

Style Guide Cheat Sheet

One Page Summary of How to Represent the Eparchy

☒ Are you using the right logo?

The plain logo without any text surrounding it is our default logo. (Page 3)

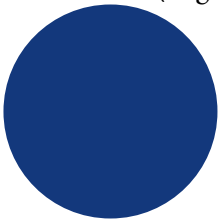


☒ Are you using the right font?

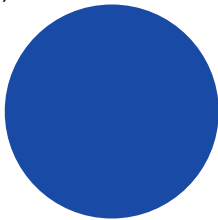
Use the black font of EB Garamond (or Garamond) in all Eparchial Materials. Size 12 for regular text is preferred. (Page 8)

☒ Are you using the right colour?

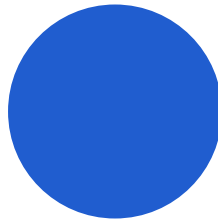
Use the primary colour **#13387C**. The others are: #194BA6, #205DCF, #FFDF00, and #FCB415 should be used sparingly as accents. Avoid placing text on yellow backgrounds. #C5231B is *only* used for call-to-action buttons to grab the viewer's attention. (Page 6)



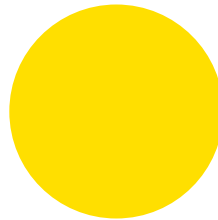
Hex: #13387C



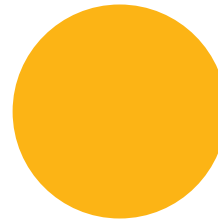
Hex: #194BA6



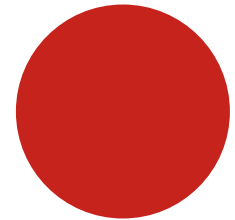
Hex: #205DCF



Hex: #FFDF00



Hex: #FCB415



Hex: #C5231B

☒ Are you using the right name?

Our legal name is the **Ukrainian Catholic Episcopal Corporation of Western Canada**. The long format for more professional and official-looking documents should use the **Ukrainian Catholic Eparchy of Edmonton**. Use our shortened form **Eparchy of Edmonton** in shortened use cases, especially when communicating digitally. (Page 2)

☒ Are you using the right photos?

Use photos that are vibrant and feature a community of people. Do not use ominous photos or empty buildings unless these are balanced out with community forward photos. Ensure permission is granted for photo use and photos are copyright-free. (Page 9)

☒ Are you using white space?

Use a lot of white space, especially white backgrounds to allow for clear legibility. (Page 7)

☒ Are you using the right vocabulary?

Use a maximum of grade 8 readability level when communicating to effectively reach everyone including youth and those who may struggle with English. Understand your audience and context for communication. (Page 11)

☒ Need downloads/help?

Visit www.eeparchy.com/communications with the password: 1235 to download all the templates and templates. These are also available in the shared drive folder "EPARCHIAL MARKETING MATERIALS". Printed copies of the brand guide are available in the printing room.