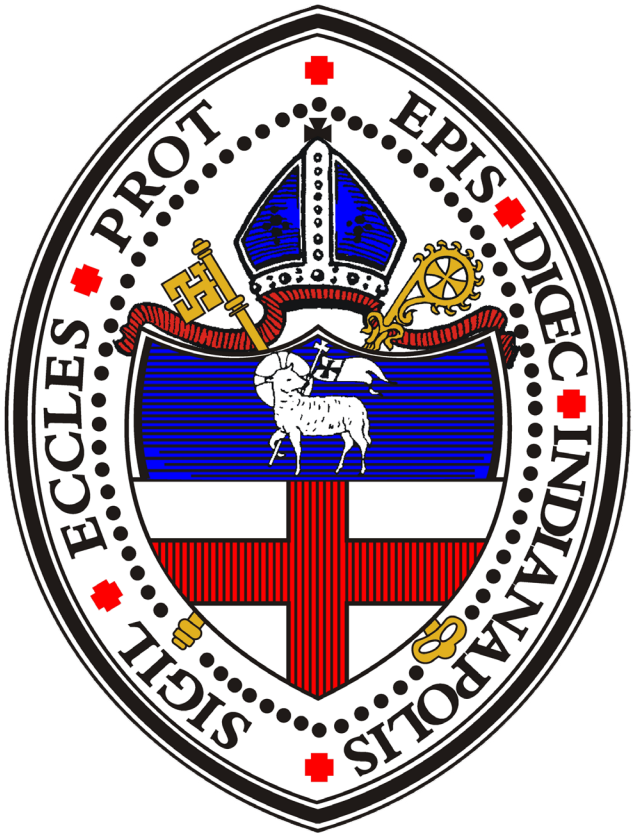
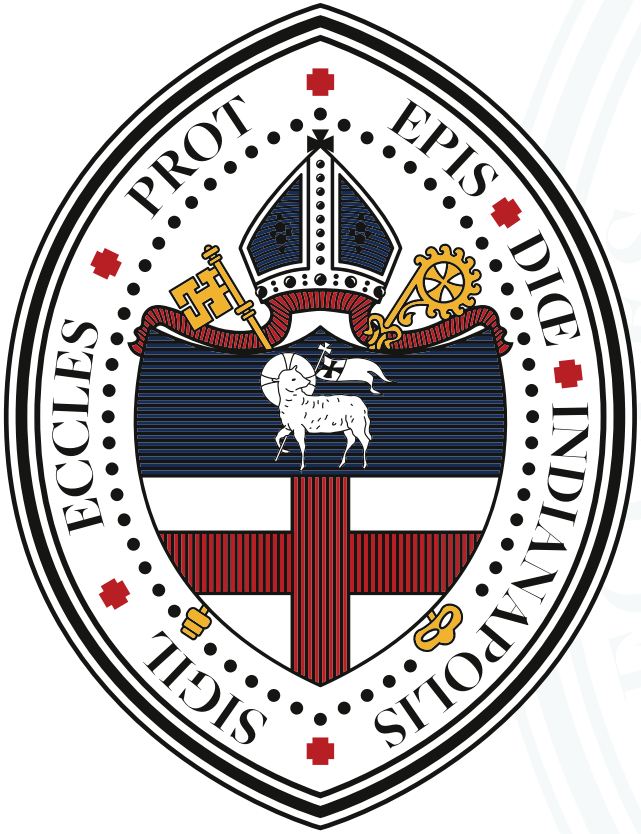
EPISCOPAL
DIOCESE *of*
INDIANAPOLIS

