

The Episcopal Church of the Redeemer

Interim Style Guide

A style guide is intended to make things which come from Redeemer recognizable as all from the same organization. As we are not operating with a professional marketing department these guidelines are very gentle.

Print

Bulletins:

Adobe Garamond Pro (body text and header). On Google Docs use EB Garamond.

This is the only font to be used for bulletin body text.

Other documents:

Letters should on headed paper should use EB Garamond (or similar).

Good font choices might be Garamond, Times New Roman, Playfair, PT Serif (these are all Google Fonts). However, for the moment there are no strict font restrictions - please avoid script fonts and overly ornamental fonts which cannot be read on first glance.

Online

The Episcopal Church uses Gills Sans (header — use Semibold instead of bold)

For online body text choose fonts such as Arial, Montserrat, Calibri (these are available on Google Fonts)

Colors

This is the Episcopal Color Palette. Please consider using it. Top line are primary colors, bottom line are secondary colors. There is a link to the full document [here](#)



#bf0d3e



#407ec9



#888b8d



#ed592a



#f1b434



#e87722



#84bd00



#71c5e8



#330072

Logos

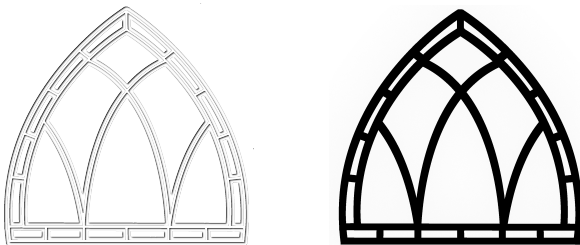
Redeemer

These are the basic version of the logo. You can color them. Please leave them this way up. Don't cut them in half or break the lines of the logo. They need to be visible and unobscured, If you add text - please just check in.

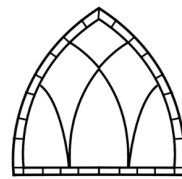
The website is advertised as redeemershelby.com We do not use the https:// or www

There is a full file of these logos on request. If you have improvement ideas they are welcome so long as it is recognizable. Please try to use this on all publicity.

Larger versions are available.



THE EPISCOPAL CHURCH
OF THE REDEEMER
Shelby, NC



Episcopal Logos

<https://www.episcopalchurch.org/resource-library/logos-shields-graphics/>

You may NOT alter the Episcopal Logo. Please read their guidelines - this includes adding things around it at behind it.

QR codes and links

Please consider using QR codes and links on advertising as this reduces the amount of text you expect people to read right there and then. This is especially true for Social Media and for "drive by" or "walk by" ads like posters and banners.