



## Logo Guidelines

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**This manual is under construction.  
Please refer back to as updates occur.**

## Logo and Standards

The impact of any logo depends on consistent use resulting in a large number of impressions over a long period of time. Familiar logos are not “read” as words, but processed by the brain visually, evoking a complex set of associations much more powerful than words.

The new ST. PAUL’S visual identity may be phased in gradually. Existing print materials may be used up; new materials should incorporate the new graphics. By consistently displaying the new shared ST. PAUL’S graphic identity system, we can help build a greater presence and recognition for our church in our community and beyond.

## This Manual

The information provided in this manual is a guide for those who prepare printed and visual communications for ST. PAUL’S EPISCOPAL CHURCH. Understandably, not every situation can be foreseen, but this manual will provide guidelines and conventions for many circumstances. This manual will be updated periodically to include new information. Please contact the ST. PAUL’S COMMUNICATIONS COMMITTEE with questions that cannot be answered with this manual.

## Signature Colors



Dark Blue  
Pantone 2955C  
C100 M45 Y0 K37  
R0 G82 B136



“Episcopal” Blue  
Pantone 279C  
C68 M34 Y0 K0  
R80 G145 B205



“Episcopal” Red  
Pantone 032C  
C0 M90 Y86 K0  
R239 G65 B53



Black  
C0 M0 Y0 K100  
R35 G31 B32

St. Paul's Name Logo



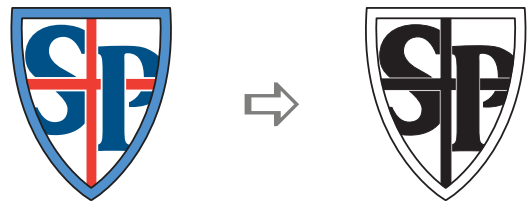
StPshieldNameCombo.FileType

The ST. PAUL'S shield/name combination logo should appear in its entirety. This is the only instance that the StP shield does not have the light blue (Episcopal blue) outline. The entire logo can convert to black or white for necessary applications, otherwise it should appear in its original color for a unified look. The logo should always be scaled proportionally and should not be distorted in any way.

Examples of incorrect uses



St. Paul's Shield



For black only version the light blue color becomes white, the red and dark blue becomes black.

StPshield.FileType

The ST. PAUL'S shield logo differs from the shield in the ST. PAUL'S shield/name combination logo with its bold light blue ("Episcopal" blue) outline. It should never appear without this. The entire logo can convert to black or white for necessary applications, otherwise it should appear in its original color for a unified look. The logo should always be scaled proportionally and the logo should not be distorted in any way.

Examples of incorrect uses



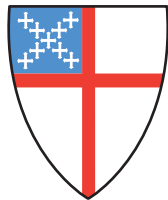
St. Paul's Shields with Text



StPshieldStPEC.FileType and StPshieldStPauls.FileType

The ST. PAUL'S shields with text logos should follow the same principles of the ST. PAUL'S shield. **These versions of the shield should never be placed on a document, electronic page or other visual communications with the Church name appearing on it. In such cases only the primary ST. PAUL'S shield logo should be used.** These are intended for a stamp or thumbnail type use where the name is not present elsewhere and it is desired. These logos will have little use but were created for those anticipated applications.

Episcopal Shield



Episcopalshield.FileType

The Episcopal shield logo may be used in combination with ST. PAUL'S literature. The colors of the shield may not be altered. Other parts of the shield may not be altered through the addition or substitution of other graphics. The shield must not touch or be covered or obscured by any other graphic. (Use these same principles for our ST. PAUL'S shield as well.)

Examples of incorrect uses



St. Paul's Name Logotype

# St. PAUL'S EPISCOPAL CHURCH

StPECtextOnly.FileType

The logotype is not just a font. The text has been carefully manipulated to be a pleasing graphic. It can convert to black or white for necessary applications, otherwise it should appear in its original color for a unified look. The logotype should always be scaled proportionally and should not be distorted in any way.

Examples of incorrect uses



## USING THE LOGOS

### This Section Coming Soon

The use of ST. PAUL'S logos with other graphics and suggestions for use for ministries.

Suggested font(s) to use in combination with logo?

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- St. Paul's Name Logo with Cary, North Carolina
- St. Paul's Letter Logo
- St. Paul's Car Magnet Graphic
- All Black Applications
- All White Applications