

WOODBURY

A BRAND GUIDE

ABOUT THE BRAND



WHO IS ST. PAUL'S EPISCOPAL CHURCH?

St. Paul's Episcopal Church (SPC) , located in Woodbury Connecticut, is a warm, welcoming inclusive parish with a rich history. It was there in 1783 Samuel Seabury was elected the first bishop in the new world in order to have apostolic succession to ordain new priests. SPC is the only Episcopal church in Woodbury, and the only Protestant church that celebrates the Eucharist every week. SPC is in an era of renewal and growth. The community is inspired with its progressive vision and grounded in liturgy and history.

SPC is a welcoming Christian community of faith where people can belong, grow and serve.

THIS BRAND GUIDE IS HERE TO SERVE THE ST. PAUL'S EPISCOPAL CHURCH COMMUNITY.

This guide is to help you better understand the basic elements that make up the St. Paul's Episcopal Church brand. After the hard work you put into creating this, we want to make sure it stays the way you built it when it heads out into the world. These guidelines allow for creativity and flexibility but insists on that care should always be taken to maintain consistency and continuity. Following these guidelines will ensure your logo is used in a way that upholds the aesthetic standards and keeps your brand looking professional and consistent.

THE ST. PAUL'S LOGO

Horizontal



Stacked Woodbury



Stacked Plain



Horizontal Grey Scale



Stacked Woodbury - Grey



Stacked Plain - Grey



MINIMUM SIZE



The smallest the logo should be represented is .5" or 150 px

THE ST. PAUL'S EPISCOPAL CHURCH LOGO

History is a deeply held core value for the St. Paul's Episcopal Church Community

The design for this logo reflects the historical significance of St. Paul's Episcopal Church and its deep sensitivity to sense of place. It is inspired by the Church 's rich history and a literal combination of the Altar Cross (similar to the Seabury Cross) and the hand carved cross hanging in the chancel.

The size of the cross is balanced with the boldness of the text and the placement of the cross above the lower case 'i' is intentional and should not be modified.

The Primary Logo and supporting icons are packaged for you in the SPC Blue, SPC Goldenrod, SPC Grey, Gradient Gold, and White.

The Logo comes to you in three versions:

1. Horizontal
2. Stacked with Woodbury at the bottom and "Belong - Become - Serve"
3. Stacked Plain

ICONS

Having a collection of iconic illustrations to the mix adds a fun design element to the SPC brand. These icons can be used in groupings or applied on their own as individual graphics. (Websites, packaging, stickers, etc) We have packaged both the cross and the cross in the circle in all palette colors.

In order to maintain brand consistency, the icons should never be used as part of the primary logo or replace elements of the primary logo.

ICONS:



TYPEFACE

Typography is a powerful brand tool when used consistently. Consistent font choices help to center the church's brand identity and should be used across all print and web applications (business cards, letterheads, etc.)

MADE SUNFLOWER

Perfect for calling out headlines, signage type, and anything that needs to be quickly read, and read first. Always use Made Sunflower in all caps, and never use it as body copy.

BRANDON GROTESQUE

A sophisticated sans serif you should use as much as possible. It works as a header and subheader, and should always be used for body copy. Don't use it for signage headers when the sign needs to be read quickly. However, it can be used as a headline for print and when a design needs to be more elegant than bold.

MADE SUNFLOWER

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

BRANDON GROTESQUE

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

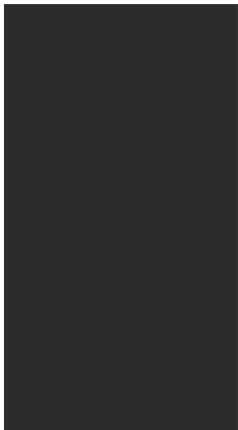
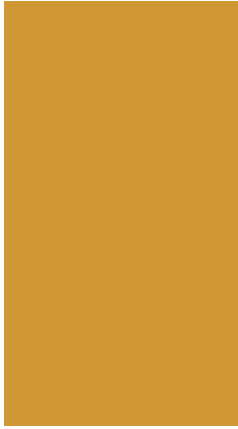
ST. PAUL'S EPISCOPAL CHURCH



See What God can do through you!

