BRAND BOOK
and
EDITORIAL STYLE GUIDE

(As of March 30, 2016)

Overview

A **Brand Book and Editorial Style Guide** can do more than help ensure consistency in the style and tone of an organization's communications. It can reduce stress by removing guesswork and supporting better stewardship of human resources.

The branding and editorial style guidelines here are in alignment with the current (new) style of your diocesan website. They're also in alignment with current best practices for readability in the world of digital communications. (Note: Even printed communications need to adapted for online readability.)

Topics Covered

- **Color Palette**
  (For Website, Social Media, and Printed Collateral)
- **Diocesan Logo and Shield**
  (Distinctions, Use, and Best Practices)
- **Image Creating and Editing**
  (Format, Best Practices, and ProTips)
- **Fonts and Formatting**
  (Definitions, Use, and Best Practices)
  - Website
  - Correspondence
  - DioMaryland eNews
  - Documents
  - Flyers/Handouts/Bulletin Inserts
  - Forms
- **Content Style and Editorial Guidelines**
  (Lists, Bullet Style, Phone Numbers, Time, Dates, Numbers, Punctuation)

Color Palette

For the Website, Social Media, and Printed Collateral

Your website and template for DioMaryland eNews uses these colors. Please provide the hexadecimal (#) and/or RGB (Red, Green, Blue) codes to vendors (e.g., printers, designers) who create anything for your diocese. Use the RGB codes to configure "Custom Colors" in Word.
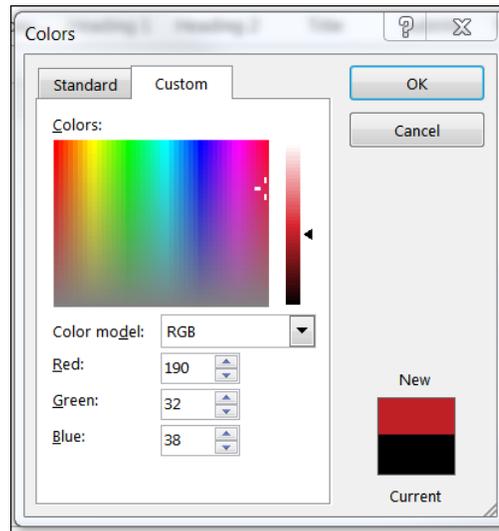
Red
- #be2026
- RGB: 190, 32, 38

Yellow
- #eea904
- RGB: 238, 169, 4

Teal
- #187c6b
- RGB: 24, 124, 107

Black
- #161616
- RGB: 22, 22, 22

Best Practices
- Use **red** as per website font guidelines.
- **Yellow** should be used sparingly — for accent only.
- Note how **teal** is used on the website and DioMaryland eNews before using it for anything else.
- Except for correspondence and email, use this **black** (#161616) for anything designed for online viewing. It's easier on the eye-brain than the standard "blackest black" (#000000).
- Use an online hexadecimal-to-RGB converter to get the accurate code number (e.g., http://hex.colorrrs.com/)

Diocesan Logo and Shield

For a .jpeg or .png of the Diocesan logo or shield, contact:
communications@episcopalmaryland.org

Diocesan Logo

Your **logo** has the diocesan shield *and* the name of your diocese in one image. You have grayscale, black and white (B&W), and color options, as well as multiple sizes, although they are easily scaled by using tools provided by your word processing software. Replace all previous versions of the diocesan logo.

Logo in Grayscale

Logo in B&W

Logo in Color

Best Practices

- Use either the grayscale or B&W logo for materials that will be photocopied.
- Use .png files (transparent background) whenever possible.
- Use the color logo for professional printing and very high quality color photocopying.
- If added to documents other than stationary, logo must be:
  - At the top of the page
  - Centered
- You may, at times, need to reduce the size of the logo. If so, use these specs:
  - Resize to h: 1.08" x w: 4.53"
  - Use Word to configure "in front of text"
  - Center

Diocesan Shield

Your diocesan **shield** is available in grayscale, black and white (B&W), and color options, as well as multiple sizes although they are easily scaled by using tools provided by your word processing software. Please replace all previous versions of the diocesan shield.

