Slide 1

* These guidelines are for people who make public facing materials portray the Edmonton Eparchy. Anything that is not public facing, does not need to meet these guidelines.
* Most considerations are only for the Communications Director, however, this presentation is made for how it applies to everyone else.
* Do keep in mind, branding is something we consistently work on overtime.

Slide 2

* Why do we need guidelines? We want people to associate the eparchy as modern, vibrant and consistent.
* It will assist faithful and the general public in recognizing who we are and what we stand for.
* Documents can be given to contractors or new employees who do not know how to visually display who we are.
* We now have control over the image we wish to project to the public.
* 65% of the population are visual learners and people follow information 323% better when accompanied with appealing graphics.

Slide 3

* Simple and legible. Most decisions were made with considerations of individuals with limited vision and limited English language skills.
* Three guiding principles of our design is vibrance (focused around building vibrant and modern look and feel), community (focused around building vibrant communities and groups of people), and tradition (understanding both cultural and faith aspects and how they both play an important role in our visual identity)

Slide 4

* Thousands of search results demonstrate how people identify who we are. Ukrainian Catholic Episcopal Corporation of Western Canada for legal documents.

Slide 5

* Always use the logo without text, the purpose of a logo is a visual identity of an organization, if you need text to display what a logo means, it defeats the entire purpose of a logo. A logo is a symbol or other design adopted by an organization to identify itself.
* All logo files are available in the shared drive, and also on our Eparchial website on a password protected staff page.
* There are some usages of the logo, we have a standard logo design used for letterhead and documents that represent both languages. We do have text based logos but should be used sparingly.
* PNG has no background, JPEG has a white background.

Slide 6

* We have a colour pallette, colours outside our pallette are allowed, however, we are encouraged to use these to have consistency.
* Colour proportions are demonstrated by the target.
* HEX code is what identifies specific colours, this is what you need to look for.
* Do not use yellow or orange as a backdrop, as people with limited vision will have difficulty.

Slide 7

* We use EB Garamond, or also known as Garamond font. It is both applicable in Ukrainian and English. These font headers, subheading, and paragraph are guidelines.

Slide 8

* The photos we used must represent who we are, which must consider the three guiding visual principles of community, vibrance, and tradition.
* Incorrect practice 1: 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.
* Incorrect practice 2: 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.

Slide 9

* When possible, 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.

Slide 10

* When communicating on behalf of the eparchy, we must first consider individuals who maybe new to English, are young and have more of a limited vocabulary, or perhaps struggle with comprehension.
* Academic speech is prohibited, use a maximum of grade 8 vocabulary, Flesch-Kincaid tests recommend grade 5 reading level to appeal to everyone.
* Basically means limited words and always use the simplest possible word and explanation.

Slide 11

* All collateral is accessible on our website, where you can access all style guides, logo downloads, and collaterals from home or work.
* Everything is in a shared drive as well under Eparchial Marketing Materials.
* You can share links to third party-contractors if you need to.