



EPISCOPAL
DIOCESE
of Rhode Island

Identity Guidelines

Prepared by Ninedot, LLC



Introduction

The purpose of this Identity Graphic Standards Manual is to provide guidelines for the Episcopal Diocese of Rhode Island in the production of printed and other visual materials.

This mark conveys a powerful emotion and a sense of movement. It compliments the Diocese's goals and reflects the 'flow and movement' of your community of parishioners as they pursue their journey of faith.

The identity guidelines are derived from extensive exploration, and reflects a balance of function and aesthetics. The manual does not dictate solutions. It offers a basic framework for communication, and indicates directions to be taken when the designer is faced with a specific task. The manual sets the tone for a consistent, yet flexible, visual communication system.

Options are available in the areas of typography, color, size and formats. Although, to make exceptions outside the frame work of the guidelines, sets up precedents that may impair the continuity of the design program.

This manual should function as a tool to standardize printed communications efficiently and economically.

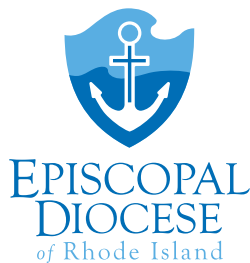
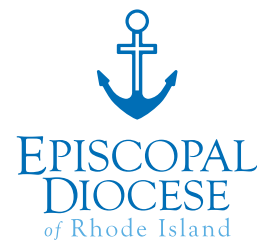
Logomark

The identity is the primary visual identifier for the Episcopal Diocese of Rhode Island. The arrangement of the symbol and logotype have been carefully considered, and should not be altered.

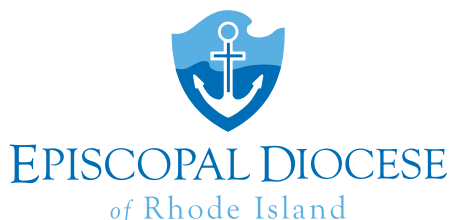
The signature should not be reconstructed in any form. Do not re-draw the symbol or reset the signature. Any reproduction of the signature should be approved by Ninedot.

Each publication size should have a specified size and location for the signature. This should be maintained so that a consistent image is established.

Logo Main

Logo Main
Alt

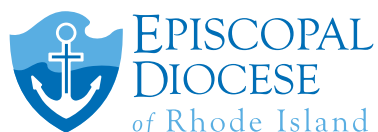
Logo Alt #1



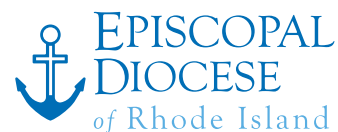
Logo Alt #3



Logo Alt #2



Logo Alt #4





Typography

One typeface has been selected for the Episcopal Diocese of Rhode Island that will act as the identification typeface. The typeface offers a range of styles: roman, italic, and bold.

Goudy Oldstyle is the identification typeface for the Episcopal Diocese of Rhode Island. This face should always be the first choice in a situation that requires a serif face.

Identification Typeface

Goudy Oldstyle

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

*abcdefghijklmnop
rstuvwxy
z*
*ABCDEFGHIJKLMN
OPQRSTUVWXYZ*

**abcdefghijklmnop
rstuvwxy
z**
**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**



Color Palette

PMS 300 and 299 will act as the identification colors for Epsicopal Diocese of Rhode Island. The choice of these are both a result of functional and aesthetic considerations.

These colors are suggested to be used throughout other collateral materials. It is suggested to print on a white/uncoated stock.

Primary Identification Colors:



PMS 300



PMS 299

100% 300 (C:92 M:55 Y:0 K:0)

75% 299 (C:77 M:29 Y:0 K:0)

100% 300 (C:92 M:55 Y:0 K:0)

100% 300

75% 299

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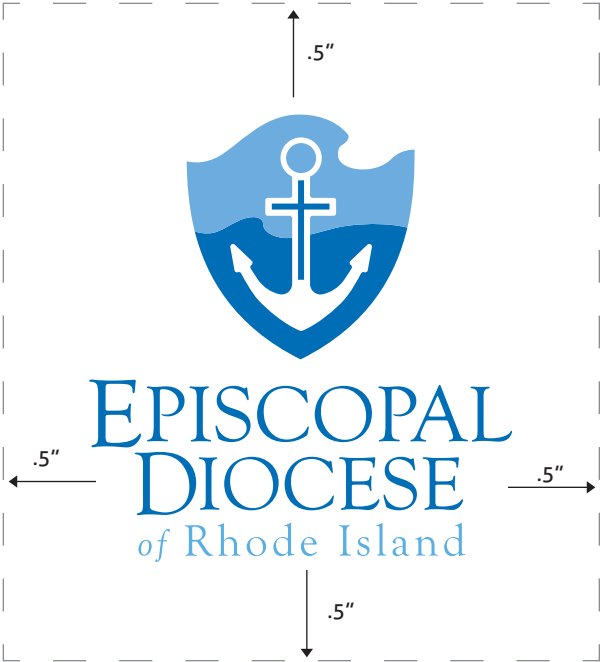


Logo Usage

Free Space

Episcopal Diocese of Rhode Island logo must have at least the .5" height and width as free space around all sides.

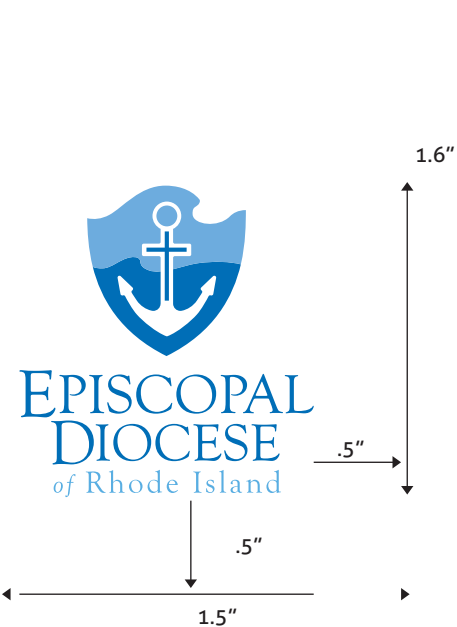
FREE SPACE



Preferred Size Usage

Episcopal Diocese of Rhode Island logo should be used at this preferred size. The minimum size for the logo is .76" in width. (Certain exceptions may be made for specialty items only, as pens, pins or otherwise approved by Ninedot.)

PREFERRED SIZE AT 100%



MINIMUM SIZE AT 25%

