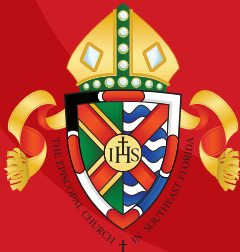


Brand Summary



Knowing Our Brand

Our branding efforts express the core values, vision, and mission of The Episcopal Church in Southeast Florida in an inspiring and concise way. It establishes us as a spiritual, educational, and charitable resource for our community while conveying the specific ways we benefit individuals.

To maintain and further the Church, our brand must be consistently reflected throughout both our communications and actions in our parishes, ministries, and schools.

Branding is strongest when all who subscribe to the organization live the brand in all that they do.

What is Branding?

Branding was once a very surface-level appeal—an eye-catching logo, a memorable slogan, a hummable jingle—anything to cement the brand at the front of potential audiences' minds. But effective branding has evolved far beyond immediate presentation into a set of expectations, stories, and relationships.

Effective brands connect the truth of who an organization is with what its audiences value. The best brands have a personality and a position that differentiate them. It's about creating a feeling associated with an organization, rather than simply spotlighting what the organization does.

WELCOME TO THE EPISCOPAL CHURCH IN SOUTHEAST FLORIDA.

Schools that lead through excellence and values.

Parishes that connect and celebrate.

Ministries that care for the greater good.

Guiding Principles

The following statements reflect our beliefs, guide all we do, and must be clearly communicated to our audiences in a meaningful way. The Episcopal Church in Southeast Florida's mission, promise, vision, and core values underlie all our branding efforts.

Our Mission

We exist to make the transforming love of Jesus Christ come alive in our time and be known to all people. Within this mission, the Bishop's Office seeks to provide guidance, support, and leadership to Southeast Florida's Episcopal congregations, schools, special ministries, and clergy—uniting our entire community.

Our Promise

We're here to help you connect to your purpose.

Our Vision

Expanding God's Kingdom
Growing Disciples
Serving Boldly
Revealing Hope

Our Core Values (CARITAS)

COMMUNITY

ACCOUNTABILITY

RESPECT

INCLUSION

TRANSPARENCY

AUTHENTICITY

SERVICE

What Does The Episcopal Church in Southeast Florida Do?

Helps you grow in your faith in Christ.
Empowers you to strengthen your church or school.
Inspires you to do good and be well.
Brings together the Southeast Florida community.

We are Southeast Florida's resource for finding purpose through The Episcopal Church—guiding, supporting, leading, and uniting all.



In Christ, we all belong.

WE CAN PUT OUR BELIEFS INTO PRACTICE.
WE CAN STRENGTHEN OUR COMMUNITY.
WE CAN SHARE OUR FAITH.

Messaging and Audiences

Instead of convincing audiences to join the Church, The Episcopal Church in Southeast Florida recognizes that its audiences already have a connection with The Episcopal Church or will be looking to establish one. Branding efforts should be targeted toward four primary audiences.

Individuals Who Want to Learn More

WE HELP YOU GROW IN YOUR FAITH IN CHRIST.

You are loved by God. Whether you're new to the Church or need a renewed perspective, we welcome you to learn how we worship, pray, serve, and celebrate together.

Volunteers and Leaders

WE EMPOWER YOU TO STRENGTHEN YOUR CHURCH OR SCHOOL.

You're doing the work of the Church for your community, and you don't have to do it alone. The Bishop's Office is here to support you in all that you do. Any help you need, just ask.

Current Parishioners

WE INSPIRE YOU TO DO GOOD AND BE WELL.

We can help you put your faith into action: finding your purpose; strengthening your community; creating a more just society; serving your neighborhood, your city, and the world

Regional Communities

WE BRING TOGETHER THE SOUTHEAST FLORIDA COMMUNITY.

We unify our faith community. No matter where you come from or who you come with, you'll find our Episcopal churches, parishes, and schools share common values and a welcoming spirit.

Brand Personality

Every brand has a personality, a way to reflect its identity in human terms.

Helpful

We are here for you, responsive to your needs and a resource for all.

Inspirational

We uplift our community and work toward a better world in all we do, say, and believe.

Caring

We seek to unite our faith community through compassion and inclusivity.

Devoted

Our commitment to Christ and our community is unwavering.

Knowledgeable

We have useful solutions that are clear and easy to access.

When communicating with the community, it's critical to share details of both "the why" and "the what" behind our mission. For example:

THE WHY	THE WHAT
TO UNITE OUR FAITH COMMUNITY,	IT TAKES SUPPORT IN ALL FORMS.
Members of our churches, schools, and community are brought together by our common faith.	The Church affords volunteers, church and school leaders, and parishioners access to a wide variety of resources to help all achieve their goals.

