



Eparchial Style Guide

Manual for Eparchy of Edmonton's visual identity.

APPROVED FOR INDEFEINTE USE
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Table of Contents

What are You Looking For?

Style Identity 1-2

Why do we need a style guide, 30-second who we are, our mission, visual identity principles, brand architecture, and naming format.

Logo Representation 3-5

When to use the logo, what the logo represents, tagline, which logo to use, when to use logo supports.

Colour Representation 6-7

What colours should we use, use of white space, and usage of non-brand colours.

Type Representation 8

Eparchial type and examples.

Photo Representation 9-10

Proper photo representation, using red tints, and breaking the third wall.

Copy Writing Representation 11

Tone of voice, vocabulary, and personalization tone.



Style Identity

Who We Are

Why do we need a styleguide?

To continue strengthening our unique Ukrainian Catholic identity, it is important for the eparchy to present a modern, vibrant, and consistent visual identity. This style guide will assist the faithful and general public to recognize who we are and what we stand for. Use this style guide for anyone who may be involved in creating content meant for the public. We have a consistent and professional image we wish to project to the public. One look and one voice that continues across digital, traditional print, and verbal modes of communications.

Although the style guide standards do not cover every aspect of identity, they are meant to be a set of guidelines to help make visual identity decisions. Creating a consistent image is something that must be worked on over time.

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 three visual identity principles that help guide our thinking and approach to design include:



Community

Representing communities and groups of people.



Vibrance

A vibrant and modern look and feel reflecting the needs of current and future generations.



Tradition

The beauty of our rich cultural and Eastern Christian faith.

Style Identity

Who We Are

Brand architecture of sub-brands

A master brand is an overarching brand that serves as the main anchoring point on which all underlying initiatives are based. A subbrand is used to clarify an offer or explore a niche need, is given a specific identity and its own values that differentiate it from the master brand.

The master brand is the Eparchy of Edmonton's overall brand. **By default, all ministries and initiatives must use the Eparchial master brand when being visually displayed.** When creating sub-brand architecture (example: a differentiated Image to Likeness brand) it is preferable to use as many elements as possible from the eparchial master brand. This will help strengthen our overall identity uniting all initiatives under one common message and look. **All sub-brands are required to have a brand brief available for clarifying the differences between the master brand.** **All sub-brands must be approved by Bishop David Motiuk for usage.**

Format of our name

The following usage of names is acceptable:

- **Ukrainian Catholic Episcopal Corporation of Western Canada** for legal and financial documents.
- **Ukrainian Catholic Eparchy of Edmonton** for long format and formal documents.
- **Edmonton of Eparchy** for the short format, informal documents, emails, and digital/traditional communications.
- **eeparchy** for website URLs and social media handles.
- **Edmonton Eparchy** for informal emails.

Our templates

Standard letterheads, documents, memos, PowerPoint presentations, and more are available and encouraged for use. You can find these and all updated collaterals in the Eparchial Shared Drive or on the Eparchial website at www.eeparchy.com/communications.

Logo Representation

When and Where to Use Eparchial Logo

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. This logo has been approved for use by Bishop David since January 2021. Use of the logo is prohibited without permission from Bishop David Motiuk.

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.

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. Our tagline is 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.

PNG File Formats Versus JPEG File Formats

Our logo is available to download in both PNG and JPEG file formats. JPEG should always be used on websites as it is a smaller file size. PNG file formats may be used in all other use cases. A PNG file format contains a transparent background while a JPEG file format has a white background. When dealing with backgrounds that are close to the colours of the logo, a JPEG file should be used to create a visual separation between the logo and the background. See examples on page 5.

Logo Representation

When and Where to Use Eparchial Logo

Primary use logo



The purpose of a logo is a visual representation of a community and thus, does not necessarily require supporting text to describe who we are. Text may distract the viewer and increase 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. If ever in doubt which logo to use, always use the logo without supporting text.

Letterhead and document



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.

Landscape representation



The usage of the horizontal logo format is discouraged as it does not feature both languages, however, 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.

Community representation



For advertising to communities outside the Catholic Community, it is acceptable to use the round formats. These formats will help the audience to understand who we are if there is a low chance of logo awareness. When communicating to a Ukrainian-speaking audience (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 group) it is acceptable to use the English logo.

Logo Representation

When and Where to Use Eparchial Logo

Correct logo usage example #1

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.



