THE EPISCOPAL
DIOCESE OF
MISSOURI

Brand and Visual Identity

Guidelines

Edition Two | **2022**

Who We Are

We are a diocese of The Episcopal Church, which welcomes all who worship Jesus Christ. It includes 109 dioceses and three regional areas located in 17 nations. The Episcopal Church is a member province of the worldwide Anglican Communion. The mission of the church is "to restore all people to unity with God and each other in Christ."

The Diocese of Missouri, which covers Eastern Missouri and 54 counties, is composed of 42 congregations in the Diocese (30 are parishes and 12 are organized missions), a campus ministry (Rockwell House), and an intentional community (Deaconess Anne House). According to 2020 parochial reports, there were 9,455 members in this diocese. The 20 churches in St. Louis city/county represent about 74% of diocesan membership. For more information, see www.diocesemo.org.

Our Mission

Walking humbly with God and our neighbor, we seek justice, act with love, and live the Good News of Jesus.

Our Vision:

A world transformed by God's love, justice and peace.

Our (One) Voice

Our diocese is vast and it is important that we present a consistent, professional and united image, both visually and in writing. This style manual is meant to provide guidance in addition to inspiration. It creates an identity – who we are and how we express ourselves. These guidelines are a reflection of our strong history, personality and passion which can be brought to life in our communications.

It provides a framework that strengthens and provides a clear identity, while also offering flexibility to reflect your uniqueness. We ask that you follow these rules in all your communications, so that consistency is built and maintained. We want to create communications which are unmistakably from The Diocese of Missouri and its constituents.

The Episcopal Diocese of Missouri Logo

The transition to a new bishop in 2020 brought many changes, including an updated look for our diocesan logo. This logo design reflects the importance of our history, while pointing us toward a bright future.

The cross remains a prominent element of the logo. It represents the Christian faith and is based on the crosses used on the Episcopal Church shield. While the colors of the cross are symbolic of nature, the four different colors yield to the church's respect of diversity. The green and blue are based on two of the colors from the old round Diocese logo and the red, yellow and blue are based on colors from the Bishop's Diocesan Seal. The font style and colors provide a fresh, modern look that reflects our bishop's style and spirit
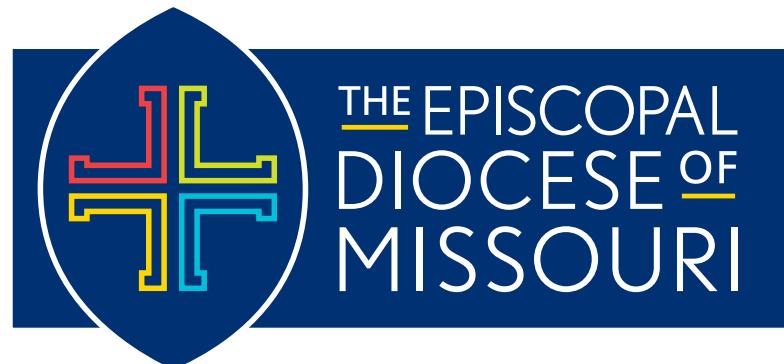
History of the Diocesan Logo

This logo was established in 2007. The cross is the prominent element of the logo. It represents the Christian faith and is based on the crosses used on the Episcopal Church shield. While the colors of the cross are symbolic of nature, the four different colors yield to the church's respect of diversity. The circle is inclusive of all; all Episcopalians within the diocese belong. This logo is being phased out and will no longer be used on new materials.

Logo Usage

There are two configurations (rectangular and horizontal) for the logo. Choose the format that best fits the orientation and spacing of your piece. Use only the supplied logos. They may not be altered in any way.

The logos can be downloaded from the communications page of the diocesan website (www.diocesemo.org) or by contacting the communications director in the Offices of the Bishop (communications@diocesemo.org).

Full Color Logo

This color version is the preferred logo. Use when the background is white or light in color.

- Minimum size is two inches wide when printed.
- Any size works for online/web applications.

- Minimum size is three inches wide for printing.
- For online/web applications, any size works.
- Use when a horizontal orientation is needed (for example, website masthead, or letterhead).

One Color Logo

Use when the background is colorful or busy, or for low-cost printing.

- Can be used any size.
- Preferred logo when printing smaller than two inches.

- Can be used any size.
- Preferred logo when printing smaller than three inches.
- Use when a horizontal orientation is needed.

Reverse Logo

Use when the background is dark or has a simple pattern or tone.

- Can be used in any size application

- Use when a horizontal orientation is needed.

Logo Isolation Zones

The logo needs clear space around it for strong visual impact. Below, please note the isolating areas around the logo which must remain clear of other imagery.

