

Epicopal Diocese of Maine BRAND GUIDE | December 2020



# Episcopal Diocese of Maine

## BRAND GUIDE | DECEMBER 2020

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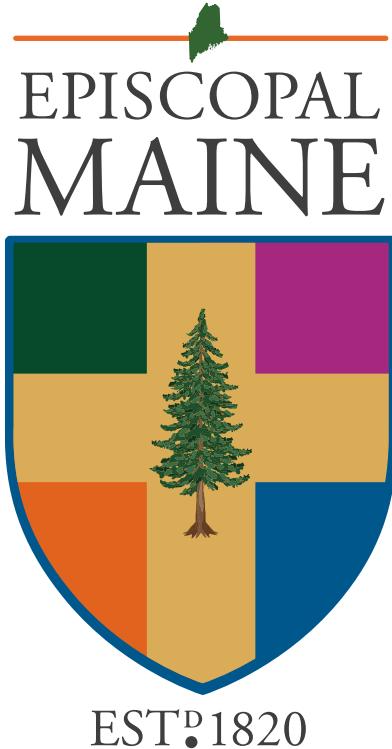
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Primary logo —full color  
with wordmark

# EPISCOPAL MAINE PRIMARY LOGO

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EPISCOPAL  
MAINE



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

# EPISCOPAL MAINE PRIMARY LOGO

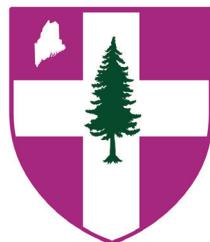
## one color shield with wordmark

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MAINE



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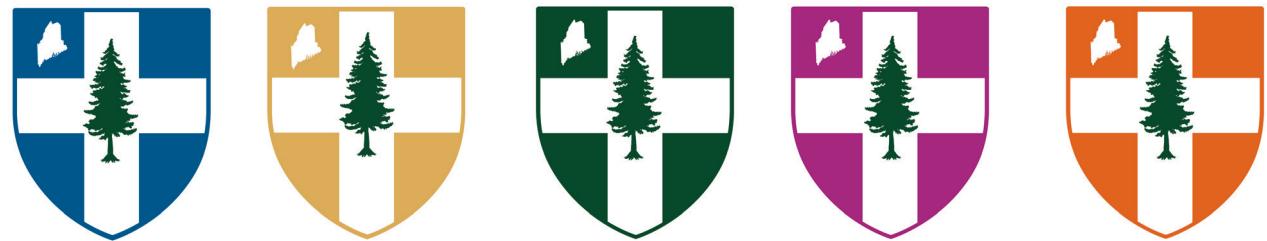


Primary logo one color shield without wordmark

# EPISCOPAL MAINE PRIMARY LOGO

## one color shield without wordmark

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Secondary logo has  
two versions:  
two lines & one line

## EPISCOPAL MAINE SECONDARY LOGO two lines & one line

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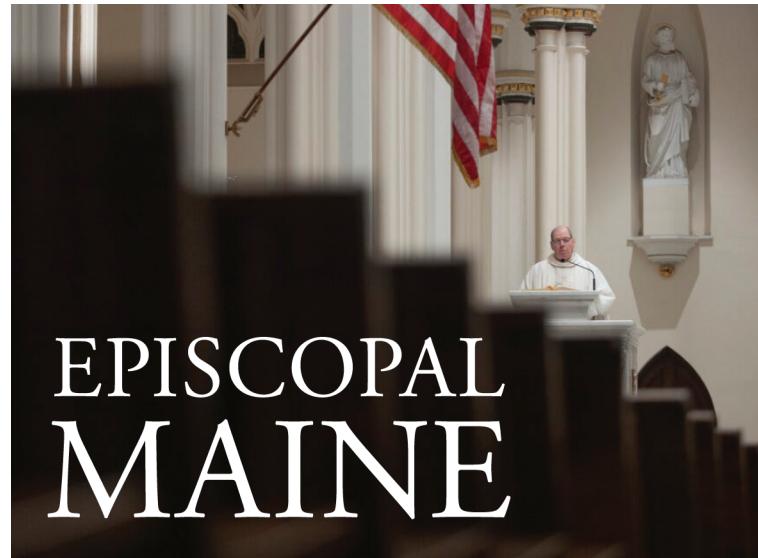
Wordmark

# EPISCOPAL MAINE WORDMARK

## wordmark

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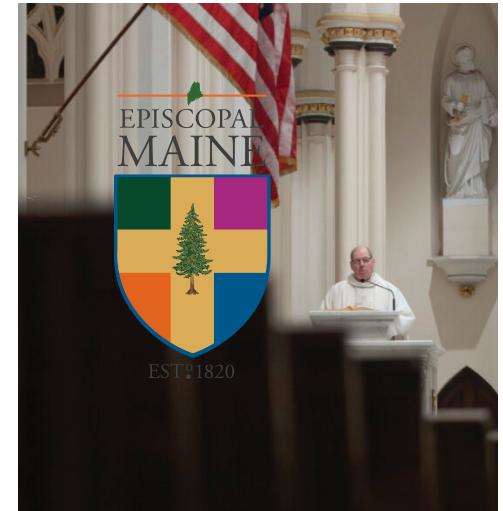
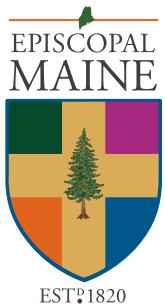
DO place the Primary full color logo on white or light neutral colored background

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.

# LOGO PLACEMENT AND USAGE

USE proper background color



DO NOT skew, crop, or distort proportions



# EPISCOPAL MAINE

Tree  
Two versions:  
dimensional / outlined

## EPISCOPAL MAINE tree

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EPISCOPAL MAINE  
IDENTITY  
COLOR PALETTE

# EPISCOPAL MAINE COLOR PALETTE for logos

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

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## 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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