

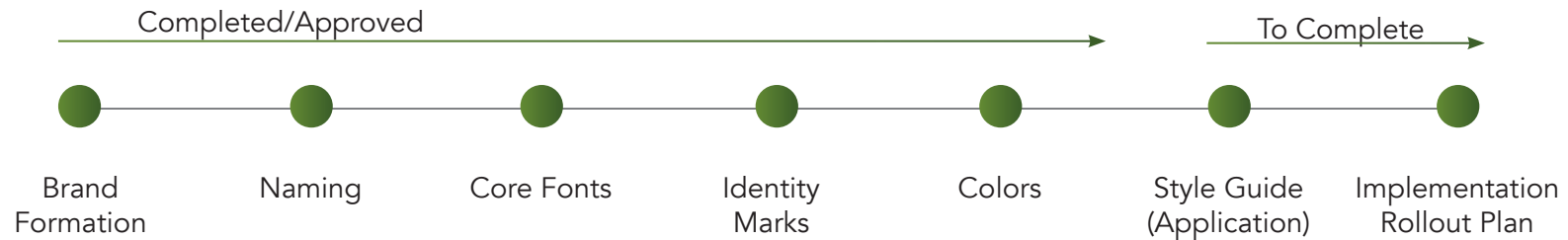
EPISCOPAL CHURCH IN CONNECTICUT

FINAL IDENTITY

THE VISUAL BRAND



WHERE WE ARE



Based on the foundation of the approved Brand Formation document, we have finalized:

- The names “Episcopal Church In Connecticut” and “The Commons”
- The Avenir font as the main body copy font, and Knubi for the main word marks
- A new icon inspired by the “St. Andrew’s Cross”
- Core identity colors, including the a St. Andrew’s inspired sky blue (Pantone 300C) and Warm Gray (11C)
- A final theme line, “Participating in God’s Mission”

What will happen next:

- Finalization of the full style guide, outlining all creative tools, their strategic rationale, and final design template application of the tools on core communication elements
- Final recommendations for rolling out the new branding to the Diocese

We are utilizing a unique font recently created by a young typographer called “Knubi”.

This font has both a nod to tradition with it’s serif,
and an open hand-crafted contemporary feel that speaks to today.

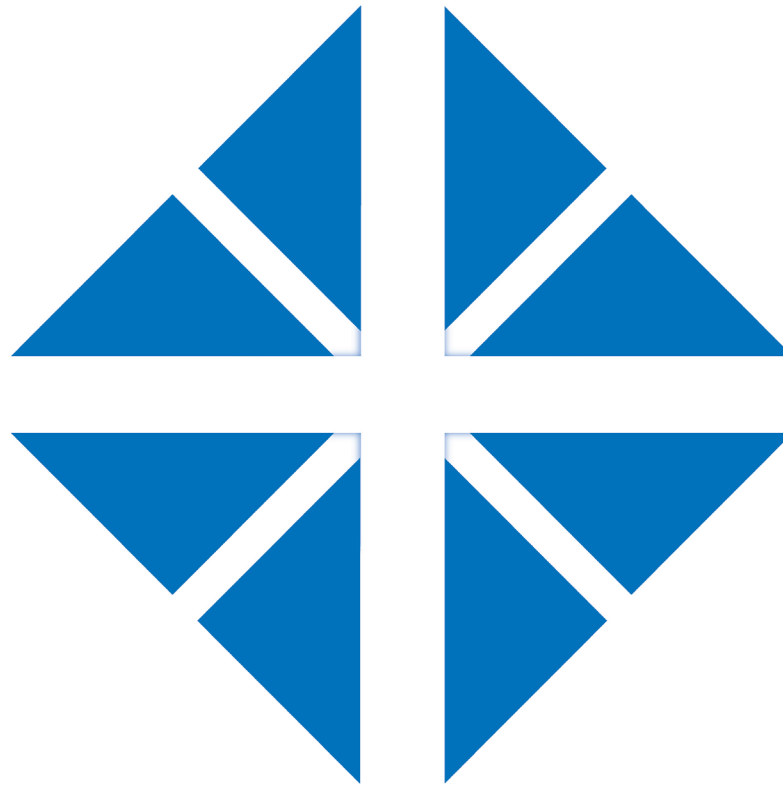
The use of Warm Gray for the color creates serenity and an earthiness for the mark.

EPISCOPAL CHURCH IN CONNECTICUT

THE ICON

Inspired by the timeless St. Andrew's Cross, our icon brings the main cross to the foreground, with a subtle glow depicting the centering and extending light of God.

The sky blue color (drawn from the Scottish blue) portrays optimism and openness.



This statement is consistent with our current message and pushes our boundaries.

PARTICIPATING IN GOD'S MISSION



EPISCOPAL CHURCH IN CONNECTICUT
PARTICIPATING IN GOD'S MISSION



PANTONE 300C
CMYK 99/50/0/0
RGB 0/94/184



PANTONE WARM GRAY 11C
CMYK 53/53/59/24
RGB 111/98/90

INITIAL APPLICATION



THE EPISCOPAL CHURCH IN CONNECTICUT
PARTICIPATING IN GOD'S MISSION



THE EPISCOPAL CHURCH IN CONNECTICUT
290 PRATT STREET • MERIDEN, CT 06450

#9 envelope (3.875" x 8.875")

290 Pratt Street • Meriden, CT 06450 | p 203-639-3501 | f 203-235-1008 | www.ctepiscopal.org

8.5" (w) x 11" (h) Stationary



EPISCOPAL CHURCH IN CONNECTICUT
PARTICIPATING IN GOD'S MISSION

BISHOP IAN T. DOUGLAS
Bishop Diocesan

290 PRATT STREET
MERIDEN, CT 06450

p 203-639-3501
f 203-235-1008
itdouglas@ctdiocese.org

www.ctepiscopal.org

3.5" (w) x 2" (h) Business card, front/back



THE
COMMONS
EPISCOPAL CHURCH IN CONNECTICUT



PANTONE 300C
CMYK 99/50/0/0
RGB 0/94/184



PANTONE WARM GRAY 11C
CMYK 53/53/59/24
RGB 111/98/90