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LOGO

Full color shield
Shield comparison

Redrawn, now in vector format

Simplified in places

Line widths more organized and consistent

Typeface updated to match new identity

Color palette updated to be more muted and modern

Should not be used at small sizes
LOGO

Shield lockup

EPISCOPAL DIOCESE of INDIANAPOLIS
One-color shield lockup
Vertical shield lockup

Vertical shield lockup should be used only when necessary.
Adapted from the halo of the Lamb of God and the Bishop’s crozier that appear on the shield, as well as Indiana’s identity as the “Crossroads of America,” the icon uses the positive space to show a traditional cross, but uses the negative space to show the graphic motif used in the shield and gives the idea of an intersection or “crossroads.”

The icon allows the diocese to maintain a cohesive identity while adding a more modern element to the system, ideal for the website and social media. The shield will still be used for more formal and traditional items, but the icon is consistent with the brand identity while maintaining clarity at small sizes.
Icon lockup

EPISCOPAL DIOCESE of INDIANAPOLIS

EPISCOPAL DIOCESE of INDIANAPOLIS
Give an appropriate amount of clear space around the shield and icon lockups. To determine the minimum space, use the height of the “f” in “of” at whatever size the logo appears.

Ensure that the shield lockup appears large enough to be recognizable. Minimum width is 2 inches in print, or 220 pixels on the web. The icon lockup is suitable for smaller sizes.
The shield, icon, and all lockups have been designed with precision, detail, and consistency in mind. To ensure the Diocese’s message and mission appear consistent and unified at all times, neither the shield, the icon, nor the type should not be altered.

Here are a few (but not all) examples of misuse.
COLOR

Previous colors

Blue and red are loud, saturated, primary colors
The red and blue have been updated to deeper, richer hues to make a more muted and modern palette, including darker accents.

When applying color to materials, be sure to use the two main colors: red and blue, with some hints of yellow.

The secondary colors are complementary to the primary colors. They should be used sparingly, but they may be helpful for variety and visual interest.

The palette includes a very muted scale of earhtones to make the primary and secondary colors pop. They are useful especially on the website.
This font appears on the shield and is the primary typeface of the diocese.

It reflects the historic and dignified qualities of the diocese with a more modern, dynamic look, with a bit of an industrial quality.

Ideal for headlines and headers.

**Primary**

Freight Display

**Semibold**
The quick brown fox jumps over the lazy dog.

12345678
Typography

Secondary

Proxima Nova

Although it is the secondary font, it will often appear in more places than Freight Display.

It is a simple sans-serif font designed to be very readable at all sizes, and its relative lack of character is meant to complement the beautiful characters of Freight Display.

Ideal for subheaders and body copy.

Regular
The quick brown fox jumps over the lazy dog.
12345678

Bold
The quick brown fox jumps over the lazy dog.
12345678
## TYPOGRAPHY

This type setup is merely a starting point—the sizes do not have to be kept exactly, but their proportions to one another should be maintained as best as possible.

<table>
<thead>
<tr>
<th><strong>TYPE</strong></th>
<th><strong>FREIGHT DISPLAY SEMIBOLD</strong></th>
<th><strong>PROXIMA NOVA BOLD</strong></th>
<th><strong>PROXIMA NOVA REGULAR</strong></th>
<th><strong>PROXIMA NOVA REGULAR</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SECTION HEADER</strong></td>
<td><strong>PROXIMA NOVA REGULAR</strong></td>
<td>Size: 10pt Leading: 10pt Tracking: 50pt All Caps</td>
<td>Size: 9pt Leading: 11pt Tracking: 0pt</td>
<td>Size: 9pt Leading: 11pt Tracking: 0pt</td>
</tr>
<tr>
<td><strong>INTRO TEXT</strong></td>
<td><strong>PROXIMA NOVA REGULAR</strong></td>
<td>Size: 13pt Leading: 15pt Tracking: 0pt</td>
<td>Intro text atius doluptate invenihiicti audandi orestiur? Qui sole re debit perrum rero maximen diossimus omnimus aut et.</td>
<td></td>
</tr>
<tr>
<td><strong>BODY TEXT</strong></td>
<td><strong>PROXIMA NOVA REGULAR</strong></td>
<td>Size: 9pt Leading: 11pt Tracking: 0pt</td>
<td>Body text simus, nullam, as ipidundi tectur, quundignis doloreh eniens invent, illab invel lam im eos pos ped quid quissim aximagnihici to molupici aut vollum voluptassit voluptat lanimilibus qui am voluptam ipsunt.</td>
<td></td>
</tr>
<tr>
<td><strong>CAPTION</strong></td>
<td><strong>PROXIMA NOVA REGULAR</strong></td>
<td>Size: 9pt Leading: 11pt Tracking: 0pt</td>
<td>Text for callouts, footers, and captions.</td>
<td></td>
</tr>
</tbody>
</table>
The shield can also be used in conjunction with the icon as a texture, which makes an elegant background, shown in this example annual report and on the slides. If using the shield as a background texture, use the icon lockup and not the shield lockup to avoid being redundant.
APPLICATION

Icon uses

The icon lockup can be used at small sizes in promotional materials, on top of photos, and as a social media icon.

Avoid using color versions of the logo lockups on photos.

If placing text and/or the icon lockup over photos, ensure that the text is legible and that they do not block important parts of the picture.

We are called by Christ to welcome and witness in Central and Southern Indiana.
APPLICATION

Icon uses

In addition to the icons using only the three primary colors, icons can also be made to reflect seasons or occasions using the other brand colors and accents, such as Advent, Pentecost, or Shrove Tuesday.