Welcome to our church. You are welcome here. All who enter are welcome.

MOODBOARD + COLOR PALETTE



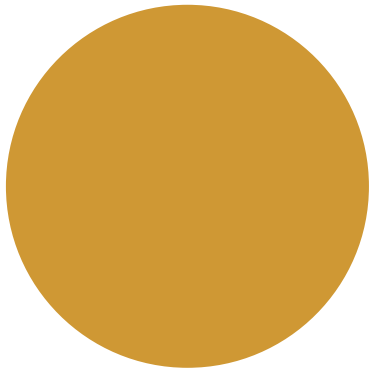
MOODBOARD

This moodboard for St. Paul's Episcopal Church is traditional and filled with joy and welcoming energy that offers a Typography drives the design.

COLOR PALETTE

The primary colors are key indicators of the LL brand design. **The logo should only be shown in black or white,** While the chosen color palette works to complement all supporting brand elements. The SPC Grey is most often used for typography, while SPC Goldenrod and SPC Blue act as supporting colors that can be used for backgrounds and other design elements.

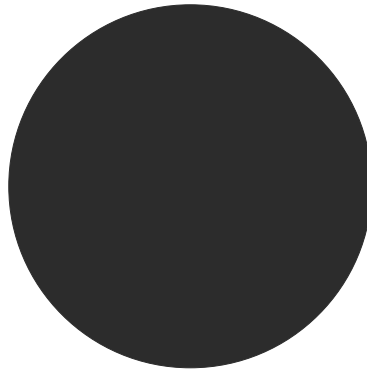
Additionally, the tone of each color can be adjusted to create more depth within design elements and touch points.



SPC GOLDENROD

R: 207	C: 19%
G: 152	M: 41%
B: 52	Y: 95%
	K: 1%

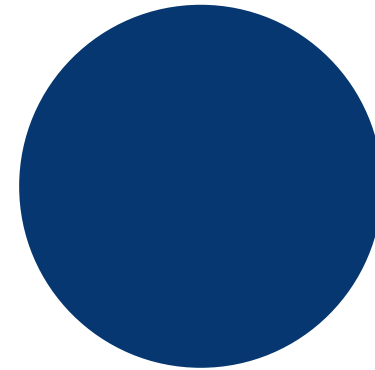
#CF9834



SPC GREY

R: 44	C: 70%
G: 44	M: 64%
B: 44	Y: 63%
	K: 64%

#2C2C2C



SPC BLUE

R: 6	C: 100%
G: 55	M: 87%
B: 12	Y: 29%
	K: 16%

#063770

UNACCEPTABLE USAGE

A FEW RULES ARE NECESSARY FOR MAINTAINING THE INTEGRITY OF YOUR BRAND.

Don't compromise the overall look of the SPC logo by rotating, skewing, or distorting in any way - that includes adding unnecessary and unattractive text decorations like drop shadows and outlines

Here a few examples of some ways you should NEVER, ever consider using the logo.

- A. Don't rotate the logo
- B. Don't squash or stretch the logo.
- C. Don't change the composition or resize any part of the logo.
- D. Don't change the color of parts of the logo.
- E. Don't add drop shadows or other text styles. (bevel, emboss, gradients, etc.)
- F. Don't contain the logo in a box used on a background.

As a general rule, be very careful with drop shadows. They should be felt, not seen.

