

Visual Identity Guidelines

UPDATED DECEMBER 2022



Diocese of
Southern Ohio

Table of Contents

LOGO

| | |
|------------------------------|----|
| Full color shield | 03 |
| Shield lockup | 04 |
| One-color & knockout shields | 05 |
| Vertical shield lockup | 06 |
| Sub-brand lockups | 07 |
| Secondary icon | 08 |
| One-color icon | 09 |
| Spacing | 10 |
| Usage | 11 |

COLOR

| | |
|--------------|----|
| Palette | 12 |
| Combinations | 13 |

TYPOGRAPHY

| | |
|-------------|----|
| Primary | 14 |
| Secondary | 15 |
| Type system | 16 |

APPLICATION

| | |
|---------------------|----|
| Shield as texture | 17 |
| Secondary icon uses | 18 |

LOGO

Full color shield



LOGO

The primary lockup features typography inspired by the architecture of the Diocese's cathedral and signage dating back to the era of the founding of the Diocese. It has a modern feel but retains a bit of industrial quality, allowing the brand to be contemporary without abandoning the rich history of the Diocese.

The full color lockup should only appear on backgrounds colored white or Cream from the brand palette.

Shield lockup



Diocese of Southern Ohio

LOGO

The one-color and knockout shields should be used when the shield or lockup needs to appear on a photo or a color other than white or Cream from the brand palette.

The one-color shield can either be black or Maroon from the brand palette, and the knockout shield can either be white or Cream from the brand palette.

Please note that the one-color and knockout shields are not the same shield with the color changed: they are distinct designs that adjust for how the elements of the shield appear on light vs. dark backgrounds.

ONE-COLOR SHIELD COLORS



KNOCKOUT SHIELD COLORS



One-color & knockout shields



Diocese of
Southern Ohio



LOGO

The vertical shield lockup should be used only when necessary.

Vertical shield lockup



Diocese of Southern Ohio

LOGO

Sub-brands have three lockups. The primary lockup is the name of the sub-brand underneath the main shield lockup.

The two secondary lockups are the name of the sub-brand with only the shield, and should only be used when the audience is already familiar with the Diocese of Southern Ohio.

Sub-brand lockups



Diocese of Southern Ohio

Commission on Creation Care and Environmental Justice



Commission on Creation Care and Environmental Justice



Commission on Creation Care and Environmental Justice

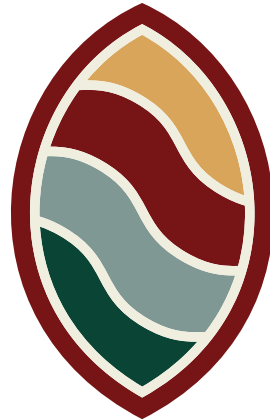
LOGO

Considering the intricate design of the full shield, a secondary icon and lockup are needed at small sizes, when the detail of the shield would be lost.

The secondary icon is inspired by the shape of the river in the full seal and loosely mimics the current modern logo while remaining part of the same cohesive brand system.

Like the full shield lockups, the full color lockup should only appear on backgrounds colored white or Cream from the brand palette.

Secondary icon



Diocese of Southern Ohio

LOGO

One-color icon

The one-color icon should be used when the icon or lockup needs to appear on a photo or a color other than white or Cream from the brand palette.

The one-color icon can be black, white, Maroon, or Cream from the brand palette.

Unlike the one-color and knockout versions of the full shield, the one-color icon, with a color change, can be used interchangeably between light and dark backgrounds.

ONE-COLOR ICON COLORS

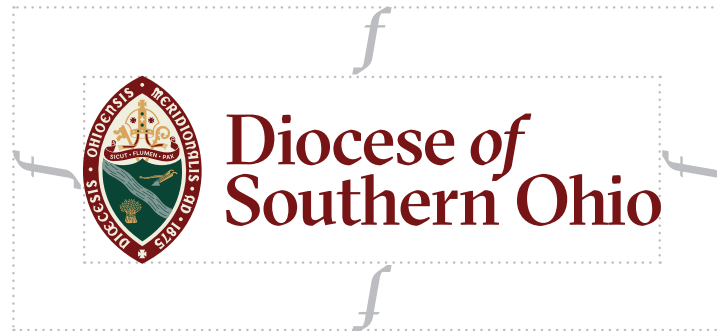


LOGO

Give an appropriate amount of clear space around the shield and secondary icon lockups. To determine the minimum space, use the height of the “f” in “of” at whatever size the logo appears.

Ensure that the shield lockup appears large enough to be recognizable. Minimum width is 2.5 inches in print, or 275 pixels on the web. The secondary icon lockup is suitable for smaller sizes.

