EPARCHIAL STYLE GUIDE

MANUAL FOR EDMONTON EPARCHY'S VISUAL IDENTITY.

APPROVED FOR INDEFEINTE USE
IN JANUARY 2022

Style Identity

WHO WE ARE

WHY DO WE NEED GUIDELINES?

In order to continue strengthening our unique Ukrainian Catholic identity, it is important for the eparchy to present a modern, vibrant, and consistent visual identity. These guidelines will further assist the faithful and general public in recognizing who we are and what we stand for. These guidelines will also assist third-party contractors to further understand who we are and can better serve our needs. This is a guide for anyone who may be involved in creating content that is meant for the public. With consistent visual identities, we have control over the image we wish to project to the public. There is one look and one voice that continues across digital, traditional print, and verbal modes of communications.

Although the standards introduced do not cover every aspect of identity, they are meant to be a set of guidelines to help make visual identity decisions.

OUR 30-SECOND "WHO WE ARE"

The Ukrainian Catholic Eparchy of Edmonton serves some 25,000 faithful in 81 parishes and missions throughout Alberta, from Lethbridge in the south, to Manning in the north, and Lloydminster in the east. We provide spiritual, catechetical, counselling, and sacramental care for families and individuals, as well as outreach programs for the needy and marginalized.

OUR MISSION

We strive to carry out the mission entrusted to the Church by Christ Himself to fulfill in the world, namely, to journey with God's people in their coming to know God, to love God, and to serve God.

OUR VISUAL IDENTITY PRINCIPLES

Our visual identity principles guide our thinking and approach to design.

Community
All identity will be focused around building vibrant communities and groups of people.

Vibrance
All identity will be focused around building vibrant and modern look and feel to meet the needs of current and future generations.

Tradition
All identity will be focused around understanding both cultural and faith aspects and how they both play an important role in our visual identity.

BRAND ARCHITECTURE OF SUB-BRANDS

The Masterbrand is the Edmonton Eparchy's overall brand. When creating sub-brand architecture (example: new ministries and Image to Likeness) it is preferable to use as many elements as possible from the eparchial masterbrand. This will help strengthen our overall identity while uniting under one common message, look, and feel. Other sub-brands may have their own logo and unique look, however, it is still encouraged to use as many masterbrand elements as possible. All sub-brands should have a brand brief available for clarifying the differences between the masterbrand.

OUR TAGLINE

Our tagline is "Come follow me". Make sure our tagline is used with a purpose. Showing it can be more powerful than saying it. Usage of the tagline in our logo must follow the logo guidelines.

FORMAT OF OUR NAME

Ukrainian Catholic Episcopal Corporation of Western Canada has used numerous names in different formats. Using over one year of discovery data, we have compiled the names the average Ukrainian Catholic recognizes us. Use our *shortened* form **Edmonton Eparchy** in majority use cases, especially when communicating digitally. The *long* format for more professional and official-looking documents should use **Ukrainian Catholic Eparchy of Edmonton**.

Pie chart:
- Ukrainian Catholic Church Edmonton 3%
- Ukrainian Catholic Eparchy Edmonton 0%
- Ukrainian Eparchy of Edmonton 4%
- Edmonton Ukrainian Catholic Eparchy 1%
- Ukrainian Catholic Eparchy of Edmonton 7%
- Eparchy of Edmonton 29%
- Edmonton Eparchy 56%
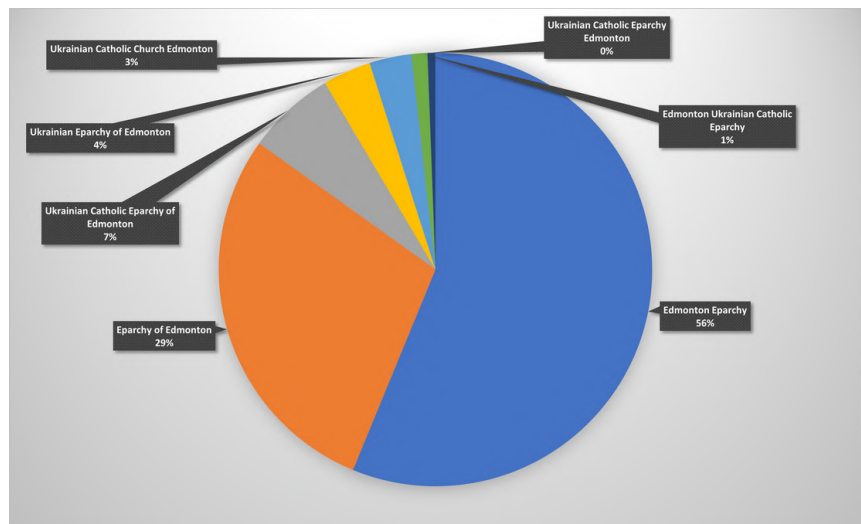
Logo Representation

