



the
EPISCOPAL CHURCH
in WESTERN OREGON

GRAPHIC STYLE GUIDE

ECWO 2022

CONTENTS

LOGO & BRANDING ELEMENTS

Logo Brand	4
Logo Icon	5
One Color Logos Horizontal Short	6
One Color Logos Horizontal Long	7
One Color Logos Vertical	8
One Color Icons	9
Full Color Logo & Icon	10
Typefaces	11
Color Palette	12

LOGO PROTECTION

Sizing & Spacing	14
Incorrect Usage	15

LOGO & BRAND APPLICATION

Product Application Concepts	17
Social Media Application Concepts	18

LOGO & DESIGN ASSETS

Stationary	20-21
Digital & Vector Files	22

SPANISH LOGO & DESIGN ASSETS

One Color Spanish Logos Horizontal Short	24
One Color Spanish Logos Vertical	25
Digital & Vector Files	26

LOGO & BRANDING ELEMENTS

ECWO 2022

LOGO | BRAND



the
**EPISCOPAL
CHURCH** *in*
WESTERN OREGON



the
**EPISCOPAL
CHURCH** *in*
WESTERN OREGON



the
**EPISCOPAL
CHURCH** *in*
WESTERN OREGON



the
EPISCOPAL CHURCH
in WESTERN OREGON

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.



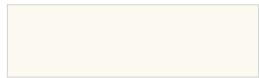
LOGO HORIZONTAL SHORT



LOGO HORIZONTAL LONG



LOGO VERTICAL



Cream
PANTONE: 7499 C
(Reduced @ 45%)



Clay
PANTONE: 7592 C



Avocado
PANTONE: 364 C
(Reduced @ 70%)



Moss
PANTONE: 350 C



Olive
PANTONE: 5747 C

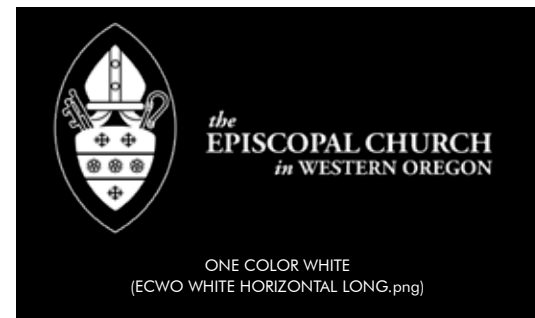


Navy
PANTONE: 539 C

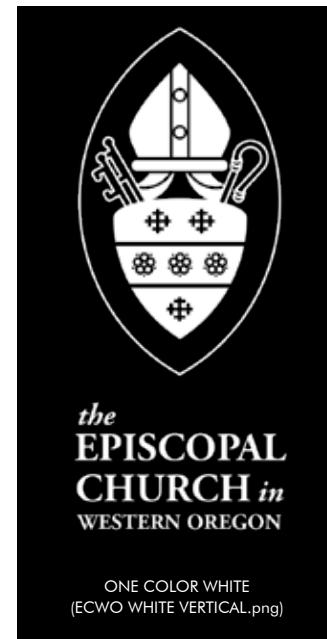
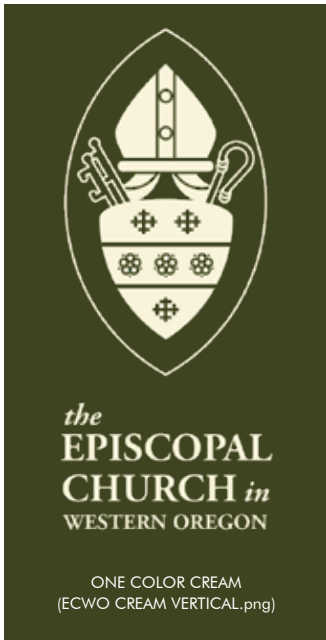
ONE COLOR LOGOS | HORIZONTAL SHORT



ONE COLOR LOGOS | HORIZONTAL LONG



ONE COLOR LOGOS | VERTICAL



ONE COLOR ICONS



FULL COLOR LOGO & ICON

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.



LOGO HORIZONTAL SHORT
(ECWO FULL COLOR HORIZONTAL SHORT.png)



LOGO HORIZONTAL LONG
(ECWO FULL COLOR HORIZONTAL LONG.png)



LOGO VERTICAL
(ECWO FULL COLOR VERTICAL.png)



Clay
PANTONE: 7592 C
CMYK: 21, 78, 89, 10
RGB: 183, 83, 51
HEX: #b75333



Gold
PANTONE: 7-5 C
CMYK: 0, 10, 54, 0
RGB: 240, 212, 136
HEX: #F0D488



Moss
PANTONE: 350 C
CMYK: 80, 43, 83, 42
RGB: 42, 82, 54
HEX: #2a5236



ICON
(ECWO FULL COLOR ICON.png)

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.