Visual Identity Guidelines

Full color shield



Old



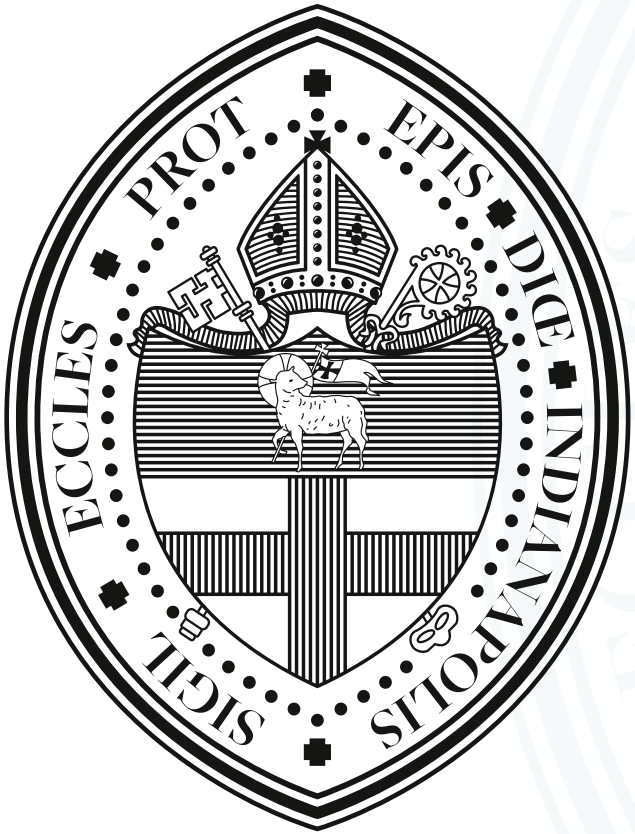
New

- 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

Black and white shield

Old



New

Shield lockup

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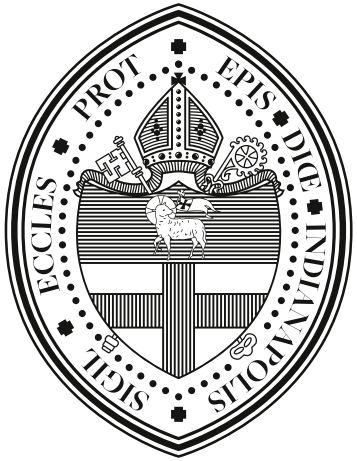

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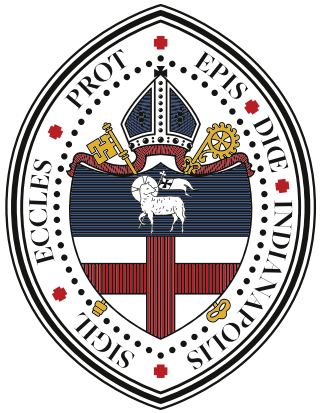
Shield lockup



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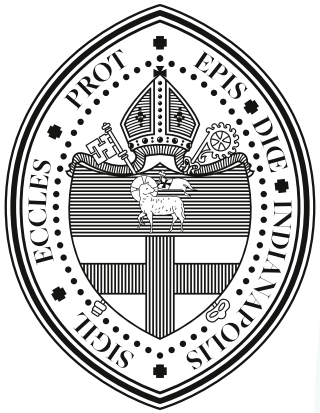

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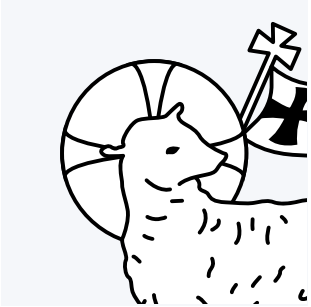
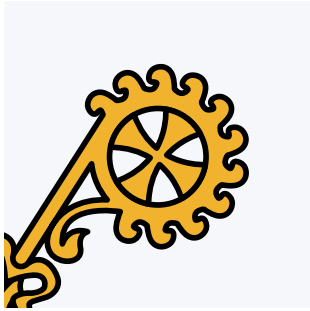
- Lockup can also be vertical when it is necessary

Icon lockup



- Cruciform halo of Lamb of God



- Bishop's crozier

- Indiana's identity as the Crossroads of America

(Pictured here: intersection of Shadeland Ave. and Washington St. (U.S. Rt. 40) in Indianapolis)