Shield in grayscale	Shield in B&W	Shield in Color

Best Practices

- Use either the grayscale or B&W shield for materials that will be photocopied.
- Use .png files (transparent background) whenever possible.
- Use the color shield for professional printing and very high quality color photocopying.
- Use color shield for social media avatars as sized specifically for those avatars.
- If added to documents other than stationary, shield must be:
    - Left of the document's title — if on a document/flyer/handout
    - Centered above title — if on a folder/signage/worship bulletin

Social Media Icons

Visual references to Facebook, Instagram, Twitter and other social media should be the round versions. You'll find these icon images in the Media library of your website.

Image Creation and Editing

Red button link images, social media icons, logo, and shield(s) are already uploaded to the Media Library on your website.

Image Sizes

Use these sizes and cropping specifications for images created for and posted to your website and eNews.

- Home Page Hero Image: 1500 x 456 px
- Page Images: Cropped square (maximum 200x200 px) but 170x170 preferred

Best Practices

- Create an editorial calendar (based on strategy and tactics) to prepare new "hero" images for the website Home page and Facebook page header.
- All images posted online must be in the public domain or owned by the diocese.
- Provide artist/photographer name credit (with link) whenever possible.
- Use photo editing software to crop and clean up images before posting.
- Get a signed release for any image that includes a child/children at a diocesan parish or event.

ProTips

- For photo editing that's easier and significantly less expensive than Adobe Photoshop, use www.Ribbet.com
- To create hero images, images with text, Twitter "cards," Facebook posts/headers, use either:
    - https://snappa.io (Note: Extremely simple and easy.)
    - www.canva.com (Note: Somewhat more complex but also more functonality.)

Fonts and Formatting

Website Fonts

Your website has H-tags configured for the following fonts and sizes. (Note: u/l = upper case and lower case.)

H1 – Merriweather Regular 30px

H2 - LATO MEDIUM ALL CAPS 18PX

H3 LATO BOLD 24PX ALL CAPS

MAIN NAVIGATION LATO REGULAR 18PX ALL CAPS

Paragraph: Merriweather Regular 14px

Links #187c6b

Hover #565656

Website Page Style

Use the following specifications to *style* content on new pages for your website. (Note: You must have a compelling strategic and tactical reason for adding any new pages — or new Tabs to the Main Navigation.)

TAB TITLE IN LATO (ALL CAPS) [H2]

Page Name in Merriweather (u/l) [H1] Bold

Body content is in Merriweather regular [paragraph].
No indent for paragraphs. For pages with content needing heads, subheads and lists, use the following:

HEADLINE IN LATO [ALL CAPS, DO NOT BOLD) [H2]

Sub-head in Lato [u/l, do not bold) [H2]

Sub–sub head in Merriweather [u/l] Bold [paragraph]

- Bulleted lists in Merriweather [paragraph]

Organizing Page Content

Use the following specifications to *organize* content on new pages for your website. (Note: You must have a compelling strategic and tactical reason for adding any new pages — or new Tabs to the Main Navigation.)

Brief summary description information visitors will find on the page. Use "Title Case" for subheads and anything in u/l. [Title Case: Every Word Is Capitalized For Title Case, Except For The Word "and."] Title case makes for easier reading online. Stop using sentence case.

HEADS (as needed)
Subheads (as needed)

RESOURCES

CONTACTS

Correspondence

Use letterhead stationary for all diocesan correspondence sent via USPS and then posted online. Since it will already include the diocesan logo and address, you *will not* need to create this on the correspondence document. You *may* need to adjust top and bottom margins to accommodate the logo.

Page Margins
- Top: will depend on letterhead (currently being redesigned)
- Bottom: will depend on letterhead (currently being redesigned)
- Left margin: 1"
- Right margin: 1.25"

Fonts and Formatting
- Cambria, 11 pt.
- Right-ragged
- Line spacing: single (1)
- Use **bold** only for subheads

Best Practices

See Sample: Formatting for Letterhead in Sample Templates.

DioMaryland eNews

Your MailChimp template has been configured in alignment with brand style and standards. See also: Guidelines for Contributing to DioMaryland eNews under Communications Resources (Resources Tab) on your website.