WHEN TO USE THE EPARCHIAL LOGO

The eparchial logo is to be used when communicating on behalf of the Bishop or on behalf of the Eparchy as a whole. Individuals, clergy, and laity communicating on behalf of themselves are prohibited.

WHAT DOES THE LOGO REPRESENT?

The golden church dome under a vivid blue sky was a steadfast symbol of faith and hope for the Ukrainian Catholics who ventured into the harsh conditions of the new world. Today, it remains a recognizable image that is familiar and welcoming to all Albertans, no matter their background.

In this representation, logo designer Julian Hayda modelled his dome after St. Mary Ukrainian Catholic Parish in Waugh, Alberta. He explains, "What you see here are two paths, beginning at both East and West, and converging at a pinnacle as two hands holding one cross together." He is referring to Eastern Catholics in full communion with Rome, joined in the one Catholic Church. The arms reaching upward also reflect our ardent desire to enter into communion with the awesomeness of God through the sacrificial love of Christ represented by the cross.

Here, as in classical iconography, the colour blue also represents divinity. The darker the blue, the more deeply we enter into the life of the Holy Trinity. The circle stands for the eternal nature of God – without beginning or end. As such, God's love for us is eternal – a mystery beyond our understanding. In contrast, the golden dome reflects the glory of God, the Divine Light visible to us. Its shape reminds us of the vault of heaven where we experience the embrace of the living God, especially through the Holy Mysteries, the Eucharist in particular.

Finally, an invitation, "Come follow me." Christ who called the first disciples, also calls each and every one of us to follow him. A relatable and inspiring image, the logo of the Eparchy of Edmonton reflects the mission of the Church, to evangelize and share the Good News of the Gospel of Jesus Christ with everyone, no matter where they are on their faith journey.

WHICH LOGO SHOULD WE USE?

The purpose of a logo is a visual representation of a community and thus, does not require supporting text to describe who we are. Text distracts the viewer and increases the time to process the information it is visualizing. Text also raises the issue of which language should be used in the representation of our community. It also demonstrates the modern usage of logo design which rarely features supporting text. Content made by the Eparchy of Edmonton often features our brand name in text already. To avoid all of this, the primary use of the logo should only feature the logo itself without text. If ever in doubt which logo to use, always use the logo without supporting text.

WHEN TO USE EPARCHIAL LOGO SUPPORTS

There are situations where logo formats may be allowed to achieve particular visual identity results. The following outlines acceptable usage.

LETTERHEAD AND DOCUMENT REPRESENTATION

When writing on behalf of the eparchy, the letterhead and document logo design is acceptable to use. The usage of both Ukrainian and English language is required when using this visual representation.

LESS AWARE COMMUNITIES REPRESENTATION

When communicating to communities who are not readily aware of the Ukrainian Catholic Eparchy of Edmonton, it is permissible to use logos with supplementing text to assist the viewer in understanding who we are. When communicating to a Ukrainian audience in Ukrainian (example: new immigrants from Ukraine) it is encouraged to use the logo with Ukrainian text. When communicating to an audience who speaks English (Example: Alberta-wide Christian prayer groups who may not know who we are) it is acceptable to use the English logo. The example to the right outlines how King's College used our Eparchial logo to communicate an event partnership to an audience that likely doesn't readily know about the Eparchy of Edmonton.
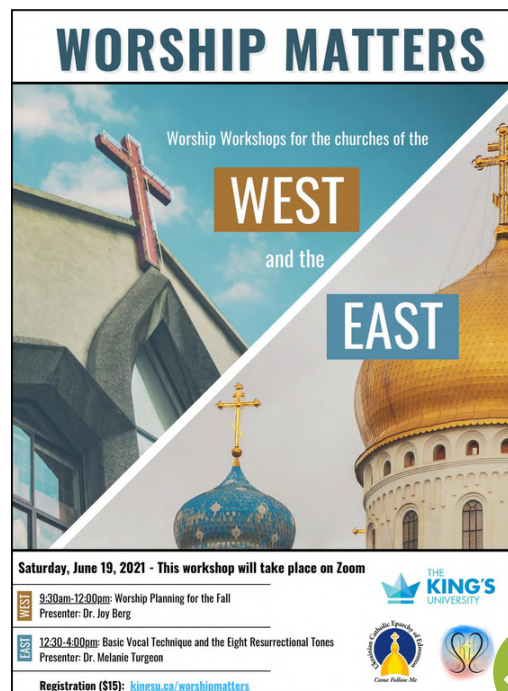
Logo Representation

