



Diocese of Missouri
THE EPISCOPAL CHURCH

Diocese of Missouri—THE EPISCOPAL CHURCH

VISUAL IDENTITY GUIDELINES

08.09



INTRODUCTION

Mission

(Adopted at the 154th Convention, February 1994)

The Mission of the Diocese of Missouri is the mission of all baptized Christians: to teach and to spread the Gospel and its knowledge of salvation to all people; and to make the love of Christ known in the world through our own actions as individuals, as congregations, and as the Diocese, by feeding the hungry, welcoming the stranger, clothing the naked, housing the homeless, caring for the sick, visiting the prisoner, and comforting those in times of trouble.

Tag Line

Making Disciples
Building Congregations
For the Life of the World

The preferred arrangement is with no punctuation, stacked as a group of three. When this is not practical and the tag line is presented on one line, please separate with extra space, a bullet, or a printer's mark.

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

THE LOGO



Diocese of Missouri

THE EPISCOPAL CHURCH

First and foremost, 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. The crimson color is based on church liturgy. "The Episcopal Church" appears red and in a different font to connect the Diocese of Missouri to the greater church—even using the red of the Episcopal Church shield.



LOGO: COLORS



PANTONE®	202	Red 032	1595	583	279	BLACK
PROCESS	31C 96M 72Y 32K	4C 95M 76Y 1K	14C 76M 100Y 3K	40C 19M 100Y 1K	73C 43M OY OK	OC OM OY 100K
RGB WEB SAFE	137R 320 52B	244R 42G 65B	218R 92G 5B	171R 180G OB	65R 137G 2219	OR OG OB

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), weather, and ink lot will affect the precise color in printed pieces; differently 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.

The colors throughout this document may not match the PANTONE Color Standards. Refer to the current editions of the PANTONE Color Publications. PANTONE® is a registered trademark of Pantone, Inc.

LOGO: SIZING, ORIENTATION

Standard Size is 1.75 inches wide



Diocese of Missouri
THE EPISCOPAL CHURCH

Minimum Size is 1 inch wide



Diocese of Missouri
THE EPISCOPAL CHURCH

For consistency across print publications, strive for using either the standard or minimum size logo.

Use of a landscape logo orientation is permitted, please contact the Communications Office for more details.



LOGO: RENDERING

*Standard 6 Color Logo:
Crimson, Red, Orange, Green, Blue & Black*



Diocese of Missouri
THE EPISCOPAL CHURCH

Grayscale logo: Black only



Diocese of Missouri
THE EPISCOPAL CHURCH

One Color Logo: Crimson (PMS 202)



Diocese of Missouri
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*One Color Logo: Black only
(Note: the black and white mark is intentionally smaller than its crimson counterpart to reduce the amount of black ink used in the logo.)*



Diocese of Missouri
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The preferred 6 color logo should be used whenever practical.

LOGO: ISOLATION ZONE

Use the height of a cross segment to estimate white space surrounding logo.



The logo needs clear space around it for strong visual impact. A minimum distance is shown above as the height of the upper bar of the cross, starting at the top of the leg to the bottom. This distance surrounds the outermost edges of the logo and must remain clear of other imagery



LOGO: IMPROPER USAGE

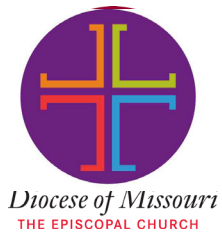
Redrawing Elements



Redistributing Elements



Using Unauthorized colors



Substituting Fonts



Altering Size Relationships



Distortion



Adding Effects



Rotating



TYPE FAMILIES

The two typefaces used in the diocesan logo, and in many of our publications, are



Janson Text is a classic, serif typeface, appropriate for body text and sub-headings. When Janson Text is not available, substitute a serif font such as Garamond or Times New Roman.

Corporate SBQ is a clean, sans-serif typeface which scales nicely and accents larger sections of Janson Text appropriately. Use Corporate SBQ for titles and headlines. When Corporate is not available, substitute a sans-serif font such as Helvetica or Fruitiger.

Janson Roman

ABDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Janson Italic

ABDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Janson Bold

ABDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Janson Bold Italic

ABDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Corporate SBQ Light

ABDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Corporate SBQ Light Italic

ABDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Corporate SBQ Medium

ABDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Corporate SBQ Regular

ABDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Corporate SBQ Italic

ABDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Corporate SBQ MedItalic

ABDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Corporate SBQ Bold

ABDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Corporate SBQ BoldItalic

ABDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Corporate SBQ ExtraBold

ABDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Corporate SBQ ExtraBoldItalic

ABDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

THE SEAL

The seal of the diocese should be reserved for liturgical and sacramental uses or in legal documents.

The Seal of the Diocese of Missouri

(Adopted 1952)

THE FISH

The most ancient Christian symbol. ICHTHUS: an acronym on Greek for “Jesus Christ, God’s Son, Saviour.”

THE SHEPHERD’S STAFF

The symbol of pastoral concern and spiritual authority.

STRIPES ON THE SIDE OF THE FISH

Marriage of two great rivers: the Missouri and the Mississippi at St. Louis.

CROSS

The Church on the west bank

1841

The year the Diocese of Missouri was founded.





QUESTIONS

The diocese maintains logos in a number of file formats, sizes, and resolutions. Please secure the appropriate logo from the

Communications Office
Episcopal Diocese of Missouri
1210 Locust St
St. Louis, Missouri 63103

Beth Felice
Director of Communications
bfelice@diocesemo.org
314-255-1387

This Visual Identity was originally prepared by Fister-Lauberth in June 2007. Revised and republished by the Diocesan Communications Office in August 2009.
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