

# ECF BRAND GUIDELINES

## MAIN LOGO



## LOGO VARIATIONS



**HORIZONTAL**  
Minimum Size .7h"



**DIOCESSE LOCK-UP**  
Minimum Size =1h" (as shown)



**ONE COLOR**  
Minimum Size .5h"



**LOGO MARK**  
Minimum Size .75h"

## SUB-BRANDS LOGOS & MARKS

### Mark



### Banner



**EPISCOPAL COMMUNITY FOUNDATION**  
FOR MIDDLE AND NORTH GEORGIA

*leading through compassionate service*



**EPISCOPAL COMMUNITY FOUNDATION**  
FOR MIDDLE AND NORTH GEORGIA

*securing resources for the future*



**EPISCOPAL COMMUNITY FOUNDATION**  
FOR MIDDLE AND NORTH GEORGIA

*following the example of Christ*



**EPISCOPAL COMMUNITY FOUNDATION**  
FOR MIDDLE AND NORTH GEORGIA

*funding episcopal community partnerships*

## COLORS



PANTONE 7406 CP  
C = 0, M = 20, Y = 100, K = 2  
R = 249, G = 128, B = 6



PANTONE 269 CP  
C = 80, M = 98, Y = 5, K = 27  
R = 72, G = 32, B = 110



PANTONE 1805 CP  
C = 5, M = 96, Y = 80, K = 22  
R = 184, G = 35, B = 47



PANTONE 361 CP  
C = 77, M = 0, Y = 100, K = 0  
R = 44, G = 179, B = 74

## MINIMUM SPACE & SIZE



Safe space = 1/2 diameter of sub-brand element.  
Minimum space changes as logo is resized.



## FONTS & TEXT STYLE

### HEADLINES

-----+ Museo Sans 900

### Important details

-----+ Museo Slab 900

### Subheads

-----+ Museo Slab 500 Italic

### Body copy lorem ipsum

-----+ Museo Slab 500 Regular

### MUSEO SANS

<https://www.myfonts.com/fonts/exljbris/museo-sans/>

### MUSEO SLAB

<https://www.myfonts.com/fonts/exljbris/museo-slab/>