Square Logo
- Use the height of a cross segment to establish the minimum white or neutral space surrounding the logo.
- Neutral space includes color, muted/plain part of a photo or graphic.
- Measure at the rectangular corners, not at crest.

Horizontal Logo
- Use the height of a cross segment to establish the minimum white or neutral space surrounding the logo.
- Neutral space includes color, muted/plain part of a photo or graphic.
- Measure at the crest points.

Improper Logo Usage

Below, are examples that misuse the logo.

- Distorting or altering size relationships
- Changing colors or re-sizing elements
- Adding text or graphic elements

- Adding effects
- Rotating
- Separating or rearranging elements

Logo Usage Examples

Spring Renewal

Lorem Ipsum dolre sit nm

Lum fugiam reiuntet audia ium eatum susda nonet
Lorem ipsum dolre 0/00/0000

▲ Use the one color logo when the background is bright or busy.

Lum fugiam reiuoet
Matum susda nonet
Lorem ipsum dolre

◄ Whenever possible, line up type to title part of the logo.

diocesemo.org
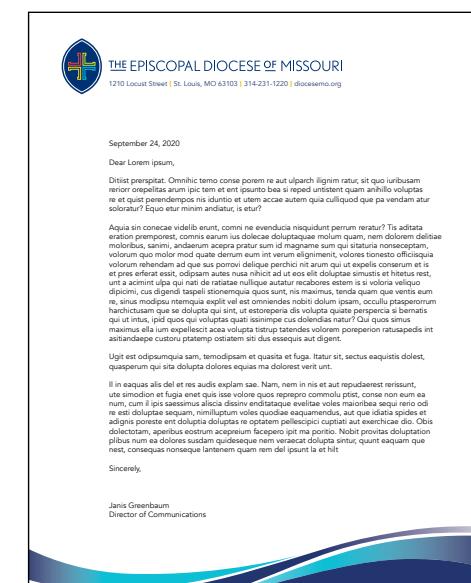
▲ Use the reverse logo when the background is dark and fairly simple.

◄ Use the full color logo when the background is white or light in color.
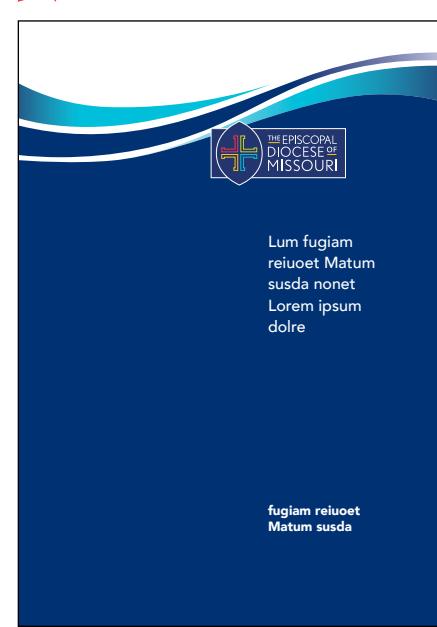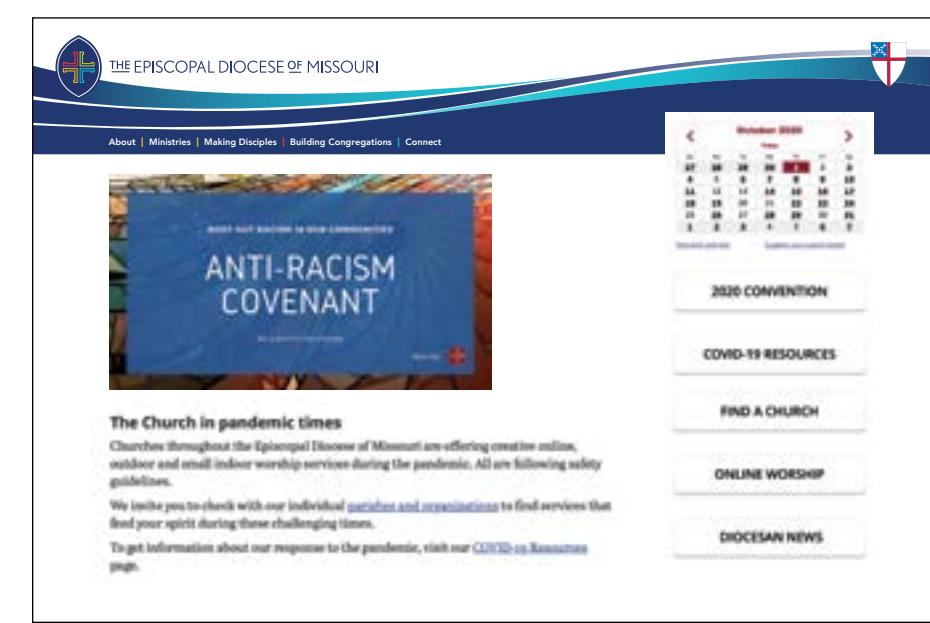
Logos can overlap a graphic slightly as long as it doesn't interfere with the readability and approved colors are used in the graphic.
▲ ▼