LANDSCAPE REPRESENTATION

Ukrainian Catholic Eparchy of Edmonton
Come Follow Me

Although the usage of this logo is discouraged as it does not feature both languages, it may be permissible in portrait-based representation to audiences who do not readily know the Eparchy of Edmonton. An example may include usage on an English language poster that allows space for a horizontal image. Another example would also include usage on branded merchandise like pens to help encourage brand awareness to individuals who may not know what the image represents.

INCORRECT LOGO USAGE EXAMPLE #1

Alterations of the logo in any way is prohibited as this will create immediate visual confusion with the perceiver. This includes altering the colours or proportions of the logo.

INCORRECT LOGO USAGE EXAMPLE #2

Although the logo maybe used with a transparent background with opacity, it is not permissable to use the logo on the same background as the colours present in the image as this creates a confusion where the logo begins and ends.
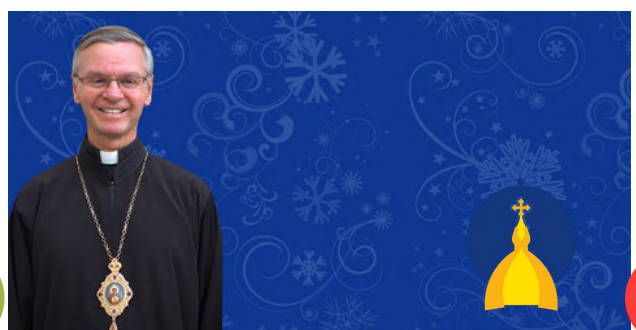
# Colour Representation

WHAT COLOURS SHOULD WE USE?

Our colour palette uses a monochromatic scheme to create a sense of simplicity. "Dark cornflower blue" is the primary colour for use in the Eparchial Brand. This colour is a shade different from our Eparchial logo to discourage too similar of a colour that could create viewer confusion when elements are close together. The next following cobalt blue and Flickr Blue are shades down from the primary colour. Golden yellow and honey yellow may be used as accent colours to create visual interest, however, placing text on top of these colours should generally be avoided as these colours make legibility difficult. Venetian red is the final colour and should exclusively be used in call-to-actions in communications copy. The target to the right is an outline of the general proportions of colour usage in our visual identity. There is a dominant use of the primary blue, with the following colours only to be used as accents.
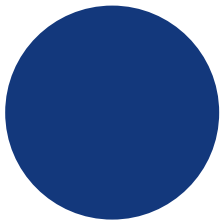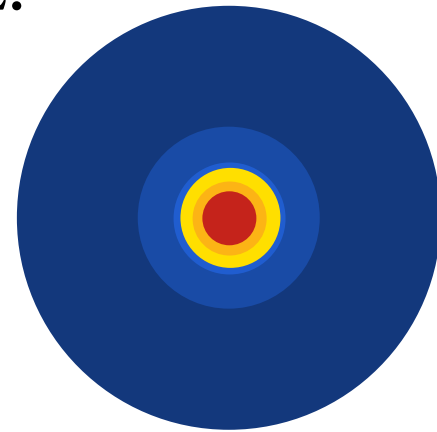
Hex: #13387C
CMYK: 85.55.0.51
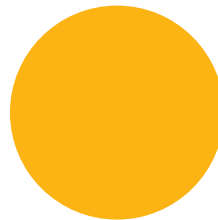RGB: 19.56.124
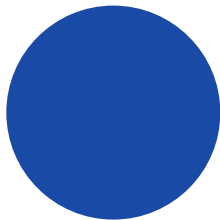
Hex: #194BA6
CMYK: 85.55.0.35
RGB: 25.75.156
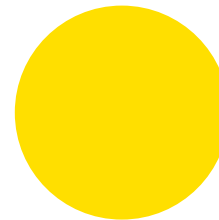
Hex: #205DCF
CMYK: 85.55.0.19
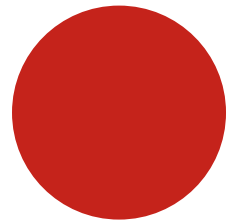RGB: 32.93.207