Editorial Style

The Episcopal Church in Southeast Florida follows the style guidelines published by The Associated Press. Please reference the AP Stylebook for general style questions. Exceptions and style preferences specific to The Episcopal Church in Southeast Florida are noted below.

Organization Names

The Episcopal Church in Southeast Florida
The Bishop's Office

- When referencing churches and schools within the diocese, Saint must be spelled out; e.g., "Saint Thomas Episcopal Parish School."

Contact Information

The Episcopal Church in Southeast Florida
555 NE 15 Street, Suite 934B
Miami, FL 33132

Local: 305-373-0881 Toll Free: 800-268-9993
diocese.org

Dates

Monday, September 12, 2022

Dates with Time: Monday, September 12, 2022 at 1:00 p.m.

Capitalization

✓ Do capitalize:

- Church, when referencing the greater church; e.g., "The Church is inclusive."
- Episcopal, Episcopalian, Episcopalianism
- The Episcopal Church
- Leadership title, when it precedes the individual's name; e.g., "Bishop Peter Eaton"
- God
- Both letters in a state abbreviation; e.g., FL, GA, NY

Other Style Preferences

- We use the Oxford/serial comma before "and" in a series.
- When writing in text, spell out numbers one through nine.
For numbers 10 and above, use digits. However, when writing percentages, use digits regardless of the number: i.e., "8% of students."
Do not use ordinal numbers in text (st, rd, nd, th).
- When writing time, use a.m. or p.m. (lowercase with periods).
- Reverend must be spelled out and not abbreviated.

✗ Do not capitalize:

- chapel
- church, when referencing a place; e.g., "Let's go to church."
- clergy
- parishioner
- Leadership title, when discussing someone's role in the church; e.g., "He is the bishop."
- diocese, when used by itself; e.g., "He is a member of the diocese."

Colors and Typography

The following are the approved colors and fonts for The Episcopal Church in Southeast Florida's communications. If you need assistance accessing fonts, please contact the Bishop's Office.

Fonts

Lora Bold

Headlines and Subheads

Lora Regular

Body Copy

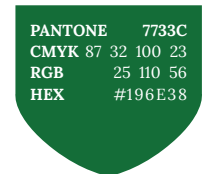
FreightSans Pro

Callouts, Body Copy, and Subheads

Photography and Video

All photography and video should be professionally captured and reflect the diversity of The Episcopal Church of Southeast Florida's community. It should have a warm and inspirational feel that distinguishes our church from others. All photos, including those of the bishop, must be approved by communications and used with permission.

Primary Color Palette



Secondary Color Palette



PANTONE	290C
CMYK	25 1 5 0
RGB	186 225 237
HEX	#BAE1ED



PANTONE	1205C
CMYK	2 6 52 0
RGB	253 231 145
HEX	#FDE725



PANTONE	7409C
CMYK	0 26 99 9
RGB	232 176 20
HEX	#E8B014



PANTONE	1655C
CMYK	0 82 100 0
RGB	241 86 35
HEX	#F15623

Visual Identity

The Episcopal Church in Southeast Florida can further its identity and appeal by maintaining a consistent aesthetic.

Approved Logos

These are the only approved logos for The Episcopal Church in Southeast Florida:



Subbrand Logos

These are samples of The Episcopal Church in Southeast Florida subbrand logos.

Not all subbrands are shown. Additional subbrand logos and files can be requested from the Director of Communications. All logos must be used with permission. Logos are available in both square and horizontal orientations.

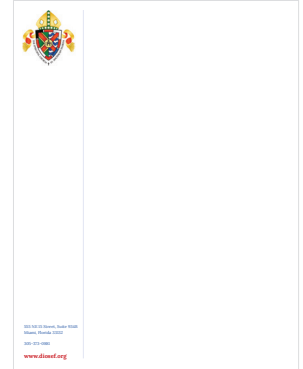


Samples and Stationery

Stationery Example



A branded PowerPoint template is available to staff upon request.



Email Signature

The Bishop's Office should adjust their email signatures to align with the following:



Peter Eaton _____ 14 pt., Bold, Lora/Minion Pro
 Bishop _____ 12 pt., Regular, Lora/Minion Pro
 bishop@diosef.org _____ 10 pt., Regular,
 305-373-0881 _____ Lora/Minion Pro
 555 NE 15 Street, Suite 934B, Miami, FL 33132 _____
diosef.org _____ 10 pt., Bold, Lora/Minion Pro



“The Episcopal Church in Southeast Florida offers unconditional love and support to all. By unifying behind these messages, we may better reach our community so they, too, can revel in the light of God.”

**SHANI MAXWELL,
DIRECTOR OF COMMUNICATIONS**

Please direct any questions or requests regarding content, use, placement, or graphics to the director of communications.

diosef.org