Type	Usage
ADOBE GARAMOND BOLD AaBbCcDd 0123456789	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.
ADOBE GARAMOND REGULAR AaBbCcDd 0123456789	AG Regular is used for section headlines as well as the secondary or tertiary headlines.
MONTSERRAT BOLD AaBbCcDd 0123456789	Montserrat Bold is used for tertiary headlines or highlighted body copy.
MONTSERRAT MEDIUM REGULAR AaBbCcDd 0123456789	Montserrat Medium Regular is used for all supporting body copy and large sections of text.
MONTSERRAT LIGHT REGULAR AaBbCcDd 0123456789	Futura Light Regular can be used for section headlines and quotes.

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.



Cream

PANTONE: 7499 C @ 45%

CMYK: 2, 2, 14, 0

RGB: 249, 243, 221

HEX: #f9f3dd

MADEIRA THREAD: 1526
(POLYESTER)



Clay

PANTONE: 7592 C

CMYK: 21, 78, 89, 10

RGB: 183, 83, 51

HEX: #b75333

MADEIRA THREAD: 1898
(POLYESTER)



Avocado

PANTONE: 364 C @ 70%

CMYK: 54, 22, 71, 3

RGB: 127, 160, 106

HEX: #7fa06a

MADEIRA THREAD: 1769
(POLYESTER)



Moss

PANTONE: 350 C

CMYK: 80, 43, 83, 42

RGB: 42, 82, 54

HEX: #2a5236

MADEIRA THREAD: 1902
(POLYESTER)



Olive

PANTONE: 5747 C

CMYK: 66, 51, 96, 51

RGB: 62, 68, 31

HEX: #3e441f

MADEIRA THREAD: 1798
(POLYESTER)



Navy

PANTONE: 539 C

CMYK: 97, 76, 51, 57

RGB: 1, 38, 57

HEX: #012639

MADEIRA THREAD: 1574
(POLYESTER)

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.

LOGO PROTECTION

ECWO 2022

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.



the
EPISCOPAL
CHURCH *in*
WESTERN OREGON



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:



LOGO & BRAND APPLICATION

ECWO 2022

PRODUCT APPLICATION CONCEPTS

Below are conceptual examples of the ECWO logo in a variety of product applications.



SOCIAL MEDIA APPLICATION CONCEPTS

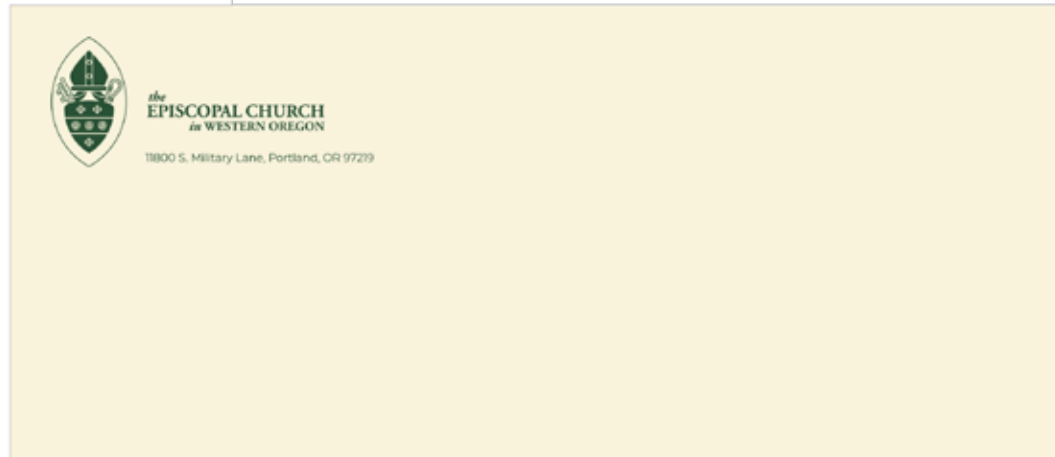
Below are conceptual examples of the ECWO logo, icon elements, typeface & color palette used in a variety of unique social media applications.