Hex: #FCB415
CMYK: 0.29.92.1
RGB: 252.180.21
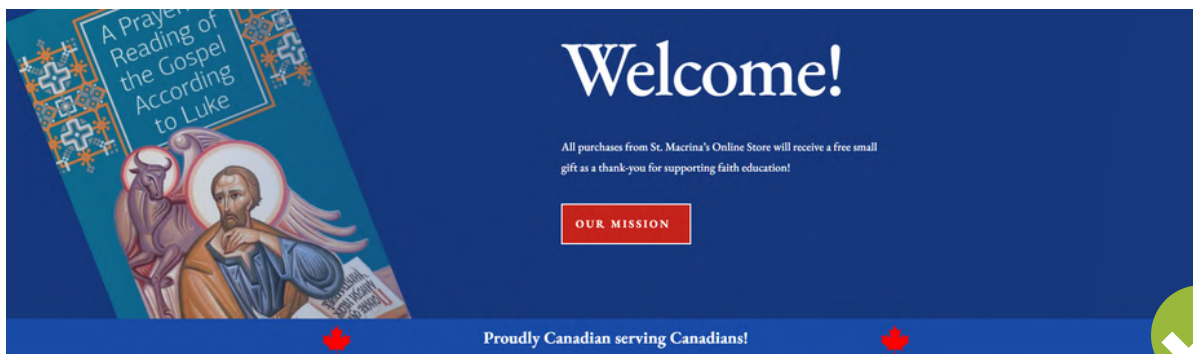
Hex: #FFDF00
CMYK: 0.13.100.0
RGB: 255.223.0

Hex: #C5231B
CMYK: 0.82.86.23
RGB: 197.35.27

CALL TO ACTION COLOUR USAGE

Venetian Red is exclusively to be used for "call-to-actions". Red draws the eye very easily especially when against a dark cornflower blue background. The call-to-action is very predominatly used in digital circumstances (websites, email, social media) but may have some usages in traditional print (brochures outlining the next step to take).

Welcome!

A Prayer Reading of the Gospel According to Luke

All purchases from St. Macrina's Online Store will receive a free small gift as a thank-you for supporting faith education!

OUR MISSION

Proudly Canadian serving Canadians!

Colour Representation

USAGE OF WHITE SPACE

The usage of white space is heavily encouraged, especially when using traditional print as a way to save on ink. White should predominatly be used as backgrounds on the vast majority of digital and traditional materials as it allows for easier legibility. When using large amounts of text, it is preferable to always revert to black text on a white background and not white text on a blue background.
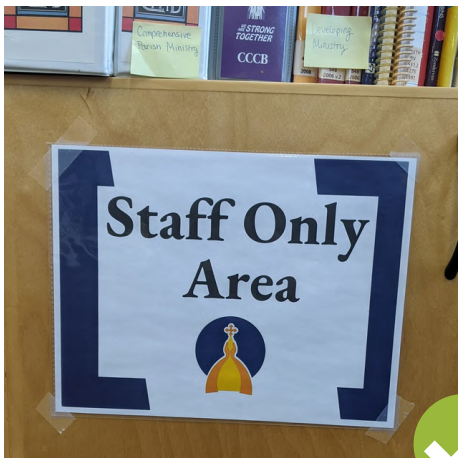
USAGE OF NON-BRAND COLOURS

