EPISCOPAL DIOCESE OF ATLANTA

Brand Style

12/13/17

Logo mark color usage

There are two versions – positive and knockout – of the mark. Use the appropriate art file, as they cannot just be reversed (the main difference is the phoenix and flame always remain dark).

POSITIVE

KNOCKOUT

Typography Overview

- DIN Next LT Pro should always appear as all caps and in the condensed family.

- Lora should always appear in sentence case.

- Only use Lora Bold to add emphasis in body copy or as a section header, not in headlines.

DIN NEXT LT PRO BOLD CONDENSED

DIN NEXT LT PRO MEDIUM CONDENSED

DIN NEXT LT PRO CONDENSED

Lora Regular

Lora Italic

LORA BOLD

Typography Style Example 1

DIN Next LT Pro Medium Condensed (all caps, tight leading) can be used for large, short headlines, with Lora Regular as a subhead. If section headers or short labels are necessary, all caps Lora Bold (75 tracking) may be used.

SECTION HEADER IF NEEDED

VERY SHORT HEADLINE

Subheadline goes here to give some context to the very simple headline

Eyebrow
Lora Bold
All Caps
Optical Kerning
75 Tracking

Headline
DIN Next LT Pro
Medium Condensed
All Caps
Optical Kerning
0 Tracking

Subhead
Lora Regular
Sentence Case
Optical Kerning
0 Tracking

Typography Style Example 2

Lora Regular (sentence case, no punctuation) can be used for headlines, with DIN Next LT Pro Bold Condensed used for subheads (smaller text size than body copy).

Big Headlines Simple and to the Point

Headline
Lora Regular
Sentence Case
Optical Kerning
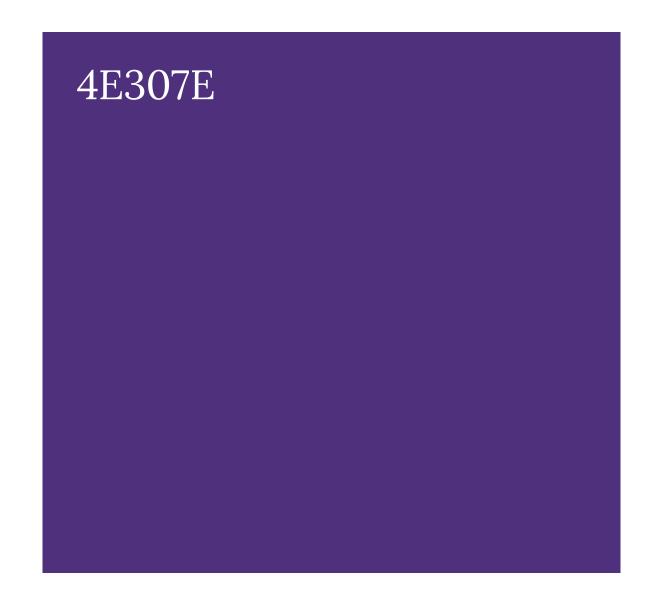0 Tracking

BOLD CONCISE SUBHEAD

Hent eveles modit, nusamet am volorestium ea corum repta pra prorro et is quam quo comni rae. Caborporem etur simillic torest, quo mint quo volupti bersped ex exerfer itaspedit, aut aliquiati re voloria core velessitas ne cus nientiunt eos diatem venditi sciissitior sim.

Subhead
DIN Next LT Pro
All Caps
Optical Kerning
+75 Tracking

Body Copy
Lora Regular
Sentence Case

Color Overview

EDA Purple is the primary color and should be the first consideration for any color choice. The secondary purples should be used sparingly as accents. Cool grays can be used as much as needed. A range are presented, but

4E307E

9E76B4

281640

4B5153

879196

C3CDD3

DEE4E8