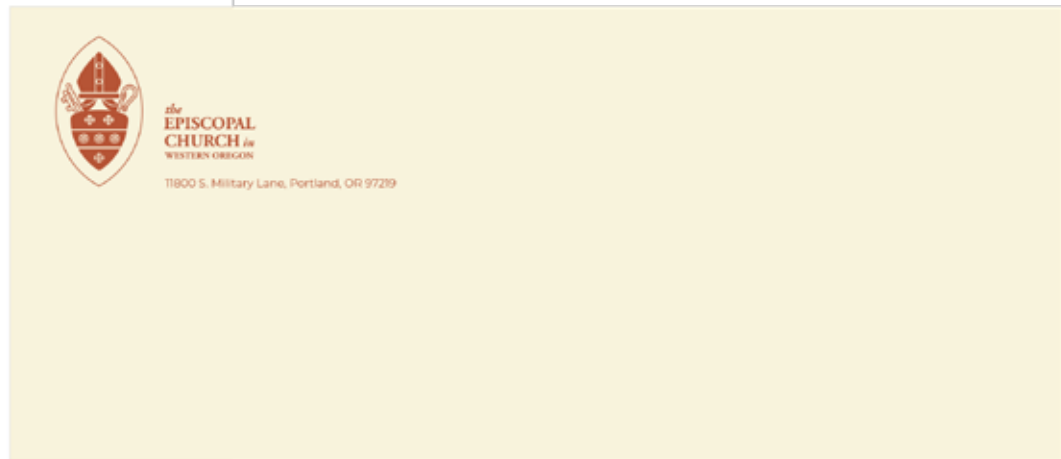
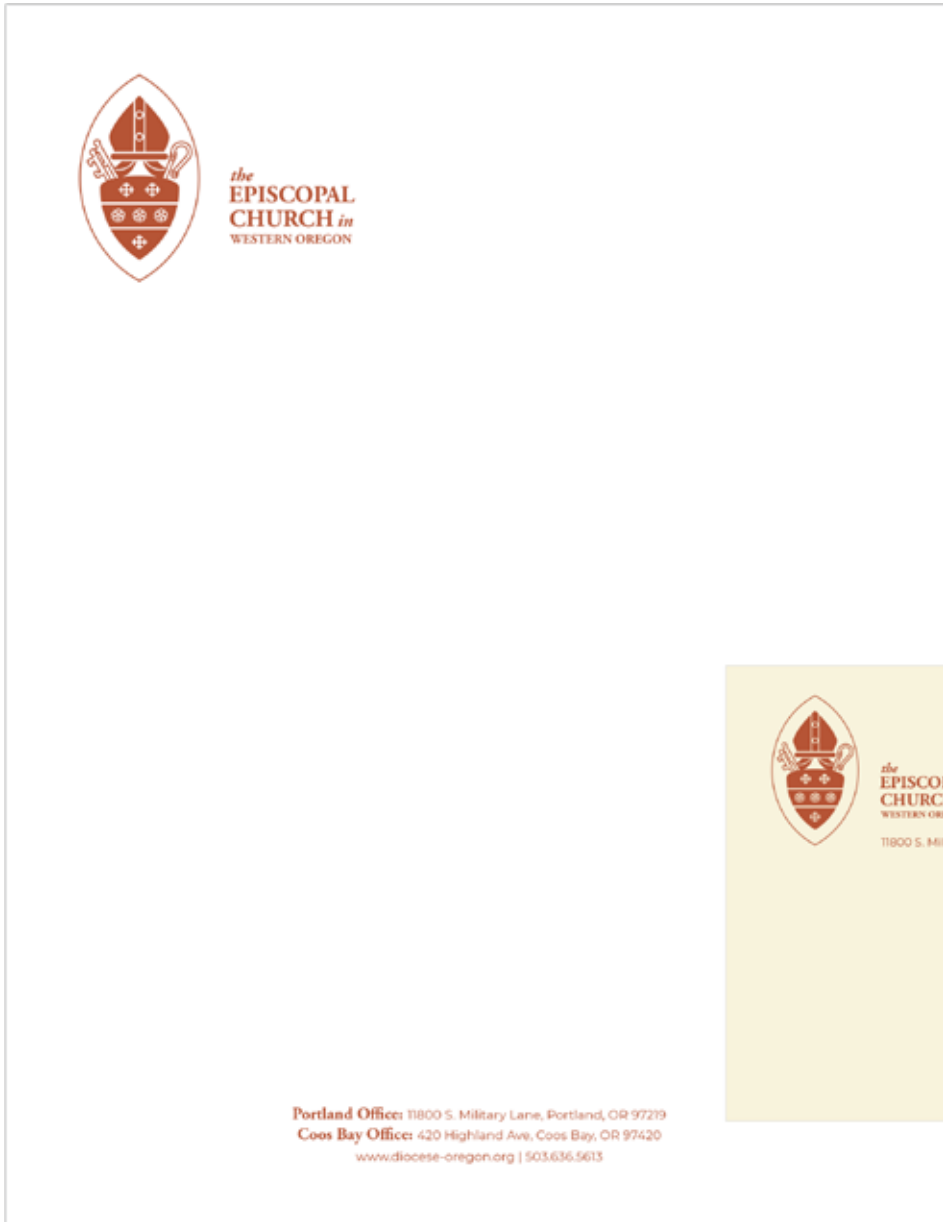
LOGO & DESIGN ASSETS

ECWO 2022

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)

SPANISH LOGO & DESIGN ASSETS

ECWO 2022

ONE COLOR SPANISH LOGO | HORIZONTAL SHORT



ONE COLOR SPANISH LOGO | VERTICAL



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)