ECWO GRAPHIC STYLE GUIDE

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ECWO LOGO & BRANDING ELEMENTS

LOGO | ICON

This section is to help maintain a unified and clear representation of the ECWO logo. The logo is precisely constructed in a digital format to maintain accuracy in its dimension and color scheme; **never to be reconstructed or altered**. The power, integrity, and longevity of the ECWO logo hinge on how consistently it is applied across all branding and communication materials.

![Logo Variations](image)

Clay
PANTONE: 7592 C
(Reduced @ 70%)

Avocado
PANTONE: 364 C
(Reduced @ 70%)

Moss
PANTONE: 350 C

Olive
PANTONE: 5747 C

Navy
PANTONE: 539 C
ONE COLOR LOGOS | HORIZONTAL SHORT

ONE COLOR CREAM
(ECWO CREAM HORIZONTAL SHORT.png)

ONE COLOR AVOCADO
(ECWO AVOCADO HORIZONTAL SHORT.png)

ONE COLOR CLAY
(ECWO CLAY HORIZONTAL SHORT.png)

ONE COLOR MOSS
(ECWO MOSS HORIZONTAL SHORT.png)

ONE COLOR OLIVE
(ECWO OLIVE HORIZONTAL SHORT.png)

ONE COLOR NAVY
(ECWO NAVY HORIZONTAL SHORT.png)

ONE COLOR BLACK
(ECWO BLACK HORIZONTAL SHORT.png)

ONE COLOR WHITE
(ECWO WHITE HORIZONTAL SHORT.png)
ECWO LOGO & BRANDING ELEMENTS

ONE COLOR LOGOS | VERTICAL

ONE COLOR CREAM
(ECWO CREAM VERTICAL.png)

ONE COLOR AVOCADO
(ECWO AVOCADO VERTICAL.png)

ONE COLOR CLAY
(ECWO CLAY VERTICAL.png)

ONE COLOR MOSS
(ECWO MOSS VERTICAL.png)

ONE COLOR OLIVE
(ECWO OLIVE VERTICAL.png)

ONE COLOR NAVY
(ECWO NAVY VERTICAL.png)

ONE COLOR BLACK
(ECWO BLACK VERTICAL.png)

ONE COLOR WHITE
(ECWO WHITE VERTICAL.png)
The ECWO icon has rich historical symbolism. The helmet, keys, staff, and shield, with specific colors, demonstrate a deep tradition in the Episcopal Church. The full-color logo should be used sparingly for historical purposes only. The logo is precisely constructed in dimension and color scheme; **never to be altered**. The power, integrity, and longevity of the full-color logo hinge on consistent application.
### TYPEFACES

Adobe Garamond (AG) and Montserrat typefaces are to be utilized in all communication and associated brand collateral. Type consistency helps support brand power with a unified and clear representation.

<table>
<thead>
<tr>
<th>Type</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ADobe GARAMOND</strong> BOLD AaBbCcDd 0123456789</td>
<td>AG Bold is used to build the ECWO logo and is used for limited use in communications such as section headlines, category breaks in copy and social media.</td>
</tr>
<tr>
<td><strong>ADOBe GARAMOND</strong> REGULAR AaBbCcDd 0123456789</td>
<td>AG Regular is used for section headlines as well as the secondary or tertiary headlines.</td>
</tr>
<tr>
<td><strong>MONTSERRAt</strong> BOLD AaBbCcDd 0123456789</td>
<td>Montserrat Bold is used for tertiary headlines or highlighted body copy.</td>
</tr>
<tr>
<td><strong>MONTSERRAt MEDIUM</strong> REGULAR AaBbCcDd 0123456789</td>
<td>Montserrat Medium Regular is used for all supporting body copy and large sections of text.</td>
</tr>
<tr>
<td><strong>MONTSERRAt LIGHT</strong> REGULAR AaBbCcDd 0123456789</td>
<td>Futura Light Regular can be used for section headlines and quotes.</td>
</tr>
</tbody>
</table>
ECWO LOGO & BRANDING ELEMENTS

COLOR PALETTE

The ECWO brand color palette consists of 6 different colors. Cooler, green-blue colors are considered the most dominant in the primary logo application across all communication materials. Warmer Cream and Clay are considered secondary and used mostly as accents.

For Madeira Thread questions or concerns, please check their website https://www.madeirausa.com, or call 1-800-255-3001 and they will be happy to assist you. Madeira offers great customer service.
SIZING & SPACING

The minimum clear space protection surrounding the ECWO logo is defined by the “hat” element (proportionally) to keep distracting elements at a safe, visual distance. One exception of this rule allows for the artistic application of the logo and tagline on various products, displays, and social media. All ECWO logo icons and tags are constructed with an aspect ratio (height to width). The Horizontal Short Logo specifically displayed here, has been constructed with an aspect ratio of 1:1.3294; a proportion that must never be altered. The icon width proportion, regardless of horizontal or vertical tag options, should never be reproduced below .75 inches. This will ensure the visual integrity of details within the icon.
INCORRECT USAGE

The ECWO logo is designed to make a pristine, bold statement. Respectful consideration of its usage reflects quality, and integrity and ultimately builds consumer trust in the brand. Below are examples of incorrect logo modifications and applications.