Using non-brand colours outside of the colour palette is permissible as outlined by the Instagram post below. However, documents, digital, and traditional pieces of content should focus on creating a sense of consistency around how we are perceived and visually unified under the same image. The focus of colour usage outside of our eparchial brand should be focused on legibility. The yellow and gold colour found in our eparchial logo is not encouraged to be used as either background or type colour as the usage of these colours can be very difficult to fully perceive for individuals with limited vision.
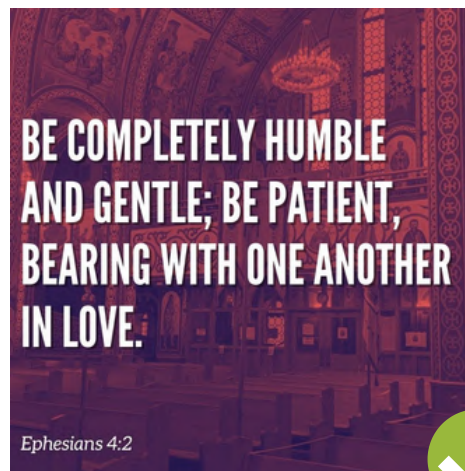
Type Representation

EPARCHIAL TYPOGRAPHY

The type used by the Edmonton Eparchy is EB Garamond and all materials communicating on behalf of the Eparchy of Edmonton must use this font. The focus of this font used is to achieve clear legibility especially for individuals with limited vision. Text colour is permissable to be in black, white, and blue in applicable situations. Regular font, bold font, and underlined font is allowed for use. Italisized font should be used in limited circumstances as it can be difficult to read.
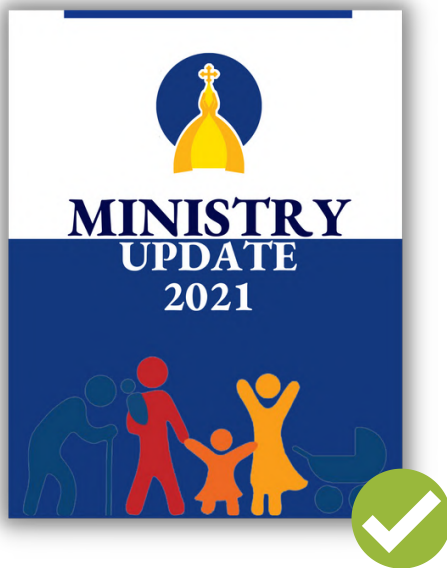
KEEP HEADLINES SHORT (CAPS OR NO CAPS)

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.

Дотримуйтесь тих самих правил при вживанні українською мовою.

Звичайний текст українською мовою.

Звичайний текст українською мовою.

Звичайний текст українською мовою.

Photo Representation

FEATURE COMMUNITY FIRST

To demonstrate how we are a community of people, our visual representation will use as many images of people as possible. Images of structures are allowed, however, discouraged when an image featuring individuals is available.

PROPER USAGE EXAMPLE #1

What makes our eparchial core image unique from other related eparchy's is how we are pictured as a community of people. Using a variety of images with clergy, laity, and religious is vital to demonstrate our vibrant faith life. Both digital (our website and Instagram pictured) and traditional print (program guide pictured) should follow this.
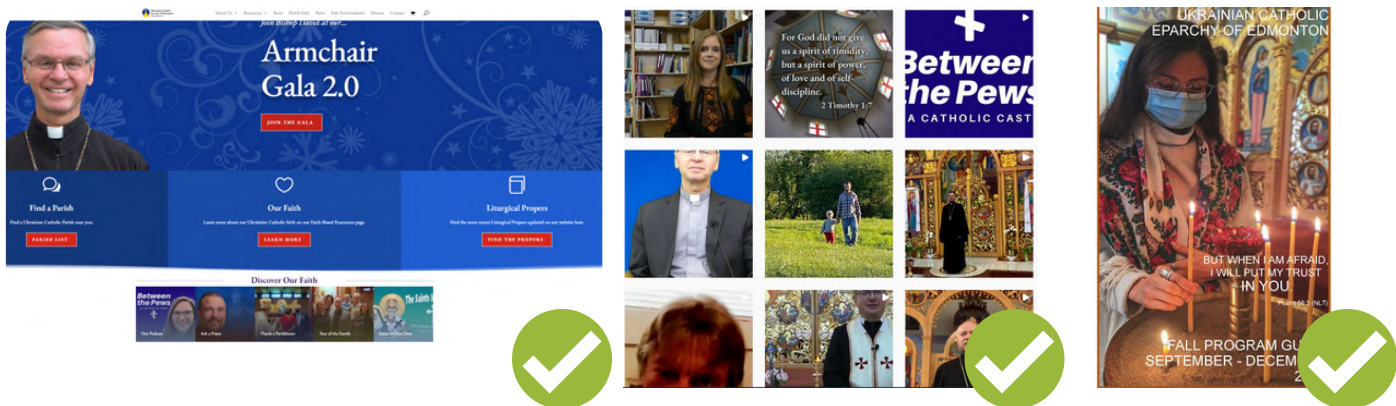
INCORRECT PHOTOS USAGE EXAMPLE #1

Featured buildings and structures without community goes against our core image of the community. It is not encouraged to use ominous photos of black and white images and empty structures. These images are allowed in moderation when balanced with community forward images.