Best Practices

- Periodically (quarterly?) remind those submitting materials to review Guidelines for Contributing.
- Do not hesitate to return for revision or reject content that does not follow the guidelines readily available to contributors.
- Edit all submitted content so it's brief, conversational (i.e., in the active voice), warm and welcoming. Formal language is completely unacceptable in e-newsletters.
- Do not use "churchy-church" jargon.
- Write/edit all copy to optimize online readability (e.g., shorter and more paragraphs).
- Monitor each issue to remove news about events that have already happened.
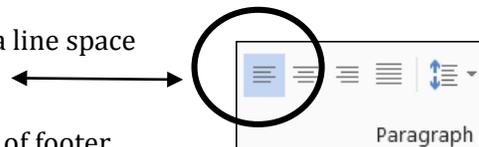
Documents

Before uploading bishops' statements, letters, and similar documents to your website, line edit (for clarity) and proofread (for typos and other errors) first.

Page Margins
- Use Office 2003 Default [T&B= 1" L&R = 1.25"]
- Footer = .03" from bottom

Fonts and Formatting
- Headline: Lato, 11 pt. **Bold**
- Body Text: Cambria, 11 pt.
- Do not indent paragraphs — separate by a line space
- Right-ragged
- Line spacing: 1.15
- Page Number: Cambria, 10 pt. RIGHT side of footer, .03" from bottom
- Consistent header:
    - **Title of Message/Letter/Address [Lato, 11 pt. Bold]**
    - Name of Author/Speaker [Cambria, 11 pt. Regular]
    - *Month day, year* [Cambria, 11 pt. *Italics*]

Best Practices

- For documents that will be revised over time, add full date to LEFT side of footer. For example: As of March 29, 2016 [Cambria, 10 pt., .03" from bottom] Alternatively, post to the cover page (as per this document).
- Enter only one space after periods in all text.
- All punctuation goes within "quotation marks."
- Check to ensure that hyphens [-] are not confused with "em" dashes [—]
- Line edit (for clarity) and proofread (for typos and other errors) before launching/posting.

Pastoral Letter Header Examples

What Will It Take?
Rt. Rev. Eugene Taylor Sutton, Bishop of Maryland
Statement on the Murders at Emanuel AME Church on June 17
June 18, 2015

I am heartsick, outraged and in pain. Last night we saw another shooting in a church, a house of prayer and peace. Innocents are killed because they represent something — the wrong race, or faith, or both? In either case it is a tragedy that could have been avoided.

Statement on the Passage of the Dream Act in Maryland

The Rt. Rev. Eugene Taylor Sutton, Bishop of Maryland
The Rt. Rev. Joe Goodwin Burnett
June 30, 2011

A Pastoral Letter
Political Voices and Gospel Values

The Rt. Rev. Eugene Taylor Sutton, Bishop of Maryland
October 15, 2012

Dear Friends in Christ:

Flyers/Handouts/Bulletin Inserts

See recommended options in Sample Templates. (Note: Reconfigure Flyer Templates as "two up" to create 4.25" x 5.5" Bulletin Inserts.)

Forms

If you continue using DataBank for registration forms, you'll need to reconfigure *all forms* in alignment with brand and style described in the Brand Book.

Content Guidelines and Editorial Style Guidelines

Organization and Sequence of Lists

Name (bold)
Title (italic, regular)
email (regular) (Note: Make every attempt to use either a diocesan email or gmail.com, which is the current standard for professionals who do not have personal URLs.)

Bullet Style

- Square at all levels of listing
- So when another level is needed
    - Make sure that the bullets remain
    - Square and do not default to open or closed round bullets

Phone Numbers, Time, Dates, Numbers

- 410-467-1399 ext. ### **not** (410) 467-1399 **and not** 410.467.1399
- 5:00 PM **not** 5:00 pm **and not** 5:00pm
- Noon **not 12:00 Noon**
- Midnight
- March 29, 2016 **or** 3/29/16 **and not** 3.29.16
- Avoid (ordinals) whenever possible within text: 14 not 14th 22 not 22nd

Punctuation

- Em dashes (—) not: hyphens [-] to designate a pause or for emphasis in text
- Horizontal Element | Separated By | Vertical Bars (on your keyboard about the \ sign)
- Punctuation within **not** outside "quotation marks!"

Important Miscellany

- Use Title Case (Every Word Capitalized) **not** sentence case for headlines and subheads.
- Do not use ALL CAPS for anything…ever. SMALL CAPS are acceptable under specific circumstances (e.g., formal invitations).
- Do not **underline anything also in bold**.
- Avoid using any underlining altogether and use italicization instead.
- MD **not** Md. for Maryland
- If text is centered, it must be double-checked for so line-breaks enhance clarity .

