Grace Episcopal Church
Visual Identity &
Brand Guide

Prepared by Nolan Zunk

Mission and Style

The communications of Grace Episcopal Church align with the church's stated values and mission. Church communications recognize and celebrate the rich culture and history of our building, parishioners, and community.

The mission of Grace Episcopal Church is to share in the redeeming work of God by proclaiming the Gospel of Christ, by worshipping Jesus as Lord, by growing in the knowledge of God and God's will for our parish, and by building the fellowship of Christ's body, the Church.

We nurture the spiritual growth of our college students. We value their participation in every part of our worship. Our worship nourishes our soul and strengthens us for daily living. Our music uplifts us and connects us to the divine. Our faith and ministry to our community are enhanced by our fellowship with one another. We follow Jesus' call to free the prisoner, feed the hungry, empower the poor, comfort the lonely and dying, and seek racial reconciliation, both in our community and the world.

Grace Episcopal Church is a community in which our companionship with God and each other takes priority over any differences in thought and perspective that we may have as individuals.

Throughout its 182-year history Grace has been committed to serving our greater community and the students, faculty and staff of the local colleges and universities. The seeking of intellectual life stimulated by faculty members of the colleges has particularly enriched Grace and helped us to learn and grow into a leading institution in the community and in the Diocese.

Many of us contribute to other agencies that make us feel good, promote educational opportunities, provide community services, or offer beautiful music. Still, our Grace community, through the inspiration of the Holy Spirit, empowers us to be the hands and feet of Christ in this challenging world.

What defines Grace is not our location or history, but seeking, serving and loving together in companionship with God through the Spirit given in Christ. We know that while individuals can accomplish many good and important things, everything is better when shared and done together with friends in this companionship with God.

Colors

The colors of Grace Episcopal Church are bold and concrete, representing the diversity of its members and its collective commitment to creating a more equitable society for all.

Grace's primary color palette includes BF0D3E, FFF8E6, and 407EC9. The secondary pallete is made of the bright colors on the bottom half of this page.

Special groupings of these colors can and should be made for particular seasons, events, and campaigns. For example, the color palette for Grace's recognition of the LGBTQIA+ community and Pride Month include an array of colors from Grace's palette, including the rainbow colors at right.

PMS 193 C
CMYK 2 99 62 11
RGB 191 13 62
HEX BF0D3E

PMS 660C
CMYK 88 50 0 0
RGB 64 126 201
HEX 407EC9

60% TINT
CMYK 7 53 21 0
RGB 227 143 160
HEX E38FA0

60% TINT
CMYK 35 17 0 0
RGB 162 190 228
HEX A2BEE4

30% TINT
CMYK 4 30 10 0
RGB 238 188 198
HEX EEBCC6

30% TINT
CMYK 20 9 0 0
RGB 199 215 238
HEX C7D7EE

PMS 158C
CMYK 0 62 95 0
RGB 232 119 34
HEX E87722

CMYK 0 2 9 0
RGB 255 248 230
HEX FFF8E6

PMS 143 C
CMYK 0 32 87 0
RGB 241 180 52
HEX F1B434

PMS 297 C
CMYK 52 0 1 0
RGB 113 197 232
HEX 71C5E8

PMS 376 C
CMYK 54 0 100 0
RGB 132 189 0
HEX 84BD00

PMS 2685 C
CMYK 90 99 0 8
RGB51 0 114
HEX 330072

Logos and Treatments

Grace's logos and treatments pay respect to the long history of the church building. Featured prominently in the stained glass over the entrance of the church is a dove pointed downward, symbolizing the gift of God's love. Originally constructed in 1880, this stain glass is the first known iteration of the church's logo.

In contexts where space is allowed, the logo featuring the church's name and year of founding may surround the logo, as shown to the right, the Circular Lockup. In contexts where space is limited, but graphic details are still legible, use the Social Logomark. In contexts with extreme Space limitations, use the simplified Minimal Logomark. Use cases for the Minimal Logomark should be kept to a minimum.



Grace
Episcopal
Church

Horizontal Lockup



Circular Lockup



Minimal Logomark



Social Logomark

Text and Fonts

The communications of Grace Episcopal Church align with the church's stated values and mission. Church communications recognize and celebrate the rich culture and history of our building, parishoners, and community.The fonts of Grace Episcopal Church echo the fonts of the National Church. The principal fonts are Adobe Garamond Pro and Gill Sans. Cariations of the fonts can be seen at right. Feeling Passionate is reserved as a special use font, providing a more scripty, human feel.

All fonts should be presented in an accessible format. Use Adobe Color to check accessibility.

Adobe Garamond Regular
Adobe Garamond SemiBold
Adobe Garamond Bold
Adobe Garamond Regular
Adobe Garamond SemiBold
Adobe Garamond Bold

Feeling Passionate Regular

Gill Sans Nova Light
Gill Sans Nova Medium
Gill Sans Nova SemiBold
Gill Sans Nova Heavy
Gill Sans Nova Light Italic
Gill Sans Nova Medium Italic
Gill Sans Nova SemiBold Italic
Gill Sans Nova Heavy Italic

Grace
Episcopal
Church