is being used.

MINIMUM AREA OF ISOLATION

A space equal or greater than the width of the 'R' from the ECIC logo font in the wordmark is used as a guideline to measure the minimum isolation zone.

Clear space guidance in use on the new business cards.

The Right Reverend Robert J. O'Neill
BISHOP

Bishop@EpiscopalColorado.org · 303.837.1173
1300 N. Washington Street · Denver, Colorado 80203

Do not rearrange, alter, or modify these logos. Always use approved electronic artwork.

For maximum impact and detail, the logo should not be displayed at a size smaller than 1.5" wide. The standard size for display purposes is 3.5" wide.

DISPLAY SIZE

The size of the logo for display or presentation, i.e. on a cover or an advertisement, is at least 3.5" wide.

3.5"

MINIMUM SIZE

The minimum acceptable size for the logo is 1.5" wide.

1.5"

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The correct application of the ECIC logo is essential to preserving the integrity of the identity system.

This page illustrates some common embellishments or misinterpretations of the logo. Most misuse can be avoided by simply using approved artwork in a straightforward manner.

LOGO MISUSE

1. *Do not use any shadowing effect.*

2. *Never stretch or reproportion the logo.*

3. *Do not separately resize portions of the logo.*

4. *Never alter the color of any part of the logo.*

5. *Don't use pixelated or poor quality logos.*

6. *Never alter the font.*

7. *Never place logo over distracting images.*

8. *Do not enclose the logo in a shape. Do not attempt to alter or recreate the ECIC logo in any way.*

Questions regarding the correct use of the logo should be directed to the Communications department.

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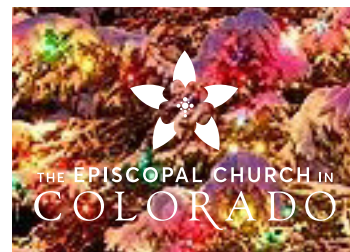
1)

2)

3)

4)

5)

6)

7)

8)

The following shows the type of fonts used to create the ECIC logo but is not meant to show how to reformat the logo in any way.

TYPE USAGE

AVERTA STANDARD REGULAR

ABCDEFGHIJKLM-NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

AVERTA STANDARD BOLD

**ABCDEFGHIJKLM-NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz**

GARAMOND BOLD

**ABCDEFGHIJKLM-NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz**

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