Lum fugiam reiuoet Matum susda nonet Lorem ipsum dolre

fugiam reiuoet Matum susda

Colors

In general, our logo's colors can be reproduced consistently and accurately with offset printing. Because printing is an art, there may be slight variances in color. The material on which the color is printed (paper stock, texture, coating) will affect the precise color in printed pieces; different or uncalibrated monitors affect colors as we perceive them on a computer screen. In all instances, strive to match the PANTONE© color as closely as possible.

This is the breakdown of colors used in the full color logo for The Episcopal Diocese of Missouri. Please try to use this color pallet, including shades and tints of these colors, for your graphic elements.

Color	Pantone (PMS) Expensive option for printing using Pantone inks	Process (CMYK) 4-color process printing	RGB Desktop and computer applications	HEX/HTML Websites
75% 50% 25% 15%	Pantone Red 032C	C=0 M=90 Y=76 B=0	R=239 G=51 B=64	EF3340
75% 50% 25% 15%	Pantone 382C	C=22 M=0 Y=100 K=0	R=196 G=214 B=0	C4D600
75% 50% 25% 15%	Pantone 7406C	C=0 M=13 Y=100 K=1	R=241 G=196 B=0	F1C400
75% 50% 25% 15%	Pantone 288C	C=100 M=79 Y=0 K=37	R=0 G=45 B=114	002D72
75% 50% 25% 15%	Pantone 3115C	C=70 M=0 Y=13 K=0	R=0 G=193 B=212	00C1D4
75% 50% 25% 15%	Black	C=0 M=Y=0 K=100	R=0 G=0 B=0	000000

Recommend Fonts

Avenir font is a modern, easy-to-read, sans-serif font. It is the preferred font for our diocese. All text should be formatted in the Avenir type family. Anywhere the diocese logo is used, this font should be used as well.

Avenir	
Avenir Light	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890
Avenir Light Oblique	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890
Avenir Book	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890
Avenir Book Oblique	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890
Avenir Medium	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890
Avenir Medium Oblique	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890
Avenir Heavy	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890
Avenir Heavy Oblique	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890
Avenir Black	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Substitute Fonts

If Avenir is unavailable, the Arial family of fonts can be used.

Arial	
Arial Regular	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890
Arial Italic	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890
Arial Bold	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890
Arial Bold Italic	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890
Arial Black	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Font and Design Example

Every publication will have its own requirements and design parameters. Below are some basic rules and an example for font usage and page layout. Use these as a starting point for your own publications.

◄ Place logo at least equal distance on both sides, whether using it at the top or bottom. Size it no larger than 1/3rd of the page width, not including margins.

◄ Whenever possible, left align copy and graphics to text part of logo and give at least equal space before start of headline, copy, or graphics.

Headlines can be styled in the lighter fonts. Use initial caps and no periods. ►

Headline or Titles: Light or Book

Subheads can be styled in the Avenir Bold or Heavy font options, and should be one point size larger than body copy. Use initial caps and no periods. In general, keep body copy to 10, 11, or 12 point. Use Book or Medium for body copy. Limit text color to black or dark blue. ►

Subhead: Bold and One Point Size Larger than Body Copy

Body copy: Roman or Book. Lorem ipsum dolre sit monet vollitis con re cor atem etur, tore porrore rferiorumet esequam sit dol ut aut ut repudit, cum haribus, tem is aut.

Use plenty of white space (white or background).

Use tagline as a sign-off in the same size as the body copy. ►

Making Disciples | Building Congregations | For the Life of the World

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The Bishop's Diocesan Seal

Bishop Deon Johnson had a new diocesan seal designed in 2020. It uses traditional elements of the original seal, embracing a sense of history. It also incorporates the marquee shape often used in Episcopal diocesan seals.

This design will be used for all "official" bishop business—baptisms, confirmations, ordinations, and letters from the bishop's office. This seal does not replace our diocesan logo. We will continue to use both for different communications purposes.

