

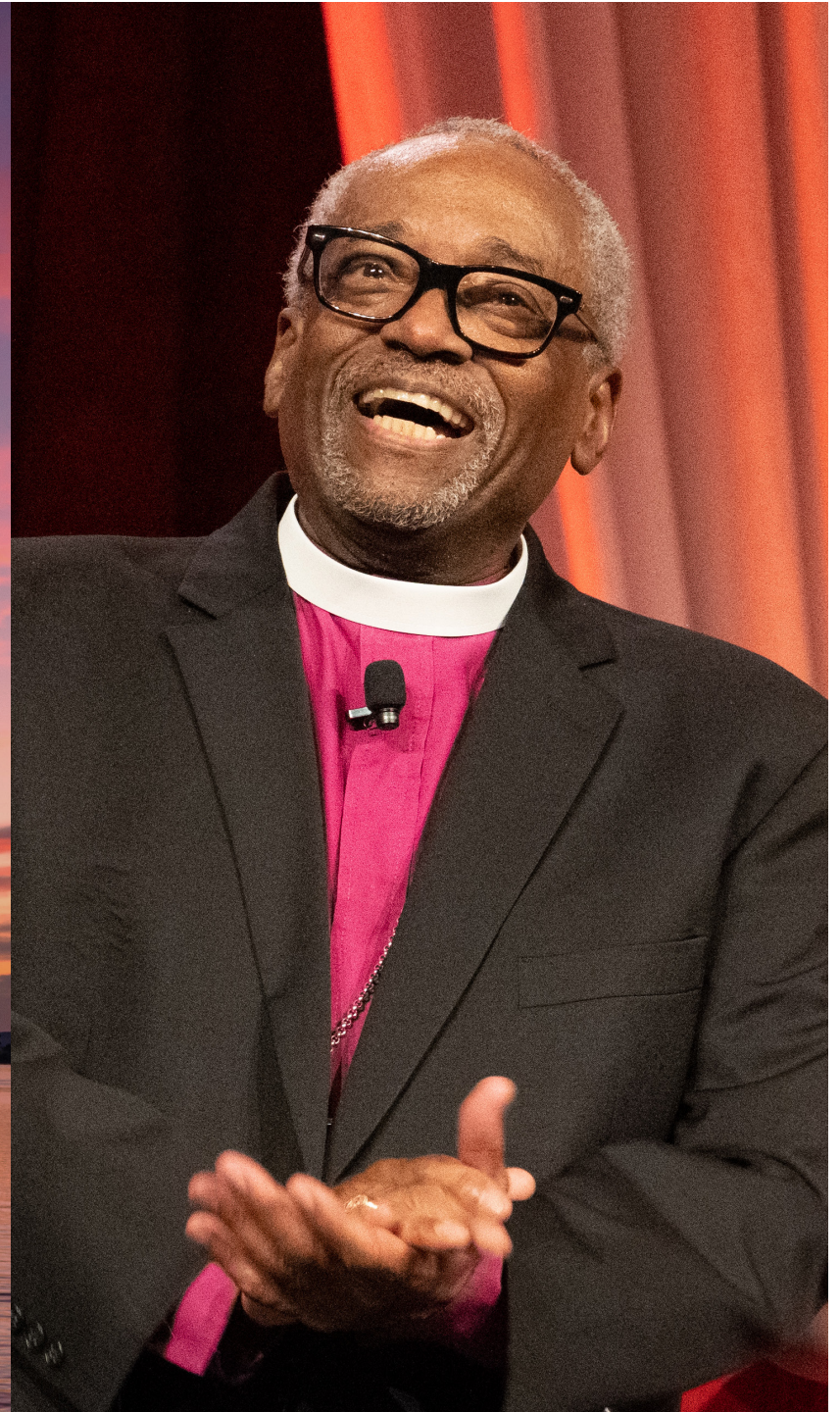
TOGETHER
IN LOVE



LOUIS
VILLE
KY '24

THE *Episcopal* CHURCH

STYLE GUIDE



GC 81 LOGOS

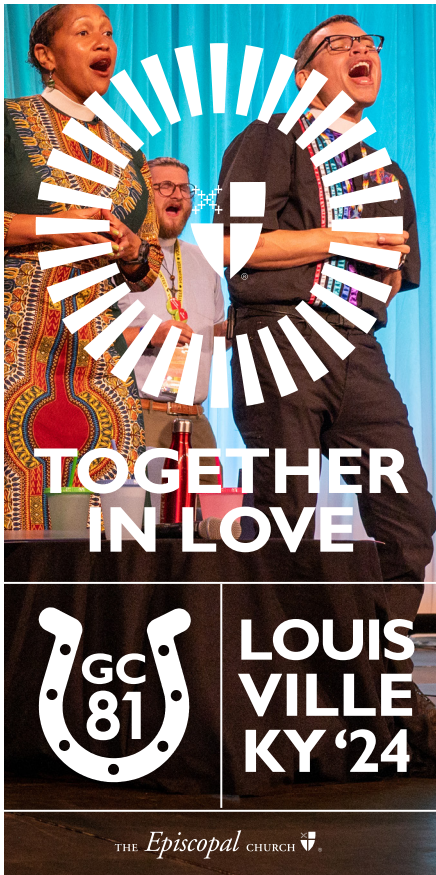
The individual colors of the wheel represent the mission marks of The Episcopal Church. The second tier elements represent General Convention #81 and its host city and state.

