



**St. John's**  
Episcopal Church

**Visual Brand System Guide**

# Window Mark

The SJEC window mark is the emblem for the church. As well as being clear and recognizable, it contains the following symbolism:

*Arch shape is found throughout the church.*

*Stained glass speaks to the history of the congregation and the physical architecture.*

*Circular container is divided into four segments, representing the 4 parts of the spiritual continuum at St. John's.*



*The horizontal and vertical armatures also represent a cross, just as the arch provides three points to represent the holy trinity.*

*The circle/flower design is based on the window above the altar, although highly stylized to make it an effective mark.*

*Red and blue represent the Episcopal Church.*



The window rose can be used as a brand element in its own right, but is the only acceptable adaption of the window, which should otherwise be used in its entirety.

## Logo Lockups

The full logo is made up of the window mark and the church name, rendering in the typeface Amerigo. Logos files have been made in all acceptable configurations. There is no need to recreate the logo in any way - always use the premade logo files.

The only exception to these lockups is when used on exterior signage, where the scale of the elements has been changed to better suit the environmental conditions.

Versions for use on different backgrounds are also available.



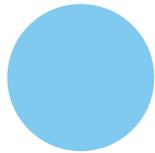
Download Logo Files

<https://bowstern.sharefile.com/d-s00be2800f5f4c5d9>

<https://bowstern.sharefile.com/d-sca276f96a854c968>

# Colors

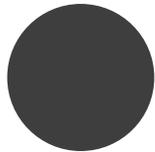
The window mark contains the following colors which should always be faithfully reproduced when printing.



CMYK: 45,5,0,0  
RGB: 130,201,240 / #82c9f0  
PMS: 2905



CMYK: 0,100,90,0  
RGB: 237,27,47 / #ed1b2f  
PMS: 1788



CMYK: 0,0,0,90  
RGB: 65,64,66 / #414042



CMYK: 0,35,85,0  
RGB: 251,176,64 / #fbb040  
PMS: 1365

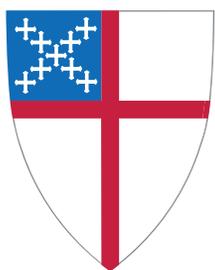
The blue, red and black are considered the main brand colors. The yellow is used within the window mark but should only be used sparingly in other applications.



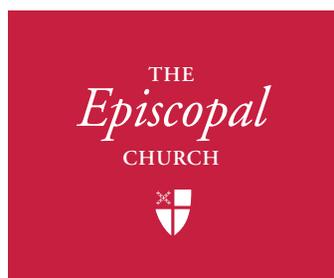
Other Church Entities

## Use of Episcopal Shield

It is recommended that the Episcopal shield or logo be included on communication or in publications for external distribution. When the full logo is not necessary, the shield can be added in color or a reversed-out white version, which aids the flexibility of applying the shield to color backgrounds and photos. Please do not alter the Episcopal Church logo or shield in any way. Use of the shield in internal parish documents should be handled on a case-by-case basis and is at the discretion of the rector, parish administrator or communications director. When used in conjunction with the St. John's logo, the Episcopal Church logo should be equal or secondary in weight/emphasis.



THE  
*Episcopal*  
CHURCH



THE *Episcopal* CHURCH 



*Example of the two logos  
in use together.*

*Note that the red, blue and grey are not the same colors as the St. John's logo.*

## St. John's Foundation

The window mark should be used when the logo stands alone, and can be dropped if being used in the context of the main church logo.



**St. John's  
Foundation**

Download Logo Files

<https://bowstern.sharefile.com/d-se848ca3a9b84fe0b>

<https://bowstern.sharefile.com/d-s15a4b4c219149699>

## Lively Café

This logo, like the café itself, stands slightly apart from other elements of church life. It lives on the edge between the church and the wider community, and as such, stands as a visual gateway to pass between the two.



## Lockups and Color

There are two lockups for the Lively Café logo, as well as versions for use on different colors. The green should only be used in relation to the café, and not used in any other part of church communication.



CMYK: 90,30,95,30

RGB: 0,104,56 / #006838

PMS: 349



Download Logo Files

<https://bowstern.sharefile.com/d-s3f2facd7ce24673b>

<https://bowstern.sharefile.com/d-sd22a1494cfd4181b>



Ministries and Programs

## Ministries and Other Programs

Internal programs and ministries can be identified with the following branding options, where the program name is written in *Syntax Bold*. A monochrome window mark can be added if desired.

