EPISCOPAL DIOCESE
of West Texas

BRAND MANUAL
IDENTITY GUIDELINES

LOGO
GUIDELINES

In order to protect and grow the Episcopal Diocese of West Texas (DWTX) brand, we have a distinguishable logo that can be used in advertising, branding, and promotional materials under the DWTX's approval. When displaying the DWTX logo, please follow our standard Logo Guidelines outlined in the following pages. For questions regarding the logo's appearance, please contact the Episcopal Diocese of West Texas.

Original 3-color Logo

This is the preferred logo to be used on white or light color backgrounds. It is our full-color logo and should be used whenever possible. The logotype should never be manipulated or changed, and you may not remove "*of West Texas*" from the mark at any time.

LOGO
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Logo Color Variations

In addition to the 3-color logo, the DWTX logo also comes in a 2-color variant, single-color white logo, and a single-color black logo. In order to help grow the DWTX brand, the full 3-color logo should always be used except when you are limited to 2-color or single color printing. Below are the only approved color variations.

Original 3-color Logo

2-color Logo
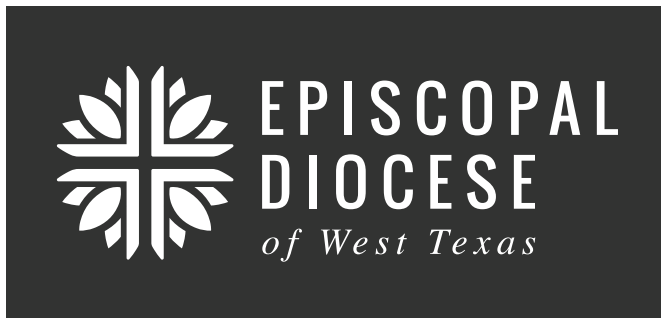
Single-Color White Logo

Single-Color Black Logo

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When space does not permit you to use the preferred 3-color horizontal logo, you should use the vertical or stacked version of the DWTX logo. Below are the only approved color variations of the stacked version.

EPISCOPAL
DIOCESE
of West Texas

3-color Stacked

EPISCOPAL
DIOCESE
of West Texas

2-Color Stacked

EPISCOPAL
DIOCESE
of West Texas

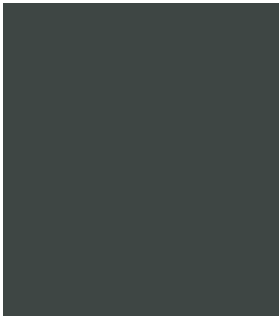**Single-Color White Stacked**

EPISCOPAL
DIOCESE
of West Texas

Single-Color Black Stacked

EXTENDED COLOR PALETTE

DWTX Colors

Our materials incorporate the following distinctive colors as shown below and throughout the manual. You must follow the standards for color exactly when producing any DWTX material.

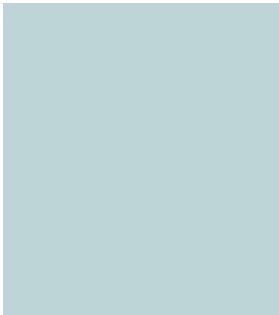**Pantone 446 C**
#3d4543
RGB: 61, 69, 67
CMYK: 71, 57, 61, 44

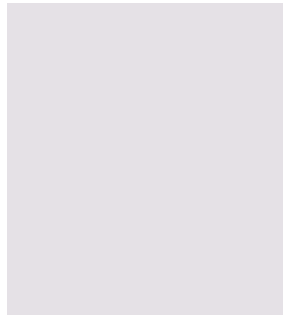**Pantone 547 C**
#002e3b
RGB: 0, 48, 60
CMYK: 99,66, 55, 55
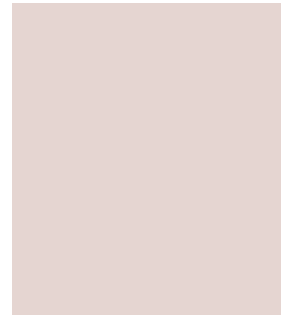
Pantone 5497 C
#829794
RGB: 131, 151, 148
CMYK: 52, 31, 39, 2

Pantone 5415 C
#5b7e96
RGB: 91, 126, 150
CMYK: 69, 43, 30, 4

Pantone 5523 U
#bdd5d8
RGB: 188, 212, 214
CMYK: 25, 7, 13, 0

Pantone 663 C
#e4e1e5
RGB: 228, 225, 229
CMYK: 9, 9, 5, 0

Pantone 7604 C
#e5d5d3
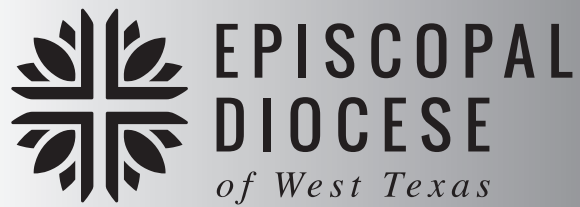RGB: 229, 213, 211
CMYK: 9, 15, 12, 0

Pantone 1345 C
#ffcf84
RGB: 255, 207, 132
CMYK: 0, 20, 55, 0

LOGO BACKGROUND CONTROL

Single-Color Black & Single-Color White

Use the one-color black logo when the background color value is between 0% and 50% after conversion to grayscale. Use the one-color white logo when the background color value is between 50% and 100% after conversion to grayscale.

LOGO BACKGROUND CONTROL

Original 3-Color Logo

Use the full-color logo when the background color value is between 0% and 40% after conversion to grayscale.

LOGO BACKGROUND CONTROL

2-color Logo

For two color printing, use the 2-color logo when the background color value is between 0% and 40% after conversion to grayscale.

TYPOGRAPHY

Typography

The typefaces used to design the look and feel of the
Episcopal Diocese of West Texas brand are **Avenir Next Condensed** and
Baskerville.

Alternatively if Avenir Next Condensed and Baskerville are
not accessible for your local needs, **Oswald** is an approved
substitution for Avenir Next Condensed, and **Times New Roman** is an
acceptable substitute for Baskerville.

LOGO CLEAR SPACE & MINIMUM SIZE

Clear space frames the logo, separating it from other elements such as headlines, text, imagery, and the outside edge of printing materials. The clear space indicated below is the minimum. Whenever possible, allow more than this amount of clear space.

How Small Can I Go?

The DWTX logo should be no smaller than 1.25" in width.

1.25"

Original 3-color Logo

Minimum clear space is at least 1X, where X equals

the x-height of the "agave icon" (in the logo lock-up of DWTX).

LOGO IMPROPER USE

We encourage you to become familiar with the correct uses of the DWTX logo. The integrity of the logo must be respected at all times. Do not stretch, condense, or otherwise alter or manipulate it. Any modification of the logo confuses its meaning and diminishes its impact.

1. Do Not re-create or retype the words.

2. Do Not stretch or alter our logo in any way.

3. Do Not change our logo color.

4. Do Not use graphic effects or outlines on our logo.

5. Do Not place our logo in a shape.

6. Do Not overlap other graphics or text or photography.

7. Do Not reverse logo out of a color.

8. Do Not rearrange the type or change the type size.

9. Do Not angle the logo.

For questions regarding the logo usage, please contact The Episcopal Diocese of West Texas.