



# THE DIOCESE OF SOUTH CAROLINA

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*THE EPISCOPAL CHURCH IN SOUTH CAROLINA*

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Logo & Brand Identity Guidelines



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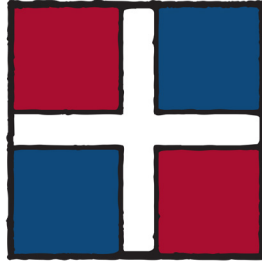
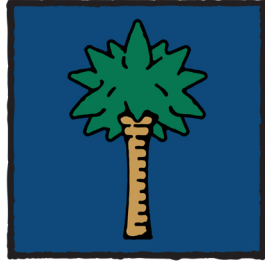
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# 01 MESSAGE

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The Episcopal Diocese of South Carolina is a vibrant, growing, loving and family-focused place to worship God.

**UNITY | INCLUSION | MOMENTUM**



## OUR BELIEFS

We are followers of Jesus Christ, our Lord, and we believe in the Father, Son, and Holy Spirit.

We uphold the Bible and worship with the Book of Common Prayer.

We believe in amendment of life, the forgiveness of sin, and life everlasting.

We strive to love our neighbors as ourselves and respect the dignity of every person.

Our liturgy retains ancient structure and traditions and is celebrated in many languages.

Holy Communion may be received by all baptized Christians, not only members of the Episcopal Church.

Lay people exercise a vital role in the governance and ministry of our church.

The Church has members in the United States, as well as in Colombia, the Dominican Republic, Ecuador, Austria, Belgium, France, Germany, Italy, Switzerland, Haiti, Honduras, Micronesia, Puerto Rico, Taiwan, Venezuela, and the Virgin Islands.

The Episcopal Church is part of the worldwide Anglican Communion, and traces its heritage to the beginnings of Christianity.

We celebrate our unity in Christ while honoring our differences, always putting the work of love before uniformity of opinion.

All are welcome to find a spiritual home in the Episcopal Church.

# 02 LOGO

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# Primary Logos

Horizontal



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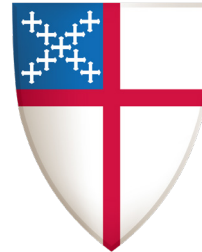


THE DIOCESE OF SOUTH CAROLINA

Seal Only



Shield



Historic Seal: For artistic purposes only



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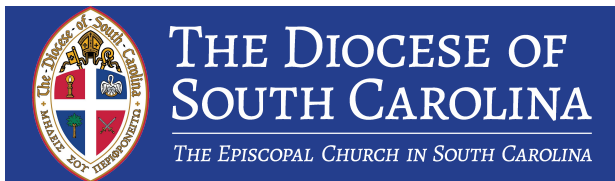
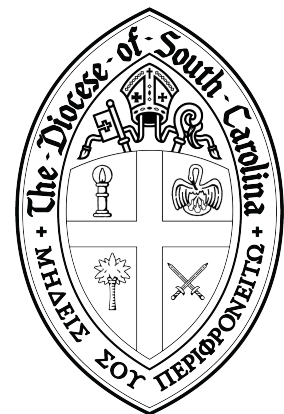


One-Color & Reversed



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THE DIOCESE OF SOUTH CAROLINA

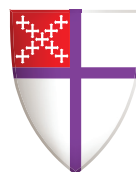
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Don't

Do not rearrange, distort, rotate, or recolor the logo for any reason.