INCORRECT PHOTOS USAGE EXAMPLE #2

Featuring images from other eparchy's to represent our eparchy is not an acceptable practice. Featuring stock photos of other communities to represent our eparchy is strongly discouraged unless no other images are available. These images do not represent who we are as a vibrant Ukrainian Catholic community.

Photo Representation

INCORRECT STYLE EXAMPLE #3

Avoid using overly luxurious imagery as this does not represent our core principle of community. Our visual identity is meant to be simple and accessible to everyone no matter their language abilities. Using thin fine line luxurious design, intricate handwriting, gold embossed text, and imagery depicting a more elite lifestyle does not reflect who we are.

USAGE OF RED TINTS

If an image does not have a filter overlay (example: branded blue overlay), it is acceptable to add a little saturation, vibrance, or red highlight to images. It is strongly discouraged to use blue highlights in images. Red highlights create a feeling of warmth and welcome into visuals. Blue creates 'cold' feeling images that will distance the viewer from what they are visually perceiving. Saturated images will also visibly pop when compared to our branded blue.

BREAKING THE THIRD WALL

In our very direct approach to communications, it is encouraged to break the third wall when possible. Images that featured figures looking directly at the viewer will create a connection between the viewer and our message.

Copy Writing Representation

GENERAL TONE OF VOICE

In keeping with our style identity principles, a tone of community, vibrance, and tradition must be maintained. Context on the communication is also relevant. Traditional print must have a more professional tone of voice, while social media has a more vibrant youthful tone of voice. The objective of our tone of voice is to maintain a neutral tone as we are focused on reaching the largest amount of people as possible with different language abilities. Our tone of voice will be slightly more casual, as an overly professional tone will involve vocabulary not easily understood by everyone. Our voice will use modern vocabulary and understand the context of communication (example: usage of emojis on social media is acceptable, traditional print may not be).

Casual vs. Professional

Casual 1 2 3 ● 5 6 7 8 9 10 Professional

Classic vs. Modern

Classic 1 2 3 4 5 ● 7 8 9 10 Modern

USE GRADE 8 LEVEL VOCABULARY

To ensure we are reaching young people and individuals who may struggle with the English language, use a maximum of grade 8 readability level. Using overly complicated academic vocabulary will not reach all English speaking levels we are trying to communicate to. Also ensure any content produced on digital and traditional print is clear and concise to encourage readability. Short sentences (between 15 and 20 words) and numerous paragraphs will help separate ideas and increase readability amongst Canadians.

Usage of the Ukrainian language should also follow similar rules when communicating to our Ukrainian audience.
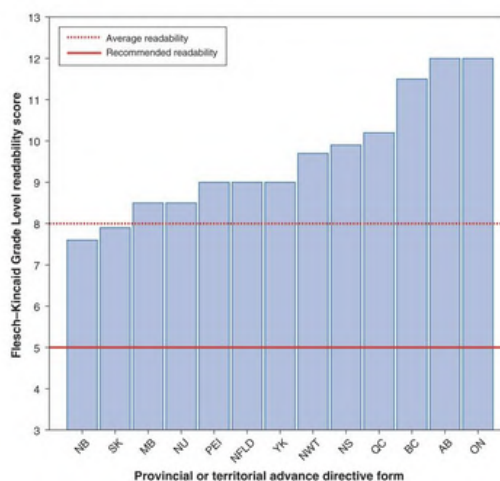
APPLY PERSONALIZATION TONE

When possible, it is important to incorporate personalized vocabulary to create a personal connection with the reader. For instance, directly addressing the reader as "you" and utilizing their name when sending out a fundraising letter as opposed to general vocabulary such as "Ukrainian Catholics". This will allow the reader to feel like they're an active participant in the message being relayed to them. Copy should focus more on addressing the reader rather than talking about ourselves.