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 may be used with a transparent background with opacity, it is not permissible to use the logo on the same background as the colours present in the image as this creates confusion where the logo begins and ends. All materials should be recognizable as our eparchial image without the need for a logo via using consistent font, colours, and messaging.



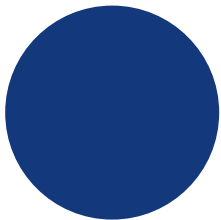
Colour Representation

Proper Colour Usage

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 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.

Colour Proportions Target:

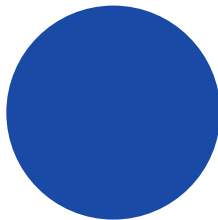


Dark Cornflower

Hex: #13387C

CMYK: 85.55.0.51

RGB: 19.56.124



Cobalt Blue

Hex: #194BA6

CMYK: 85.55.0.35

RGB: 25.75.156

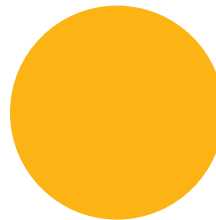


Flickr Blue

Hex: #205DCF

CMYK: 85.55.0.19

RGB: 32.93.207

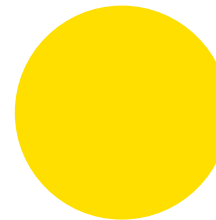


Golden Yellow

Hex: #FCB415

CMYK: 0.29.92.1

RGB: 252.180.21

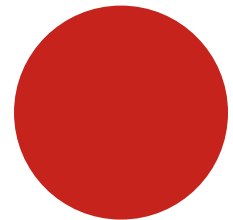


Honey Yellow

Hex: #FFDF00

CMYK: 0.13.100.0

RGB: 255.223.0



Venetian Red

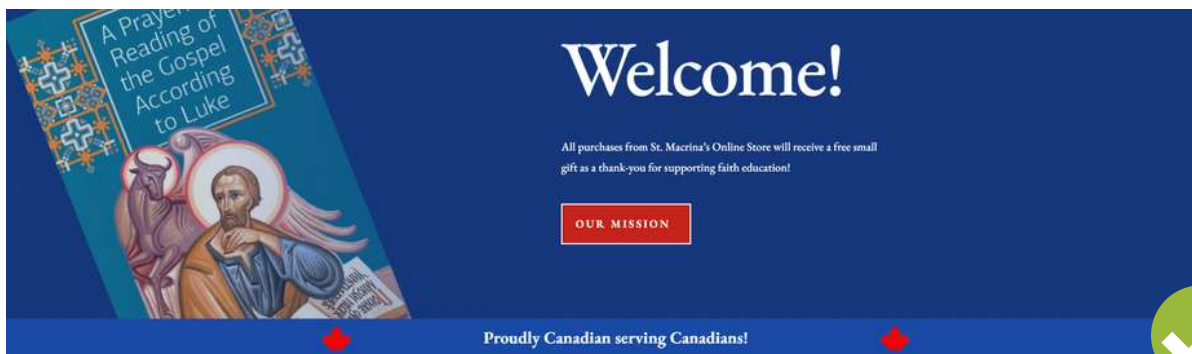
Hex: #C5231B

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 predominantly used in digital circumstances (websites, email, social media) but may have some usages in traditional print (brochures outlining the next step to take).



Colour Representation

Proper Colour Usage

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 predominantly be used as backgrounds on the vast majority of digital and traditional materials as it allows for easier legibility. When using a page of text, it is preferable to always revert to black text on a white background and not white text on a blue background. Single-spaced normal margins are acceptable for default document use.



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.

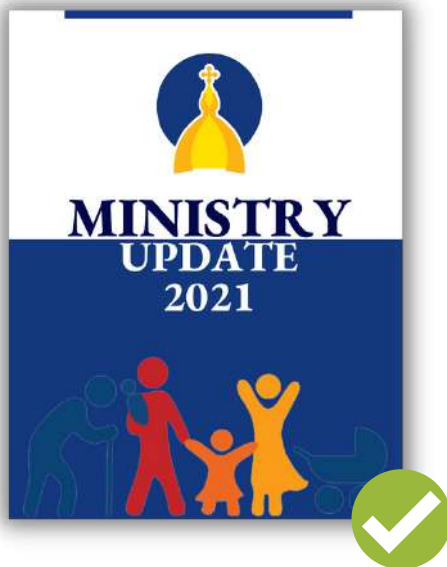


Type Representation

Proper Font and Type Usage

Eparchial typography

The type used by the Eparchy of Edmonton 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 permissible to be in black, white, and blue in applicable situations. Regular font, bold font, and underlined font are allowed for use. Italicized font should be used in limited circumstances as it can be difficult to read. Avoid using all capitalized letters on documents as it gives an impression of shouting to the viewer. When in doubt, use size 12 paragraph text, 25 heading, and 17 subheading for writing content to ensure easy legibility.