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Icon lockup

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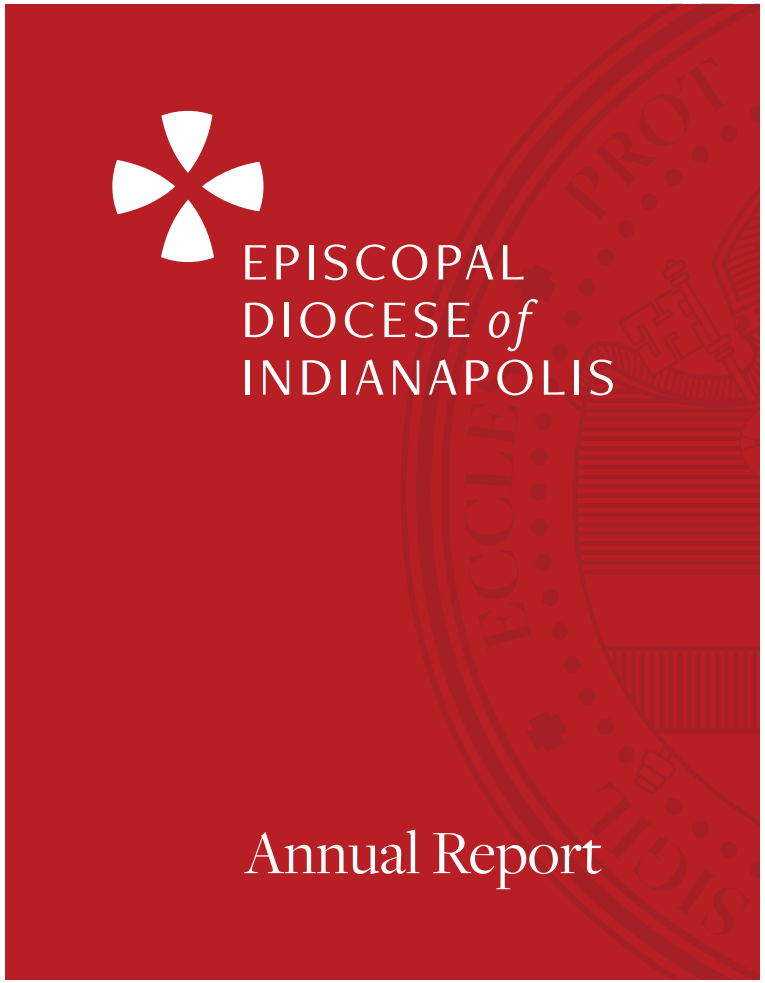
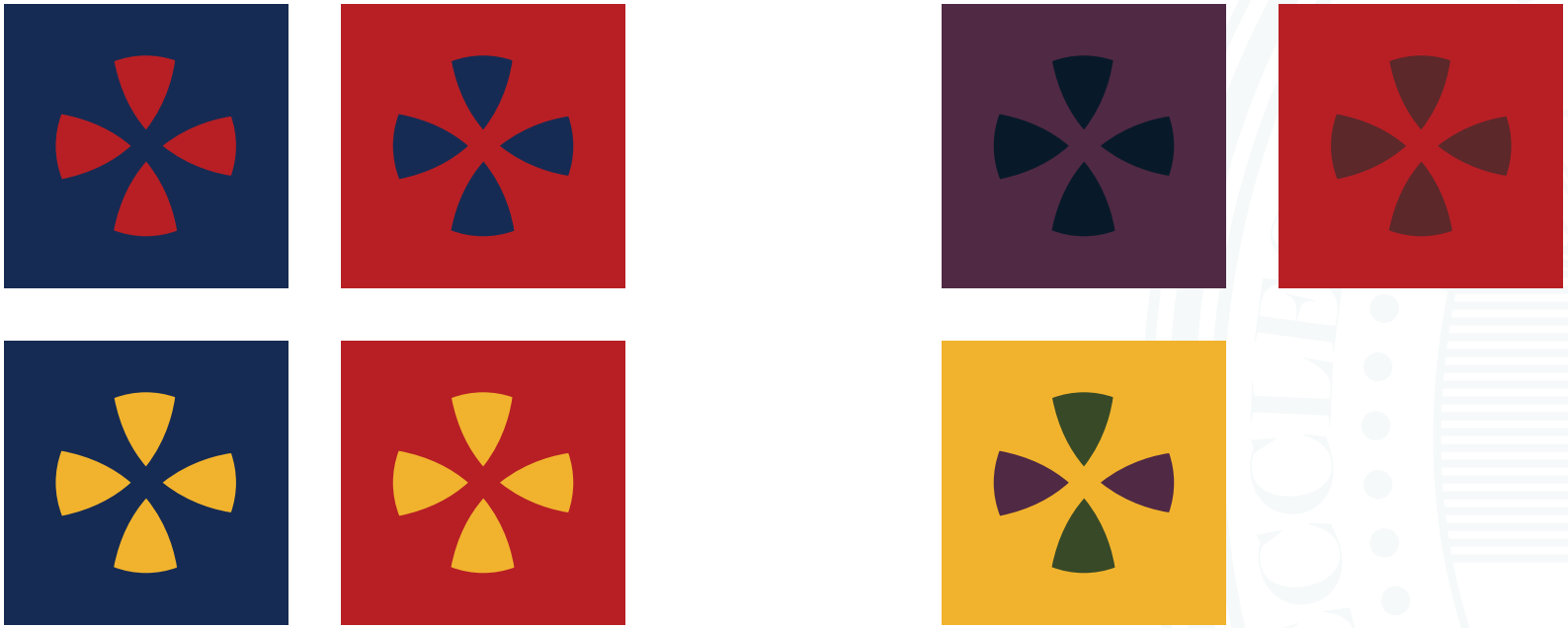
- Adapted from the halo of the Lamb of God and the Bishop's crozier that appear on the shield, as well as Indiana's identity as the "Crossroads of America," the icon uses the positive space to show a traditional cross, but uses the negative space to show the graphic motif used in the shield and gives 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.