The main typeface is Gill Sans MT Bold. Use it for headlines and Gill Sans MT Regular for text. Keep plenty of clear space around the logo. A good measure is 1/2 the width of the vertical logo and 1/2 the height of the horizontal version. As always, please do not alter the logos in any way.



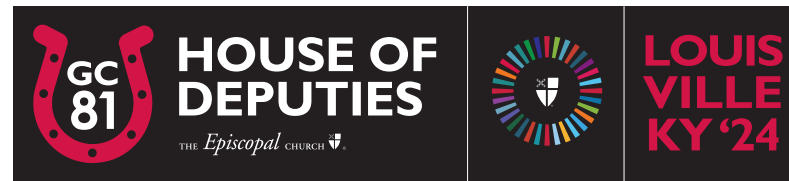
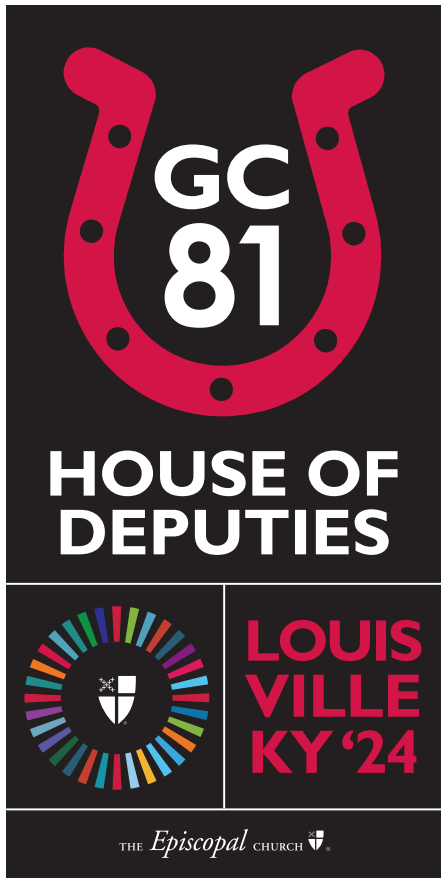
GC 81 LOGOS: REVERSE

Use this logo on photography or color backgrounds of the individual mission mark branding..



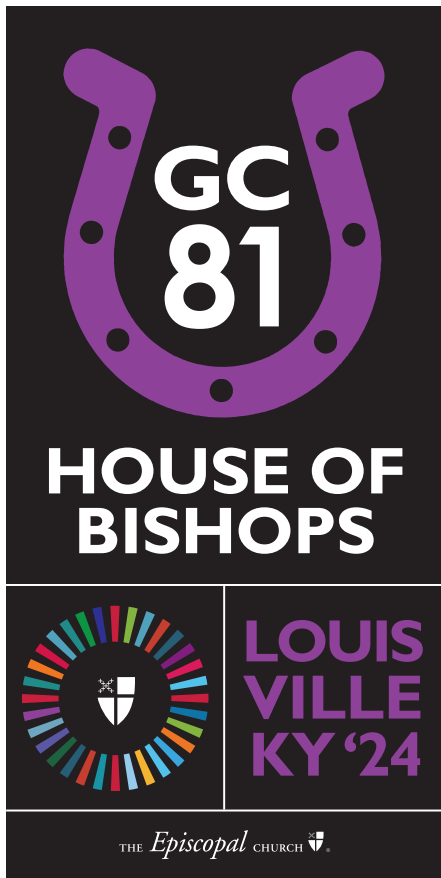
HOUSE OF DEPUTIES LOGOS

When using reverse logos for the House of Deputies, choose photos with hints of red if possible.



HOUSE OF BISHOPS LOGOS

When using reverse logos for the House of Bishops, choose photos with hints of purple if possible.



MISSION MARK COLOR WHEEL

Brand with your mission mark's color. When choosing photography go for images with tints of your color.



POSTERS, BANNERS GRAPHICS IDEAS

Juxtapose photography connected by the logo.



POSTERS, BANNERS GRAPHICS IDEAS



BADGES & BUTTONS

Choose elements from the logo to create buttons or badges.



APPLICATIONS

Examples of the logo on promotional items.
Please use eco-friendly materials if possible.



APPLICATIONS

Examples of the logo on promotional items.
Please use eco-friendly materials if possible.



CONVENTION CENTER

Examples of the logos as signage.

