

SECTIONS

LOGO

COLOR

LOGO COLOR USAGE

TYPOGRAPHY



LOGO

Logo Variations

The stacked logo is considered the “primary” or “master” logo. This is the first choice for the majority of communications.

Clearspace

Avoid placing graphics or text in the logos' immediate vicinity. This helps maintain the logos' integrity. Keep a minimum of 1X worth of space between the logo and other elements such as type, borders, edges and other logos.

Seal



Seal with Large Type

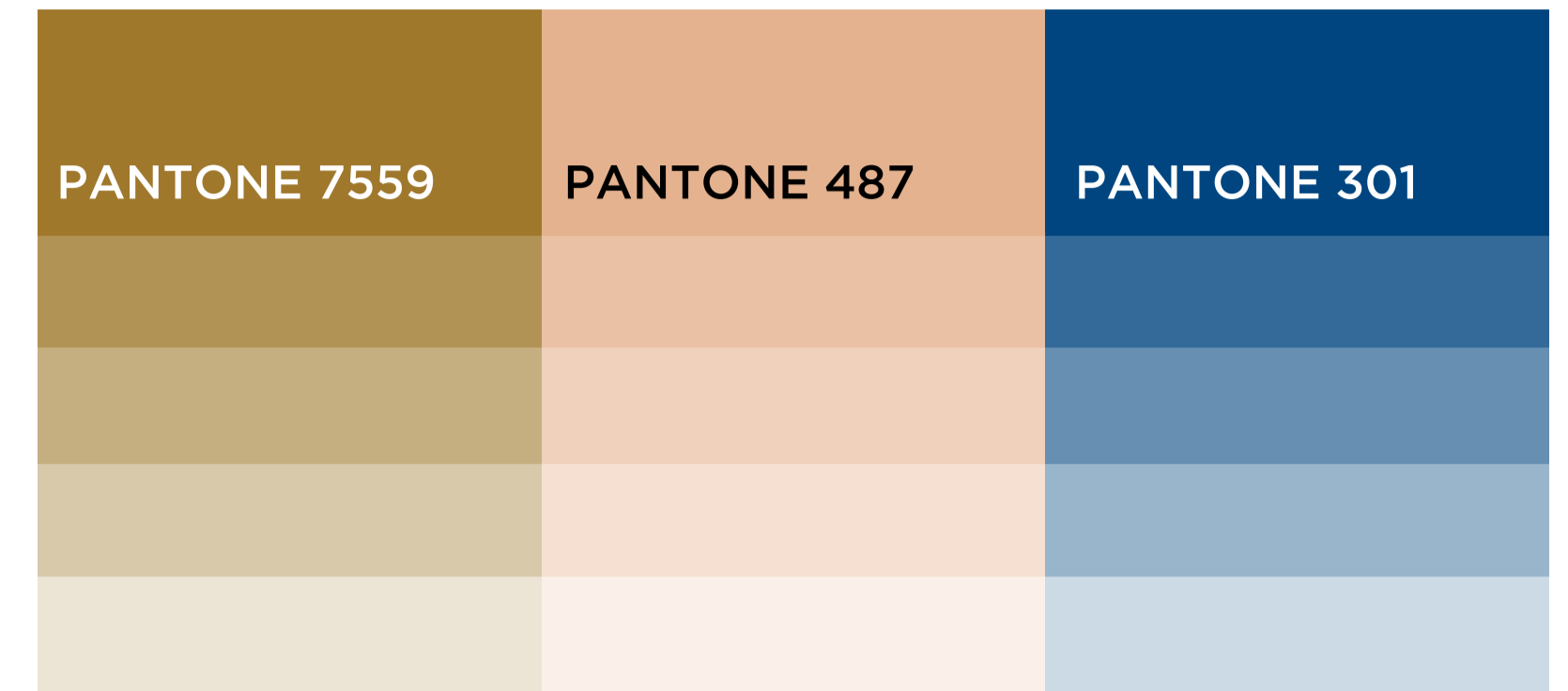
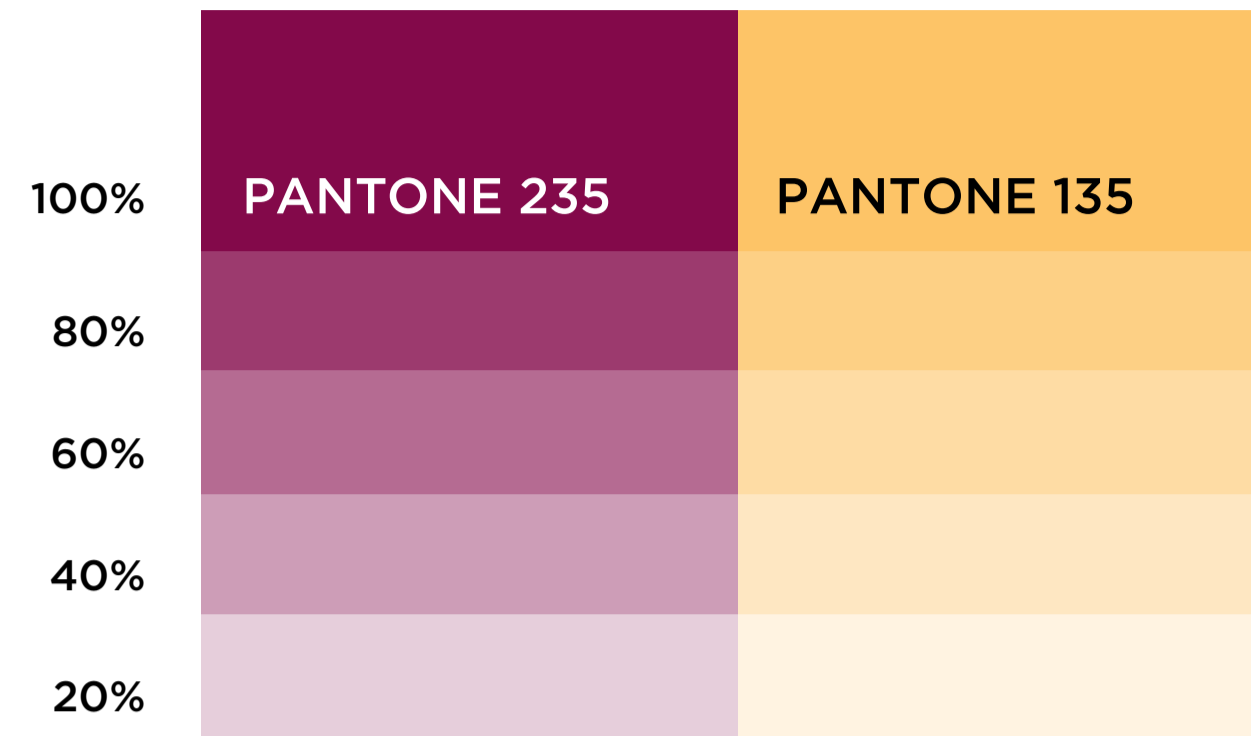