Shield as texture



- 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.

Icon lockup 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.

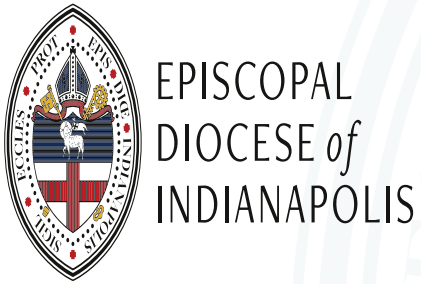
Icon lockup uses

- 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

Do’s and don’ts

✓ **DO** 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.

✓ **DO** 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.



X **DO NOT** distort or change the proportion.

X **DO NOT** embellish or underline any part of the logo, or add a drop shadow.

Previous shield colors

- Blue and red are loud, saturated, primary colors

COLOR

Primary

#002855
RGB 0 40 85
CMYK 100 69 8 54
PANTONE 295 C

#041C2C
RGB 4 28 44
CMYK 100 73 28 86
PANTONE 296 C

- Deeper, richer hues of blue and red
- More muted and modern palette, including darker accents

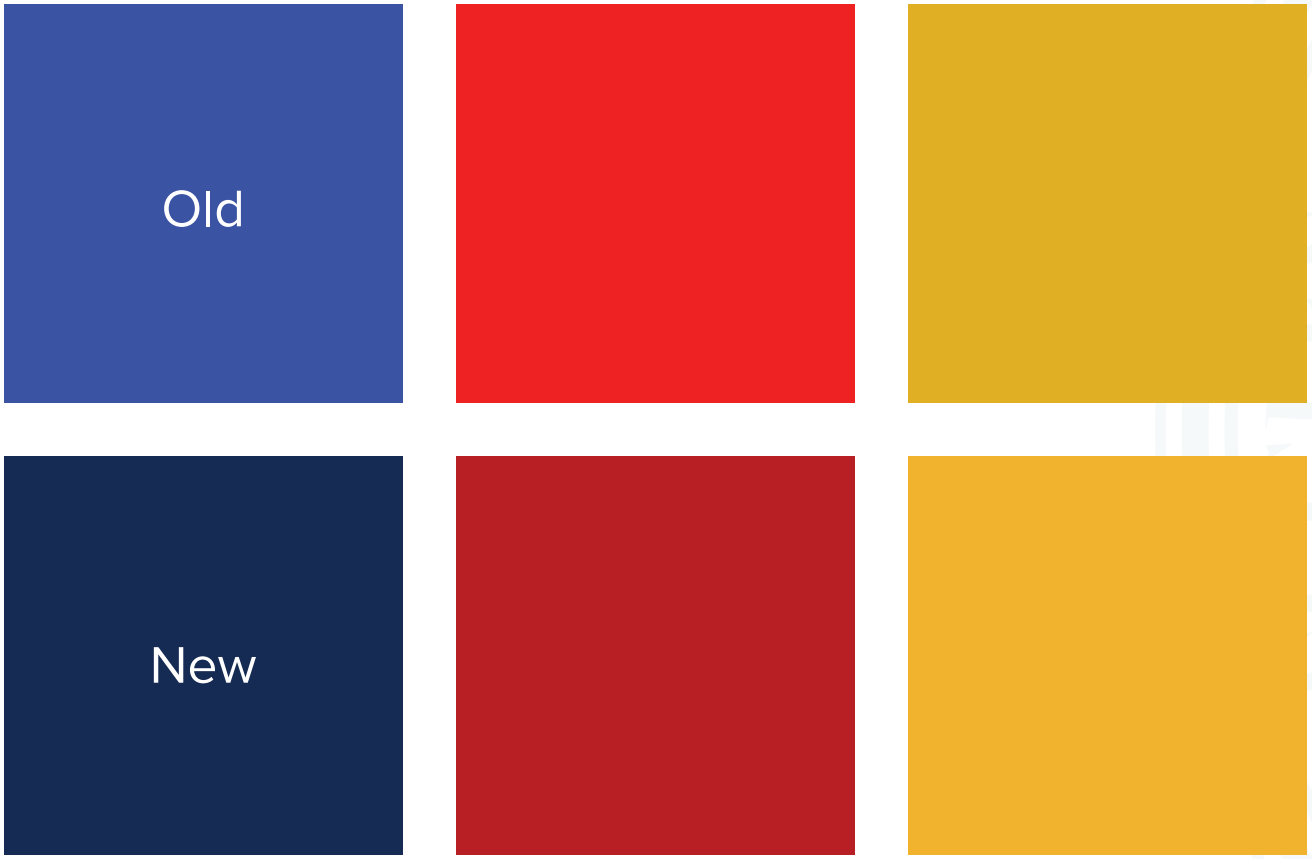
#BA0C2F
RGB 186 12 47
CMYK 3 100 70 12
PANTONE 200 C

#5D2A2C
RGB 93 42 44
CMYK 26 85 85 72
PANTONE 490 C

#F1B434
RGB 241 180 52
CMYK 0 32 87 0
PANTONE 143 C

#A76D11
RGB 167 109 17
CMYK 7 50 100 34
PANTONE 146 C

Comparison



COLOR

Secondary

#E35205
RGB 202 96 40
CMYK 16 74 100 4
PANTONE 166 C

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

#3E4827
RGB 62 72 39
CMYK 54 24 86 73
PANTONE 5743 C

#512A44
RGB 81 42 69
CMYK 51 91 21 70
PANTONE 5115 C

COLOR

Earthtones

#FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

- Very muted scale to make the primary and secondary colors pop
- Useful especially on the website

#F5F8FA
RGB 245 248 250
CMYK 3 1 1 0
PANTONE COOL GRAY 1 C

#776E64
RGB 119 110 100
CMYK 20 25 30 59
PANTONE 404 C

#3D3935
RGB 61 57 53
CMYK 38 35 33 92
PANTONE BLACK 7 C

#161714
RGB 23 24 21
CMYK 72 65 68 80
PANTONE 419 C

TYPOGRAPHY

Primary

Freight Display

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

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

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.

TYPOGRAPHY

Secondary

Proxima Nova

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

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

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.

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