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

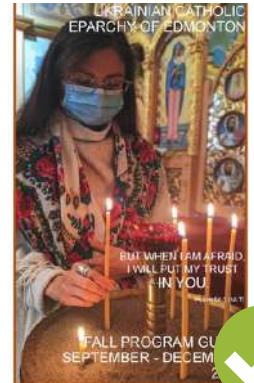
Proper Photo Representations

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 should feature individuals who are considered 'approachable' (i.e. smiling, not frowning).

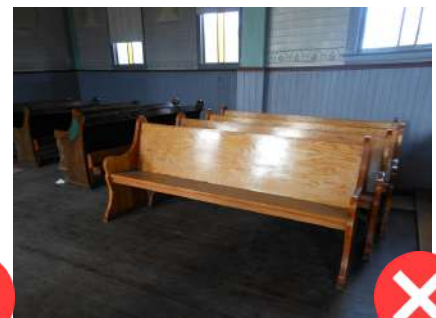
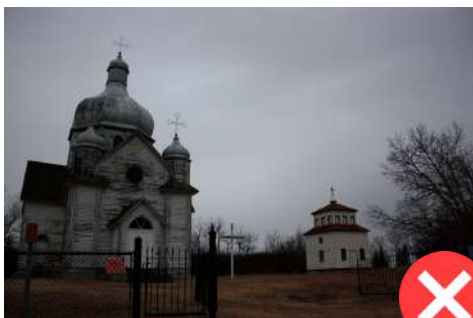
Proper usage example #1

What makes our eparchial core image unique from other eparchies is how we are represented 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 go 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 may be used in moderation when balanced with community forward images or where they highlight a specific topic for effect.



Incorrect photos usage example #2

Featuring images from other eparchies to represent our eparchy is not an acceptable practice. Featuring copyright images from other brands is not permitted. 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

Proper Photo Representations

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

Breaking the third wall is when a character acknowledges that they are in a piece of content. It is encouraged to break the third wall when possible by using images directly looking at the viewer and videos that directly address the viewer. This creates a connection between the viewer and our message.



Copy Writing Representation

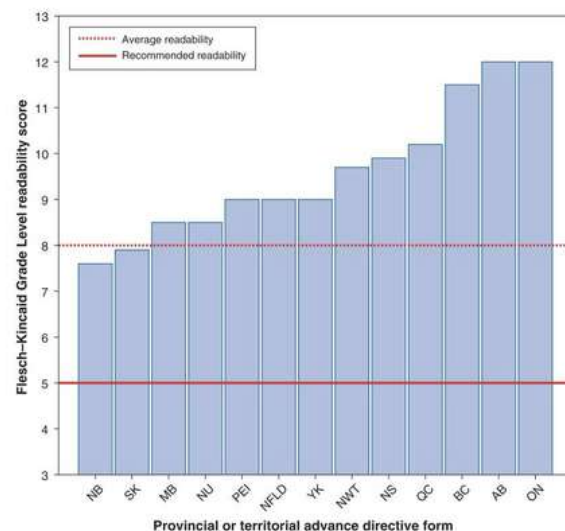
Wording Style Guide

General tone of voice

In keeping with our style identity principles, a tone of community, vibrance, and tradition should be maintained in all content. Understanding the audience and context of 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 is to maintain a neutral tone as we are focused on reaching the greatest 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).

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. 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 multiple paragraphs will help separate ideas and increase readability. The Flesch-Kincaid readability recommends an average vocabulary level of grade 5 to communicate effectively with all Canadians. Usage of the Ukrainian language should also follow similar rules when communicating to our Ukrainian audience.



Example of vocabulary

When a simpler word exists to explain the same concept, the simpler word should always be used. A few examples may include:

Endeavour - try

Utilise - use

Negligible - very small

Amend - change

Exceptional - great

Advantageous - useful

Compulsory - (you) must

Contemplate - think about

Henceforth - from now on, today

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 using 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 on addressing the reader rather than talking about ourselves.