Cross



Primary Colors

Secondary Colors



COLOR

Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive brand. Beyond our logo, color is the most recognizable aspect of our brand identity.

Our primary colors represent our brand at the highest level and should be used in all communications.

Use tints of these four brand colors when you need to expand the color palette.

PRINT: SOLID/OFFSET	PRINT: SOLID/OFFSET
----	----
COATED PAPER	COATED PAPER
PANTONE 235 C	PANTONE 135 C
----	----
UNCOATED PAPER	UNCOATED PAPER
PANTONE 235 U	PANTONE 135 U
--	--
PRINT: CMYK PROCESS	PRINT: CMYK PROCESS
--	--
COATED PAPER	COATED PAPER
C 20%	C 0%
M 100%	M 21%
Y 11%	Y 76%
K 41%	K 0%
--	--
UNCOATED PAPER	UNCOATED PAPER
C 29%	C 0%
M 94%	M 18%
Y 1%	Y 61%
K 21%	K 0%
TV/WEB	TV/WEB
--	--
HEXIDECIMAL	HEXIDECIMAL
#83094a	#fdc467
--	--
R 132	R 255
G 11	G 191
B 85	B 63

PRINT: SOLID/OFFSET	PRINT: SOLID/OFFSET	PRINT: SOLID/OFFSET
----	----	----
COATED PAPER	COATED PAPER	COATED PAPER
PANTONE 7559 C	PANTONE 487 C	PANTONE 301 C
----	----	----
UNCOATED PAPER	UNCOATED PAPER	UNCOATED PAPER
PANTONE 7559 U	PANTONE 487 U	PANTONE 301 U
--	--	--
PRINT: CMYK PROCESS	PRINT: CMYK PROCESS	PRINT: CMYK PROCESS
--	--	--
COATED PAPER	COATED PAPER	COATED PAPER
C 14%	C 0%	C 100%
M 39%	M 43%	M 53%
Y 95%	Y 40%	Y 4%
K 46%	K 0%	K 19%
--	--	--
UNCOATED PAPER	UNCOATED PAPER	UNCOATED PAPER
C 13%	C 0%	C 100%
M 36%	M 42%	M 30%
Y 87%	Y 38%	Y 2%
K 33%	K 0%	K 24%
TV/WEB	TV/WEB	TV/WEB
--	--	--
HEXIDECIMAL	HEXIDECIMAL	HEXIDECIMAL
#9f782c	#e5b28f	#00457f
--	--	--
R 143	R 234	R 0
G 106	G 167	G 75
B 42	B 148	B 135

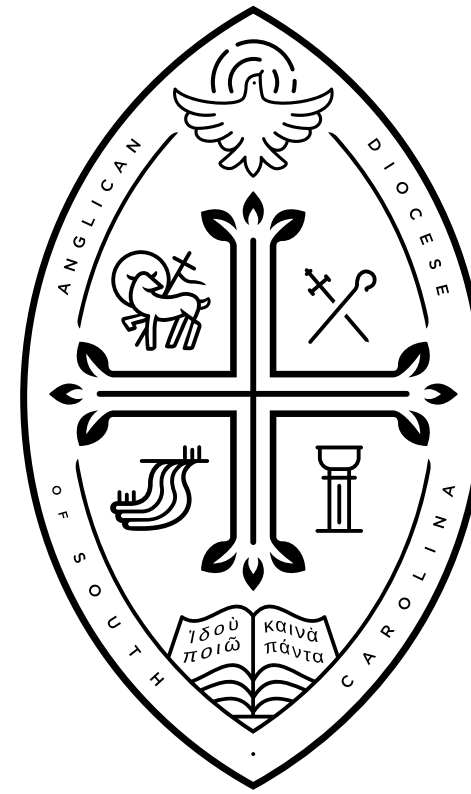
SEAL COLOR USAGE

Color consideration is especially important in print design when production is limited in the inks used.

Full Color on a light background is the preferred logo usage.

FOR LIGHT
BACKGROUNDS

BLACK + WHITE



ONE COLOR ONLY



FULL COLOR



FOR DARK
BACKGROUNDS



CROSS COLOR USAGE

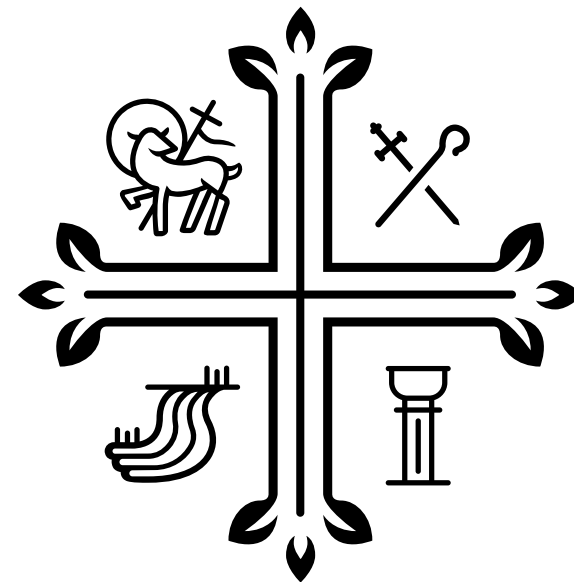
Color consideration is especially important in print design when production is limited in the inks used.

Full Color on a light background is the preferred logo usage.