DO NOT do the following:

1. place logo over busy imagery
2. insert unauthorized colors within logo
3. change orientation of logo
4. remove portions of logo
5. distort shape of logo
6. change the font of logo
PRODUCT APPLICATION CONCEPTS

Below are conceptual examples of the ECWO logo in a variety of product applications.
SOCIAL MEDIA APPLICATION CONCEPTS

Below are conceptual examples of the ECWO logo, icon elements, typeface & color palette used in a variety of unique social media applications.
STATIONARY OPTION 1
STATIONARY OPTION 2
DIGITAL & VECTOR FILES

Below are file names for the ECWO digital PNG & vector Adobe Illustrator (AI) design files. (NOTE* text & outline layers within each AI file). Digital files are built in RGB and used for web purposes. Vector files are built in CMYK and are used for printing purposes. ALL digital and vectors assets are provided.

DIGITAL (RGB)

LOGOS
ONE COLOR LOGOS & ICONS (PNG’S)
  HORIZONTAL SHORT...
  HORIZONTAL LONG...
  VERTICAL...
  ICON...

FULL COLOR LOGO & ICON (PNG’S)
  HORIZONTAL SHORT...
  HORIZONTAL LONG...
  VERTICAL...
  ICON...

VECTOR (CMYK)

LOGOS
(ECWO HORIZONTAL SHORT LOGOS.ai)
(ECWO HORIZONTAL LONG LOGOS.ai)
(ECWO VERTICAL LOGOS.ai)

STATIONARY
(ECWO STATIONARY MOSS.ai)
(ECWO A10 ENVELOPE MOSS.ai)
(ECWO BUSINESS CARD MOSS.ai)

(ECWO STATIONARY CLAY.ai)
(ECWO A10 ENVELOPE CLAY.ai)
(ECWO BUSINESS CARD CLAY.ai)
ONE COLOR SPANISH LOGO | HORIZONTAL SHORT

ONE COLOR CREAM
(ECWO SPANISH CREAM HORIZONTAL SHORT.png)

ONE COLOR AVOCADO
(ECWO SPANISH AVOCADO HORIZONTAL SHORT.png)

ONE COLOR CLAY
(ECWO SPANISH CLAY HORIZONTAL SHORT.png)

ONE COLOR MOSS
(ECWO SPANISH MOSS HORIZONTAL SHORT.png)

ONE COLOR OLIVE
(ECWO SPANISH OLIVE HORIZONTAL SHORT.png)

ONE COLOR NAVY
(ECWO SPANISH NAVY HORIZONTAL SHORT.png)

ONE COLOR BLACK
(ECWO SPANISH BLACK HORIZONTAL SHORT.png)

ONE COLOR WHITE
(ECWO SPANISH WHITE HORIZONTAL SHORT.png)
ONE COLOR SPANISH LOGO | VERTICAL

- ONE COLOR CREAM
  (ECWO SPANISH CREAM VERTICAL.png)
- ONE COLOR AVOCADO
  (ECWO SPANISH AVOCADO VERTICAL.png)
- ONE COLOR CLAY
  (ECWO SPANISH CLAY VERTICAL.png)
- ONE COLOR MOSS
  (ECWO SPANISH MOSS VERTICAL.png)
- ONE COLOR OLIVE
  (ECWO SPANISH OLIVE VERTICAL.png)
- ONE COLOR NAVY
  (ECWO SPANISH NAVY VERTICAL.png)
- ONE COLOR BLACK
  (ECWO SPANISH BLACK VERTICAL.png)
- ONE COLOR WHITE
  (ECWO SPANISH WHITE VERTICAL.png)
DIGITAL & VECTOR FILES

Below are file names for the ECWO Spanish digital PNG & vector Adobe Illustrator (AI) design files. (NOTE* text & outline layers within each AI file). Digital files are built in RGB and used for web purposes. Vector files are built in CMYK and are used for printing purposes. Digital & vector assets are provided.

DIGITAL (RGB)
SPANISH LOGOS
ONE COLOR SPANISH LOGOS (PNG’S)
HORIZONTAL SHORT...
VERTICAL...

VECTOR (CMYK)
SPANISH LOGOS
(ECWO SPANISH LOGOS HORIZONTAL SHORT.ai)
(ECWO SPANISH LOGOS VERTICAL.ai)