Spacing



2.5"

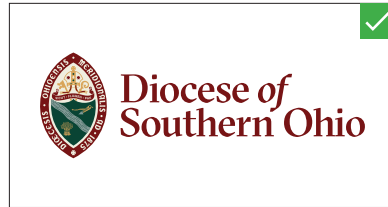


LOGO

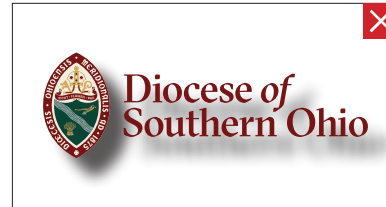
Usage

The shield, icon, and all lockups have been designed with precision, detail, and consistency in mind. To ensure the Diocese's message and mission appear consistent and unified at all times, neither the shield, the icon, nor the type should not be altered.

Here are a few (but not all) examples of misuse.



Correct use of the shield lockup.



Do not embellish or underline any part of the logo, or add a drop shadow.



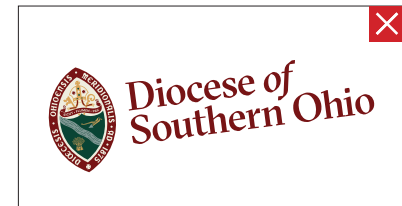
Do not distort or change the proportion.



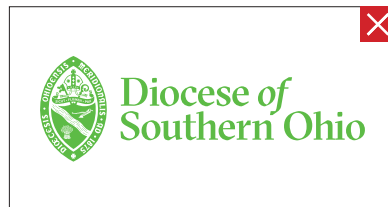
Do not alter the size of any elements independently.



Do not use lockup type without either the shield or icon.



Do not rotate the lockup.



Do not use a one-color lockup that is not black, white, or any of the brand colors and **do not** use colors outside of the brand palette.



Do not alter placement of the lockup elements.



Do not combine the shield and icon lockups in any way.

COLOR

Palette

The main colors of the brand are Maroon and Cream. When applying color to materials, be sure to use both of the two main colors in some capacity.

The secondary colors are Green, Silver, and Gold, which help to complement the main colors. They should be used less than the main colors, but they may be helpful to add variety and visual interest.

The Maroon Shade should only be used when using the shield as a texture (see Page 16).

Maroon

#771816
CMYK 31 98 97 41
PANTONE 1815 C

Maroon Shade

#650DOC
CMYK 31 98 96 53
PANTONE 490C

Cream

#EEEEBF
CMYK 6 4 12 0
PANTONE 7499 C

Silver

#819995
CMYK 53 30 40 2
PANTONE 5497 C

Green

#054535
CMYK 89 46 76 50
PANTONE 3308 C

Gold




#D9A55A



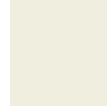




















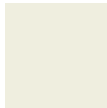







































CMYK 15 36 75 54
PANTONE 7407 C

COLOR

Combinations

This table shows the suitable combinations for text and background color based on both brand guidelines and the Web Content Accessibility Guidelines (WCAG) 2.0 AA level.

-  Not a suitable color combination
-  Suitable for text larger than 18 points.
-  Suitable for text at any size.

| | | Text | | | | | | |
|-------------|---|--|---|---|---|---|---|---|
| |  |  |  |  |  |  |  | |
| White |  |  |  |  |  |  |  |  |
| Dark red |  |  |  |  |  |  |  |  |
| Light beige |  |  |  |  |  |  |  |  |
| Grey |  |  |  |  |  |  |  |  |
| Dark green |  |  |  |  |  |  |  |  |
| Gold |  |  |  |  |  |  |  |  |
| Black |  |  |  |  |  |  |  |  |

TYPOGRAPHY

GT Sectra Fine is the primary typeface of the diocese. It is inspired by the architecture of the Diocese's cathedral and signage dating back to the era of the founding of the Diocese. It has a modern feel but retains a bit of industrial quality, allowing the brand to be contemporary without abandoning the rich history of the Diocese.

Ideal for headlines and headers.

Primary

GT Sectra
Fine

Medium

The quick brown fox
jumps over the lazy dog.
12345678

TYPOGRAPHY

Secondary

Basic Sans is the secondary typeface. Although it is the secondary typeface, it will often appear in more places than the primary.

It is a simple sans-serif font designed to be very readable at all sizes, and its relative lack of character is meant to complement the more intricate look of GT Sectra Fine.

Ideal for subheaders and body copy.

Basic Sans

Regular

The quick brown fox
jumps over the lazy dog.
12345678

Bold

**The quick brown fox
jumps over the lazy dog.
12345678**

TYPOGRAPHY

Type system

This type setup is merely a starting point—the sizes do not have to be kept exactly, but their proportions to one another should be maintained as best as possible.

Leading Multiplier

Use this guide to determine the leading for any given type style at any size. Multiply the desired type size by the leading multiplier given for each type style to get the leading value.

| Type size | Leading multiplier | Leading value | | |
|-----------|--------------------|---------------|---|---|
| T | × | 1 | = | L |

HEADLINE

GT Sectra Fine Medium
Size: 45pt Multiplier: 1
Tracking: 0pt

Headline

SUBHEADER

Basic Sans Regular
Size: 18pt Multiplier: 1.1
Tracking: 0pt

Subheader

SECTION HEADER

Basic Sans Bold
Size: 11pt Multiplier: 1.1
Tracking: 50pt All Caps

SECTION HEADER

INTRO TEXT

Basic Sans Regular
Size: 12pt Multiplier: 1
Tracking: 0pt

Intro text atius doluptate inveni-
hicti audandi orestiur? Qui solore
debit perrum rero maximen dios-
simus omnimus aut et.