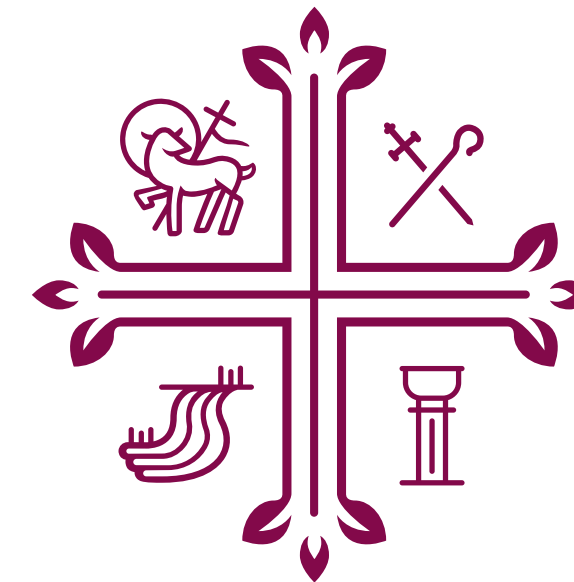
BLACK + WHITE

ONE COLOR ONLY

FOR LIGHT
BACKGROUNDS

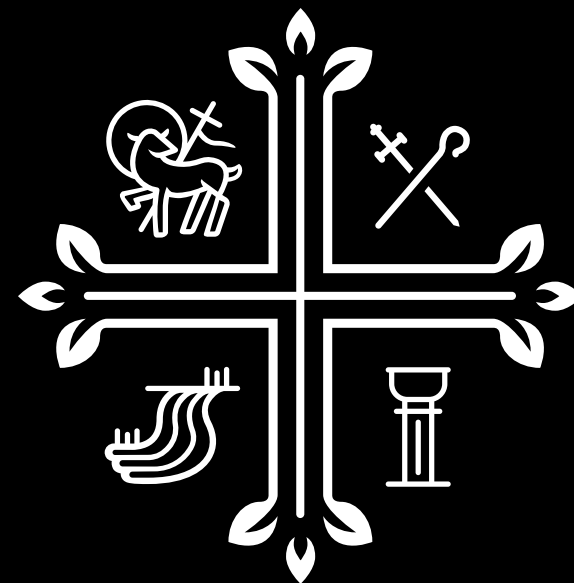


**ANGLICAN
DIOCESE OF
SOUTH
CAROLINA**

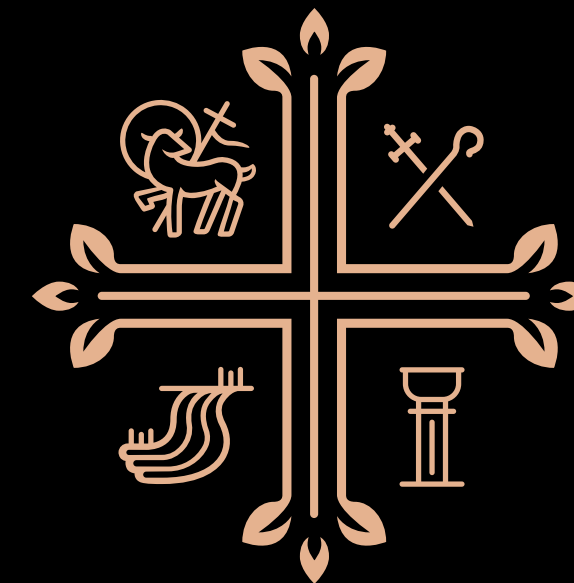


**ANGLICAN
DIOCESE OF
SOUTH
CAROLINA**

FOR DARK
BACKGROUNDS



**ANGLICAN
DIOCESE OF
SOUTH
CAROLINA**



**ANGLICAN
DIOCESE OF
SOUTH
CAROLINA**

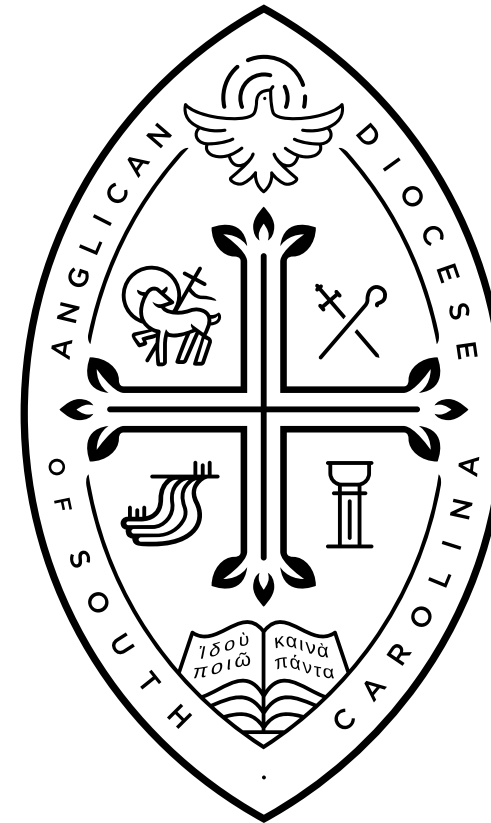
SEAL WITH LARGE TYPE COLOR USAGE

Color consideration is especially important in print design when production is limited in the inks used.