This seal of the diocese should be reserved for liturgical and sacramental uses, or in official and legal documents. It is primarily used by the Bishop. **Outside uses of this seal must be cleared with the communications director in the Office of the Bishop** (communications@diocesemo.org).

- Seal should not be used smaller than one inch in height.

- Use when the seal needs to be smaller than one inch in height or the orientation is horizontal.

History of Our Diocesan Seal

The seal has continued to evolve since our founding.

The original seal of The Diocese of Missouri dates back to our founding in 1841.

A new diocesan seal was created in 1952 featuring a fish and crozier.

Designed in 2020, the new seal is based on the original 1841 diocesan seal.

The Episcopal Church Logo

This symbol, which you will see at every Episcopal Church, is the official logo of The Episcopal Church and represents our history.

The red cross of St. George on a white field is symbolic of the Church of England. The blue field in the upper left corner is The Episcopal Church. It features a cross of St. Andrew in re-cognition that the first American bishop was consecrated in Scotland. This cross is made up of nine crosslets or mini crosses, which represent the nine dioceses that met in Philadelphia in 1789 to form the Protestant Episcopal Church of the U.S.A.

The logo is available in both vertical and horizontal formats, and can be used along with the diocesan and parish logos. Choose the format that best fits the orientation and spacing of your piece. The Church logo can be downloaded from the communications page of the diocesan website (www.diocesemo.org) or by contacting the communications director in the Offices of the Bishop (communications@diocesemo.org).

Parishes — Using Multiple Logos

Parishes are welcome to use The Episcopal Church and The Diocese of Missouri individual logos, along with their own parish logo in parish communications. However, the logos need to be used as is. They cannot be combined to create a new logo, nor should they be altered in any way. The logos can be downloaded from the communications page of the diocesan website (www.diocesemo.org) or by contacting the communications director in the Offices of the Bishop (communications@diocesemo.org).

Writing

We follow the Associated Press (AP) style guidelines to provide consistent rules for grammar, spelling, punctuation and language usage. Following these rules helps to add consistency and accuracy to all of our communications materials.

Below is a brief summary of some key style rules, in addition to some nuances particular to our church and diocese. However, the Associated Style book includes more than 5,000 entries. For a complete guide to AP style, consult the most recent edition of the Associated Press Style book or visit the AP Style book website (www.apstylebook.com).

Addressing Clergy

Title	Written	Salutation	Spoken
Presiding Bishop	The Most Rev.	Dear Bishop	Bishop
Bishop	The Rt. Rev.	Dear Bishop	Bishop
Dean	The Very Rev.	Dear Dean	Dean
Archdeacon	The Venerable	Dear Archdeacon	Archdeacon
Canon	Canon	Dear Canon	Canon
Priest	The Rev.	Dear Mr./Ms… Dear Father/Mother	Mr./Ms. Father/Mother
Deacon	The Rev.	Dear Mr./Ms… Dear Deacon	Mr./Ms. Deacon

Church-Specific References

When writing about The Episcopal Church and the Diocese of Missouri, please follow these guidelines:

- In the first reference, the full name of the church is preferred: The Episcopal Church.
- In the first reference, the full name of the diocese is preferred: The Episcopal Diocese of Missouri.
- When not using the full name, use the Diocese of Missouri or the Diocese.
- In the first reference, the full name and title of the bishop is preferred: The Rt. Rev. Deon K. Johnson; following references can be more casual: Bishop Deon Johnson, Bishop Deon, or the bishop.
- When referring to church members, the term "Episcopalian" is preferred.

Commas

We consistently use the Oxford comma. It is the inclusion of a comma that follows the penultimate (second to last) item in a list of three or more items and precedes the word "and." Example: *The event brought together members from the local region including Missouri, Illinois, and Iowa.*

Format

We prefer to align copy using the flush left/ragged right format.

Writing

Numbers
Spell out one through nine, and use figures for numbers 10 and above.

Punctuation
Use a single space after a period.

Hashtags
Please use #DioMO on social media posts.

For More Information

Resources
- www.diocesemo.org
- www.episcopalchurch.org
- www.anglicancommunion.org

Additional Guideline References
- Episcopal Church Style Guide and Visual Identity Guide
  https://episcopalchurch.org/posts/publicaffairs/episcopal-church-style-guide
- Episcopal Church Logos, Shields and Graphics
  https://episcopalchurch.org/logos-shields-graphics

Contact Information
The Diocese maintains logos in a number of file formats, sizes, and resolutions. For any questions or to request logo or graphic files, contact:

Director of Communications, Janis Greenbaum:
jgreenbaum@diocesemo.org
communications@diocesemo.org
314.651.1843 (cell/text)
314.231.1220, ext. 1385