





Episcopal Diocese of Maine

BRAND GUIDE | DECEMBER 2020

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EPISCOPAL MAINE PRIMARY LOGO



Primary logo —full color
with wordmark



EPISCOPAL MAINE PRIMARY LOGO

one color shield with wordmark

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Primary logo with wordmark, one color in each of the primary shield colors

Primary logo with wordmark white knocks out solid color or a photograph

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EPISCOPAL MAINE PRIMARY LOGO

one color shield without wordmark



Primary logo one
color shield without
wordmark





Secondary logo has
two versions:
two lines & one line

EPISCOPAL MAINE SECONDARY LOGO

two lines & one line



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Wordmark

EPISCOPAL MAINE WORDMARK

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LOGO PLACEMENT AND USAGE

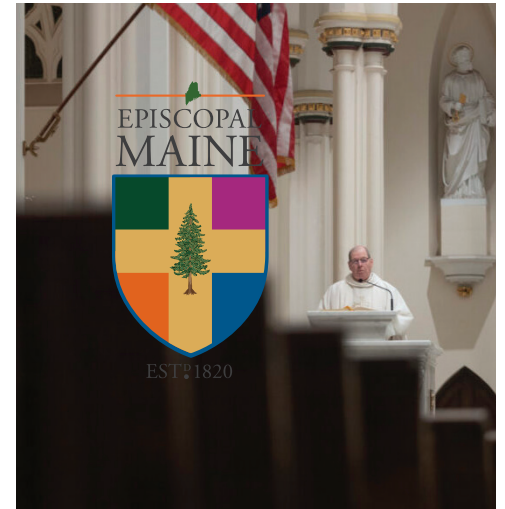


DO place the Primary full color logo on white or light neutral colored background

DO NOT place the primary full color logo on dark backgrounds, or on busy photos — use the white version for these situations.

DO NOT rotate, crop, or distort the scale of the logo.

USE proper background color



DO NOT skew, crop, or distort proportions



EPISCOPAL MAINE

Tree
Two versions:
dimensional /outlined

EPISCOPAL MAINE

tree





EPISCOPAL MAINE IDENTITY COLOR PALETTE

EPISCOPAL MAINE COLOR PALETTE for logos



GREEN Fir
Pantone 350 CP
CMYK 80 21 79 64
RGB 0 52 40
HEX 003428



GOLD Spirit
Pantone 7407 CP
CMYK 6 36 79 12
RGB 210 152 71
HEX D29847



MAGENA Ceremony
Pantone 7648 CP
CMYK 22 100 0 16
RGB 168 11 122
HEX A80B79



DEEP GOLD Hickory
Pantone 146 CP
CMYK 7 50 100 39
RGB 164 103 19
HEX A36613



ORANGE Celebration
Pantone 159 CP
CMYK 1 72 100 7
RGB 223 100 32
HEX DE641F



DARK GREY Dark Grey
90 % Black
CMYK 0 0 0 90
RGB 65 64 66
HEX 404041



BLUE Atlantic
Pantone 7693 CP
CMYK 100 57 9 47
RGB 0 62 106
HEX 003D69



Pantone 7527 Neutral background
CMYK 3 4 14 8
RGB 226 201 203
HEX E2DDCB



LOGO TYPOGRAPHY
is locked up. Please do not make adjustments to the logo typography. The font does not have to be installed on your computer to use the logo.

HEADERS
Use Sabon for headlines

BODY COPY
Use for Brandon Grotesque paragraphs or other copy that falls below your headline.

HEADER AND BODY
fonts are used for official communications.

ADOBE GARAMOND
Used as substitute when you can't access brand fonts.

TYPOGRAPHY

LOGO

Adobe Garamond Pro

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
!@#\$%^&*()-+:">

REGULAR
ITALIC
SEMIBOLD
SEMIBOLD ITALIC

HEADERS

Sabon

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
!@#\$%^&*()-+:">

ROMAN
ITALIC
BOLD
BOLD ITALIC

BODY COPY

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
!@#\$%^&*()-+:">

LIGHT
LIGHT ITALIC
REGULAR
REGULAR ITALIC
BOLD
BOLD ITALIC
BLACK
BLACK ITALIC

AS NEEDED

Adobe Garamond, EB Garamond

Adobe Garamond, EB Garamond —These fonts should be used and anywhere else you are providing documents with live text to individuals who may not share your brand fonts. Using programs and platforms such as Microsoft Word, Google Documents, Constant Contact, etc.

Description

Here is an example of how to use the brand typography.

TYPOGRAPHY USAGE

HEADERS

Sabon Roman

or

Italic where needed

BODY COPY

Brandon Grotesque regular

Brandon Grotesque regular italic

where needed

OR

Brandon Grotesque Medium

Brandon Grotesque medium italic

where needed

OR

Other weights of Brandon

Grotesque may be used where needed

History of the Diocese of Maine

The Beginnings

The diocese of Maine had its first beginnings at Popham, when the colony of Maine was established in 1607, only four years after the death of Elizabeth I. We can trace our tradition of Anglican theological and liturgical expression – solidly mainstream, though with parishes among us who would describe themselves variously as Anglo-catholic, evangelical, or renewal-focused – back to the embracing tolerance of the Elizabethan Settlement.

Maine was part of the Eastern Diocese (which included all of New England except Connecticut) until Maine became a state separate from Massachusetts in 1820 and the diocese held its first convention – with delegates from the two churches in Maine, Christ Church, Gardiner and St. Paul’s, Portland – two months later.

1847 - 1866 The Rt. Rev. George Burgess

The diocese completed its move to independence in 1847 with the consecration of the first Bishop of Maine, George Burgess. Bishop Burgess’ own combination of liberal evangelicalism with sympathy for the Oxford movement (albeit he warned against what he called its “medieval and nonscriptural tendencies!”) confirmed Maine’s comfort with a wide variety of worship styles.

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