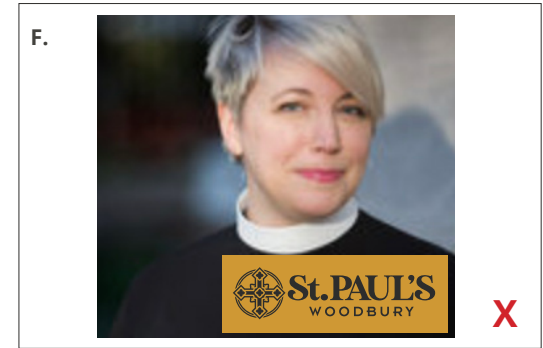
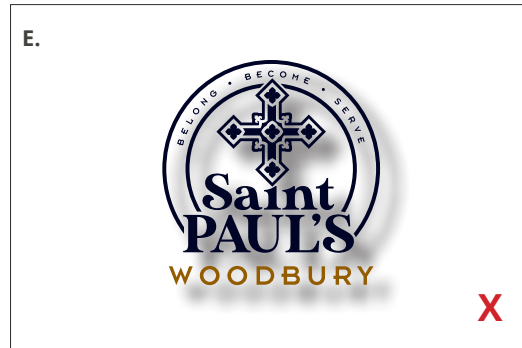
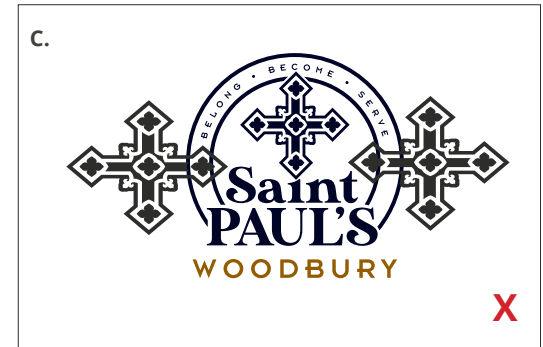
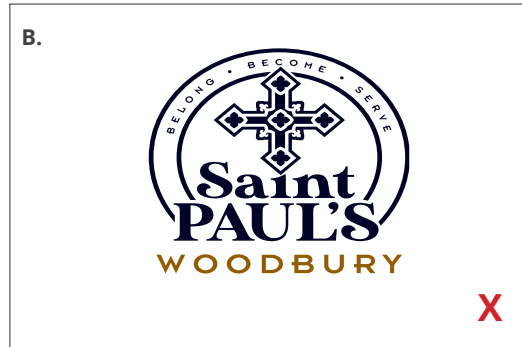
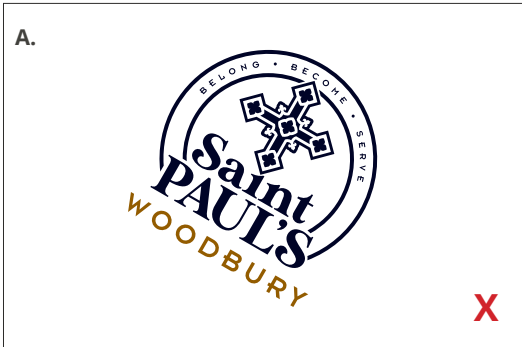


PHOTO BACKGROUND

There are a couple of ways the logo can be used on photographic backgrounds, but each option should be exercised with care, making sure the logo and type aren't obstructed by the image.

In most cases, you can use either a solid white or solid black logo on top of a background image.

TIPS

1. Photos with shallow depths of field work best
2. Avoid busy images with too much detail
3. Applying a darker transparent overlay on an image helps make text more readable.



 **St. PAUL'S**
WOODBURY

SOCIAL MEDIA

Your social media voice is one of the top things that will distinguish your brand from other companies. Your voice should be consistent across all mediums whether it's commercials, social media ads, Tweets or Instagram posts. For instance, if you're funny and humorous on Facebook but all of your YouTube videos are serious and straight-laced, it sends mixed messages.

Your social media voice should represent your brand; reflective of how you want your brand to be perceived.



St. Paul's Episcopal
Church Woodbury
@stpaulswoodbury

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Arts & Entertainment in Portland, Oregon

LOGO IN ACTION