**CHILDREN'S MINISTRY**  
at **St. John's**

**CHILDREN'S MINISTRY**  
St. John's Episcopal Church

**'at St. John's' versions**

*Any version can  
also be used in  
all-white.*

**CHILDREN'S MINISTRY**  
at **St. John's**



**CHILDREN'S MINISTRY**  
at **St. John's**

**CHILDREN'S  
MINISTRY**  
at **St. John's**



**CHILDREN'S  
MINISTRY**  
at **St. John's**



**CHILDREN'S  
MINISTRY**  
at **St. John's**

# 'St. John's Episcopal Church' versions

*Any versions can  
also be used in  
all-white.*

**CHILDREN'S MINISTRY**  
St. John's Episcopal Church



**CHILDREN'S MINISTRY**  
St. John's Episcopal Church



**CHILDREN'S  
MINISTRY**  
St. John's Episcopal Church



**CHILDREN'S  
MINISTRY**  
St. John's Episcopal Church

**CHILDREN'S MINISTRY**  
St. John's Episcopal Church



**CHILDREN'S MINISTRY**  
St. John's Episcopal Church

## Ministries and Other Programs

Programs can be assigned their own colors for purposes of identification. The following color suggestions are taken from the brand guide of The Episcopal Church. When possible, these colors should be used on flyers, email headers, postcards, etc.

**OUTREACH MINISTRY**  
at St. John's

**MUSIC MINISTRY**  
at St. John's

**STEWARDSHIP**  
at St. John's

**ADULT EDUCATION**  
at St. John's

**PASTORAL CARE**  
at St. John's

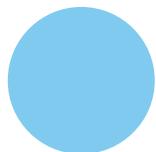
**YOUTH MINISTRY**  
at St. John's

**PARISH LIFE**  
at St. John's

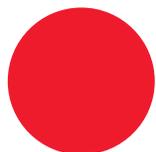
**CHILDREN'S MINISTRY**  
at St. John's

Template files and specific program logos can be found here: <https://bowstern.sharefile.com/d-sa60abb208fd4f778>

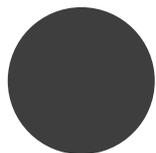
## Color Reference



CMYK: 45,5,0,0  
RGB: 130,201,240 / #82c9f0  
PMS: 2905



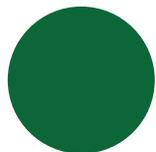
CMYK: 0,100,90,0  
RGB: 237,27,47 / #ed1b2f  
PMS: 1788



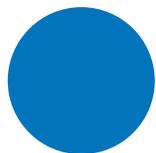
CMYK: 0,0,0,90  
RGB: 65,64,66 / #414042



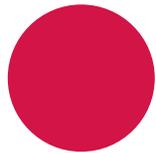
CMYK: 0,35,85,0  
RGB: 251,176,64 / #fbb040  
PMS: 1365



CMYK: 90,30,95,30  
RGB: 0,104,56 / #006838  
PMS: 349



CMYK: 88,50,0,0  
RGB: 64,126,201  
PMS: 660 C / #407EC9



CMYK: 2,99,62,11  
RGB: 191,13,62 / #BF0D3E  
PMS: 193 C



CMYK: 99,90,0,15  
RGB: 31,54,135 / #1f3687  
PMS: 7687 C



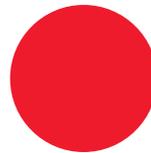
CMYK: 54,0,100,0  
RGB: 132,189,0 / #84BD00  
PMS: 376 C



CMYK: 0,62,95,0  
RGB: 232,119,34 / #E87722  
PMS: 158 C



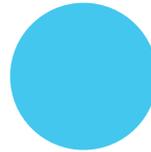
CMYK: 75,100,0,0  
RGB: 102,45,145 / #662d91



CMYK: 0,100,90,0  
RGB: 237,27,47 / #ed1b2f  
PMS: 1788



CMYK: 0,35,85,0  
RGB: 251,176,64 / #fbb040  
PMS: 1365



CMYK: 60,0,3,0  
RGB: 91,194,231 / #5BC2E7  
PMS: 2985 C



CMYK: 0,100,0,0  
RGB: 236,0,140 / #ec008c

# Typography

As noted, the main logo uses Amerigo. This type can be used for headers and titles. Supporting content, and program names/material can use Syntax. The website also uses Raleway.

## Amerigo

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
1234567890

## Amerigo Bold

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
1234567890**

## Syntax

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
1234567890

## Syntax Bold

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
1234567890**

## Raleway

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
1234567890

## Raleway Bold

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
1234567890**