BODY TEXT

Freight Text Pro
Size: 10pt Multiplier: 1.3
Tracking: 0pt

Body text simus, nullam, as ipidundi tectur,
quundignis doloreh enienis invent, illab invellam
im eos pos ped quid quissim aximagnihici to mo-
lupici aut vollum voluptassit voluptat lanimilibus
quiam voluptam ipsunt.

CAPTION

Basic Sans Regular
Size: 10pt Multiplier: 1.2
Tracking: 0pt

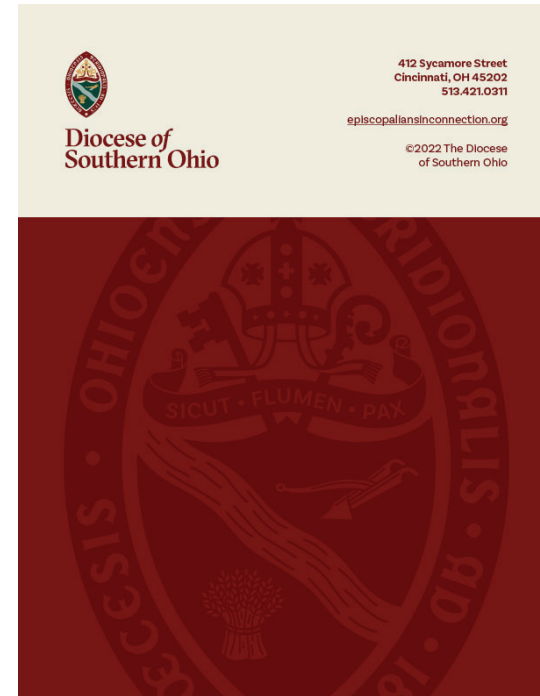
Text for callouts, footers,
and captions.

APPLICATION

Shield as texture

The shield can also be used in conjunction with the icon as a texture, which makes an elegant background, shown in this example from the front and back cover of Connections, the diocesan magazine.

To achieve the effect, use the slightly darker shade of Maroon in the brand palette for the shield and the normal Maroon for the background.



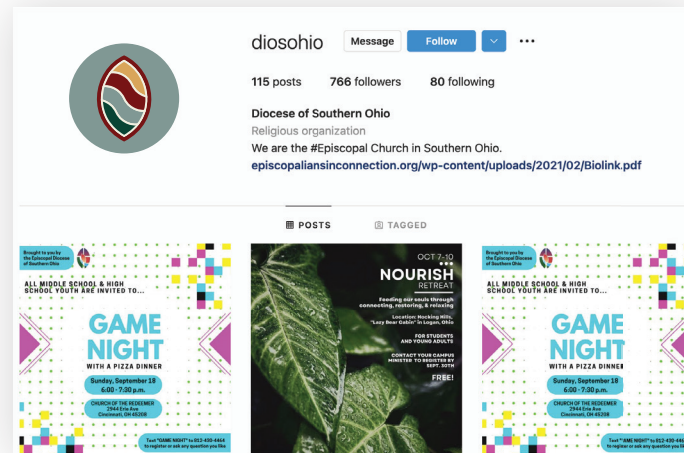
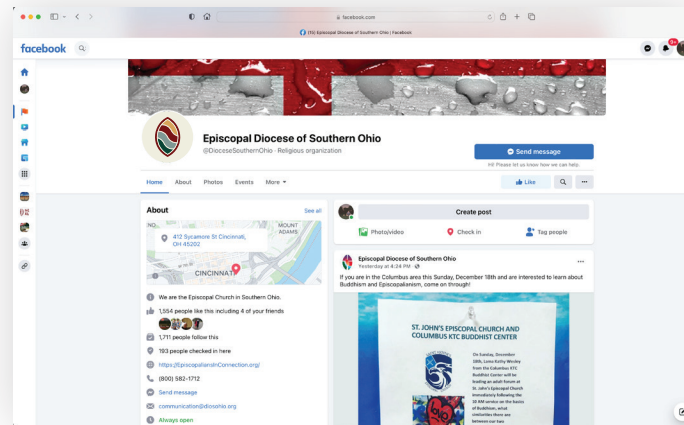
APPLICATION

The icon lockup can be used at small sizes in promotional materials, on top of photos, and as a social media icon. It is also shown in use in Connections when the shield logo would appear too small.

Avoid using color versions of the logo lockups on photos.

If placing text and/or the icon lockup over photos, ensure that the text is legible and that they do not block important parts of the picture.

Secondary icon uses



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