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# 03 COLORS

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## Primary

661 C	C 100	R 36
	M 90	G 62
	Y 9	B 140
	K 2	#243e8c

201 C	C 24	R 165
	M 100	G 29
	Y 78	B 54
	K 17	#a51d36

7551 C	C 27	R 180
	M 49	G 129
	Y 100	B 44
	K 7	#b4812c

## Accent

661 C	C 90	R 2
	M 57	G 108
	Y 0	B 182
	K 0	#026cb6

201 C	C 0	R 209
	M 100	G 18
	Y 66	B 66
	K 13	#d11242

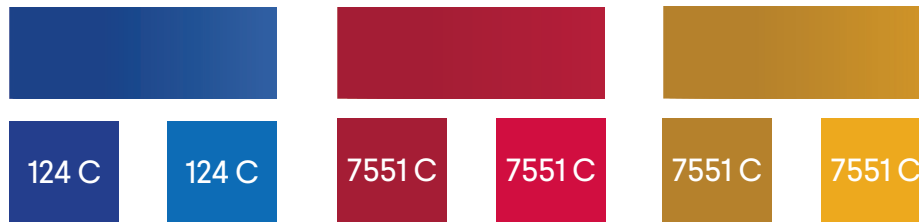
431 C	C 6	R 237
	M 36	G 169
	Y 100	B 32
	K 0	#eda920

## Secondary

2597 C	C 79	R 92
	M 100	G 43
	Y 7	B 133
	K 3	#5c2b85

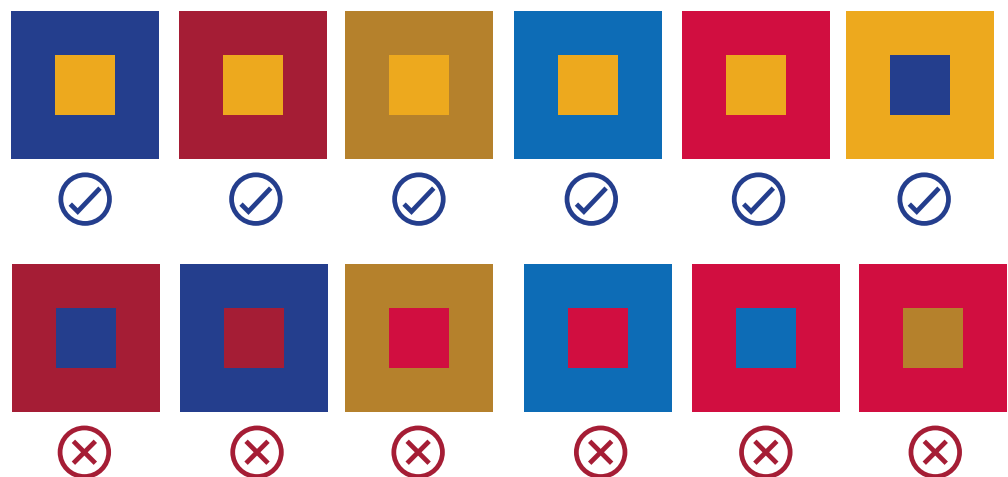
431 C	C 66	R 93
	M 52	G 103
	Y 44	B 113
	K 17	#5d6771

## Gradients



## Combination Examples

Avoid using red and blue (or other colors close in value) side by side or on top of one another. The accent gold should work on top of every color.



# 04 TYPEFACES

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## Serif

For minimal use  
on headlines.

# ALEGREYA

ABCDEFGHIJKLMNOPQRSTUVWXYZ!?!@

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

## Serif

For generic use on  
headlines.

# Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ!?!@

abcdefghijklmnopqrstuvwxyz0123456789

## Sans-Serif

For use on subheads  
and body copy.

# Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ!?!@

abcdefghijklmnopqrstuvwxyz0123456789

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## Typefaces In Use

# MAIN HEADLINE HERE

## Cras et Posuere

### DUIS NIBH PRAESENT FAUCIBU

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque placerat molestie scelerisque. Aliquam erat lam volutpat. Mauris placerat enim placerat faucibus feugiat.

**“Neque porro dolorem des ipsum  
quia amet, adipisci velit.”**

Maecenas fringilla elit velit am nulla, vitae pellentesque nibh dictum tempor. Nunc quis auctor quam, in egestas ligula. Integer nec nunc fermentum eget vel mauris.