SAMPLE TEMPLATES

Formatting for Letterhead

Flyer #1

Flyer #2

Note: Reconfigure Flyer Options as "two up" to create 4.25" x 5.5" Bulletin Inserts…or stay with 8.5" x 11" to keep it simple and easy!

```
┌─────────────────────────────────────────────────────────────────┐
│                    Formatting for Letterhead                      │
│                         Page Layout                               │
│         Top margin = Will depend on design of new letterhead      │
│        Bottom margin = Will depend on design of new letterhead    │
│                      Left margin = 1"                             │
│                     Right margin = 1.25"                          │
│                            Font                                   │
│               Body: Cambria, 11 pt., right-ragged                 │
│                   Line spacing: single (1)                        │
│  Page Numbers: Cambria, 11 pt. — placement will depend on design  │
│                        of new letterhead                          │
│                    Footer: .03" from bottom                       │
└─────────────────────────────────────────────────────────────────┘
```

Date

Salutation:

Body text is Cambria, 11 pt., right-ragged (unjustified) margins. Within the body, do not use italics unless it's for a *Book Title: Which is Always Italicized*. Punctuation always appears "within quotation marks." Only one space between the end of one sentence and the beginning of a new one. To enhance readability, avoid big blocks of text. If being posted online, convert to PDF *after* final line editing and proofreading to stabilize fonts and layout.

Suspendisse sapien neque urna potenti a. Dictum blandit mauris. Sed feugiat sed diam feugiat elementum. Dolor metus quis tempus sed cursus. Euismod mus vitae mattis.

Use Bold Only for Subheads
Nisl id etiam. Vitae ipsum ultricies vitae erat taciti impedit et quis. Donec accumsan dolor dolor mollis sed. Proident faucibus tempor. Nulla aliquam a amet.

Quam lectus metus. In non lorem. Sit id justo. Nec turpis auctor sit placerat est venenatis sem vivamus. Dolor quis luctus. Id ullamcorper risus id et elit cras lacus id. Tortor laoreet leo. Consequat pede lorem facilisis mauris dolor ridiculus orci lacus etiam amet morbi semper quia laoreet. Metus massa scelerisque nulla lacus nonummy.

Closing,

Name
Title

Flyer Template #1
[Headline: Lato Bold, 18 pt., centered.
Want to use color? Check palette options.]

Subheads either here or below the image
[italicized or not, Lato Bold,
16 pt., centered]

Image is centered
.5 px border in dark gray
okay to add *only if* it enhances the image.
Aim to reduce visual clutter!

What about clip art?
Keep it simple, modern and free/in the public
domain — unless you want to buy it.

Your text (~ 25-50 words) goes here using Cambria (14 pt. or 12 pt., 1.15 spacing between lines. Unjustified/right ragged formatting will make whatever you're promoting more readable. If you add bullet points:

- use squares
- or arrows

Remember to save as a PDF after editing and proofreading so content remains stable and it can be easily linked in DioMaryland eNews and elsewhere.

[For closing info (e.g., contact names,
numbers, email addresses),
Lato Bold, 16 pt., centered]

Consider including this CTA at the bottom of flyers.

Continue Community on Facebook
http://www.facebook.com/EpiscopalMaryland

Image is formatted as
"Square" with text and Left.
.5 px border in dark gray
okay to add *only if*
it enhances the image.
Aim to reduce visual clutter!

What about clip art?
Keep it simple, modern, and free/in the
public domain — unless you want to buy it.

Flyer Template #2
[Headline: Lato Bold,
18 pt., centered.
Want to use color?
Check palette options.]

Subheads here
[italicized or not, Lato Bold,
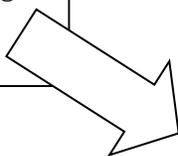## 16 pt., centered]

Your text (~ 25-50 words) goes here using Cambria (14 pt. or 12 pt., 1.15 spacing between lines. Unjustified/right ragged formatting will make whatever you're promoting more readable. If you add bullet points:

- use squares
- or arrows

Remember to save as a PDF after editing and proofreading so content remains stable and it can be easily linked in DioMaryland eNews and elsewhere.

**[For closing info (e.g., contact names,
numbers, email addresses),
Lato Bold, 16 pt., centered]**

Consider including
this CTA at the
bottom of flyers.

Continue Community on Facebook
http://www.facebook.com/EpiscopalMaryland