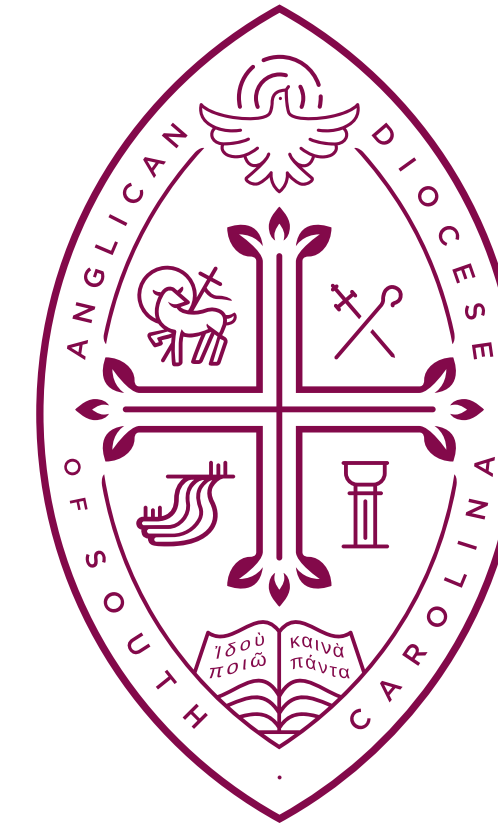
Full Color on a light background is the preferred logo usage.

FOR LIGHT
BACKGROUNDS

BLACK + WHITE



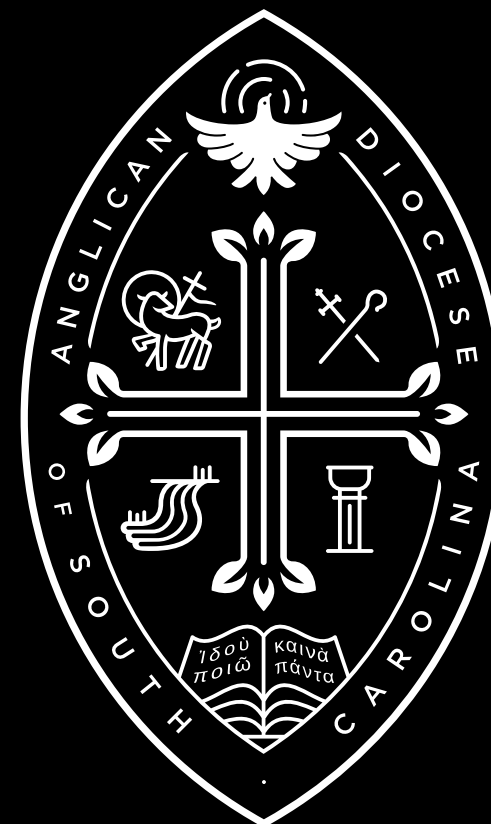
ONE COLOR ONLY



FULL COLOR



FOR DARK
BACKGROUNDS



TYPOGRAPHY

Gotham is our primary font family.

It is available for purchase at
typography.com.



Aa

GOTHAM

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

0 1 2 3 4 5 6 7 8 9

Black
Bold
Medium
Book
Light