

Eparchial Visual Identity



Why do we need style guidelines?

- Present a modern, vibrant, and consistent visual identity
- Assist the faithful and general public in recognizing who we are and what we stand for
- Assist third-party contractors to better serve our needs
- We have control over the image we wish to project to the public

Basic Premise of our Visual Image



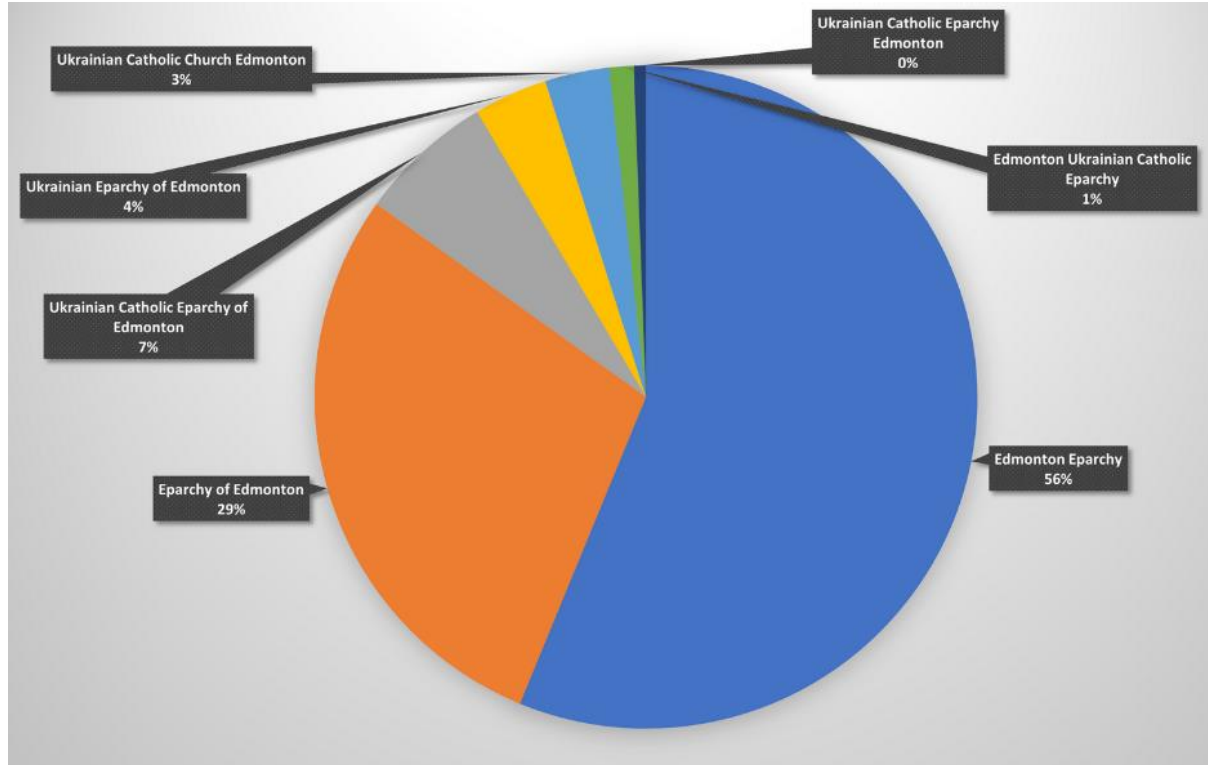
EPARCHIAL STYLE GUIDE

MANUAL FOR EDMONTON EPARCHY'S
VISUAL IDENTITY.

APPROVED FOR INDEFINITE USE
IN JANUARY 2022



Name Format



Logo Format



Colour Palette



Hex: #13387C

CMYK: 85.55.0.51

RGB: 19.56.124



Hex: #194BA6

CMYK: 85.55.0.35

RGB: 25.75.156



Hex: #205DCF

CMYK: 85.55.0.19

RGB: 32.93.207



Hex: #FCB415

CMYK: 0.29.92.1

RGB: 252.180.21



Hex: #FFDF00

CMYK: 0.13.100.0

RGB: 255.223.0



Hex: #C5231B

CMYK: 0.82.86.23

RGB: 197.35.27

Typography

KEEP HEADLINES SHORT (CAPS OR NO CAPS)

Use 30% smaller font for subheadings. (25 size font, 17 size subheading)

Use 50% smaller font from heading for regular text. (25 size font, 17 size subheading, 12 size text)

Use bold font for emphasis in body copy.

[Underline links to external websites with a regular blue font.](#)

УКРАЇНСЬКА МАЄ БУТИ ЛЕГКО ЧИТАНОЮ.

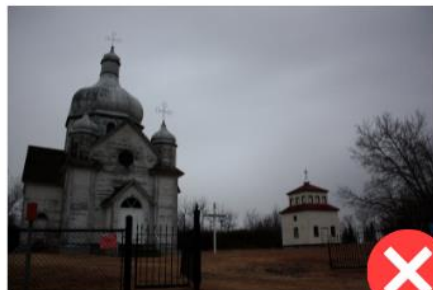
Дотримуйтеся тих самих правил при вживанні українською мовою.

Звичайний текст українською мовою.

Звичайний текст українською мовою.

[Звичайний текст українською мовою.](#)

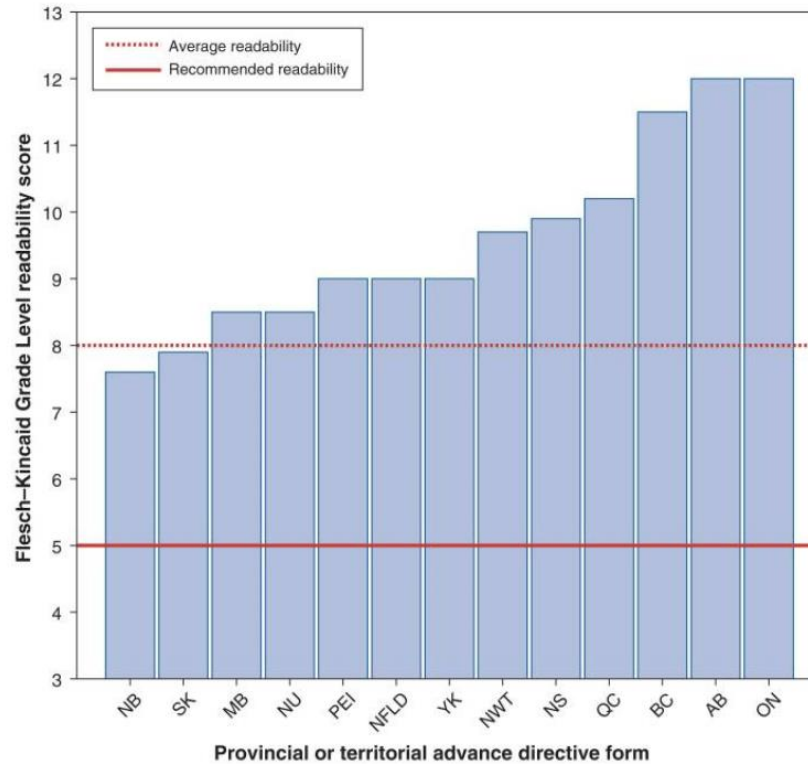
Photography



Photography Continued



Tone of Voice



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