

Your Brand & Visual Identity

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The Episcopal Church in Colorado


Visual Identity:

- Be recognized with a remarkable and memorable brand
- Show your personality
- Position yourself as different
- Create consistency across all of your marketing



The Episcopal Church in
Colorado

real world explorations / billboard/poster

An 'OPEN' sign is mounted on a brick wall. The sign has a blue background with the word 'OPEN.' in large white letters. Below this, on a purple background, is the text 'WHERE WE BEGIN.' and 'Discover Colorado Episcopalians'. The sign is set against a brick wall with two windows visible above it. The sign is mounted on a black frame. The background of the entire image is a brick wall with two windows. The sign is the central focus.

OPEN.

WHERE WE BEGIN.

Discover Colorado Episcopalians

A photograph of the Denver skyline, featuring several tall skyscrapers under a clear blue sky. In the foreground, there are green trees and a residential area with houses. A large, semi-transparent pink rectangle is overlaid on the middle of the image, containing the text 'OPENMIND'. Below this rectangle is a blue horizontal bar containing the text 'Discover Colorado Episcopalians'.

OPENMIND

WHERE WE BEGIN.

Discover Colorado Episcopalians



OPENGOD

WHERE WE BEGIN.

Discover Colorado Episcopalians



OPEN CONGREGATION

WHERE WE BEGIN.

Discover Colorado Episcopalians

A composite image featuring a close-up of a baby's face and hands being held, overlaid on a background of a city skyline. The baby is smiling and looking towards the camera. The city skyline includes several tall buildings, with a prominent one on the right. The sky is clear and blue.

OPEN

WHERE WE BEGIN.

Discover Colorado Episcopalians



BRAND RESEARCH

- Standing Committee core values, purpose, mission, strategic focus
- Listening sessions
- Multiple asks for feedback as to “Who We Are”
- Roundtable discussions, personality exploration

LOGO RESEARCH

- Annual Convention presentation & listening session
- Mood Board meetings

LOGO DISCOVERY

- Logo concept meeting 1
- Logo concept meeting 2

LOGO DEVELOPMENT

- Deputation meeting presentation
- Logo went back to participants of “Who We Are”
- Logo sent to other diocesan communicators & design professionals for feedback
- Style Guide, Rollout Plan
- **Logo Launch**

The Why

BRAND RESEARCH

- Why does your church/diocese exist?
- Why should people care?

The Who

BRAND RESEARCH

- Core Values: Purpose & Mission
- Values: Strategic Focus
- Behaviors: How we live those values out
- Personality:
- Stakeholders & Audience: Need state, demographics, competition for attention, strengths and weaknesses of our community

The What

BRAND RESEARCH

- What makes us *us*?
- What's ahead for The Episcopal Church in Colorado
- What's the most important message we want to project?
- The Brand: What is our tone?



- Mission Statement:
"to inspire and nurture the human spirit – one person, one cup and one neighborhood at a time."
- Vision Statement:
"to establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles while we grow."

Personality

BRAND RESEARCH

- What is the tone of your image?

Is it serious, warm, straightforward, dramatic, reverent, unfussy, sophisticated, etc?

YOUR CHURCH'S PERSONALITY

Identify a famous person/celebrity that has a personality/identity that reflects your church personality/identity.

Example: Are you Bono or are you Betty White? Are you Oprah or Eeyore? Are you Elton John or are you Mike Pence?

Personality:
Who we say we
are

BRAND RESEARCH

- Bruce Springsteen
- Sally Field
- Tom Hanks
- Lady Gaga
- Donny & Marie Osmond
- Maya Angelou
- Downton Abbey
- Angela Lansbury
- Kareem Abdul-Jabbar

I wish this church...

would teach love.

HAD TO PAY TAXES!

LET ME BRING MY DOG

HAPPY
THANKSGIVING!

I WISH LOVE

could
Respect

love is

Have
my

Gay wedding!



Dog bags

make happy
Faces



Bless people
with things
that mean more
than money

make happy Kids

had but the will
always love you





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Mood Board Meetings

LOGO RESEARCH

- What makes certain logos great?

Are they memorable? Are they easy to draw? Do they align with the personality of the company/organization?

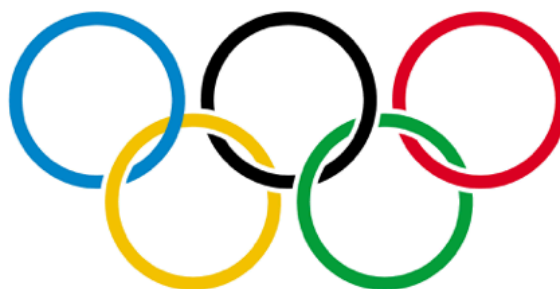
FedEx®



Bank of America®



 **DELTA**
AIR LINES

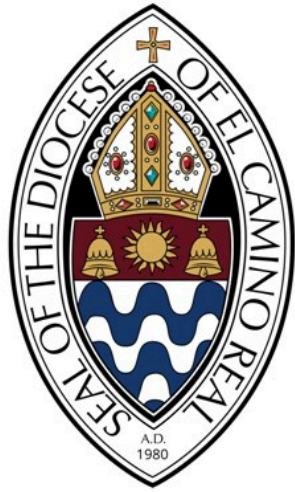


pepsi



DIOCESE OF SPRINGFIELD

The Episcopal Church in Central and Southern Illinois



THE EPISCOPAL DIOCESE OF
El Camino Real
WALKING THE WAY



The Episcopal Church in
Colorado



EPISCOPAL CHURCH IN CONNECTICUT



DIOLEX

THE EPISCOPAL DIOCESE OF LEXINGTON

DIO
NEB

THE EPISCOPAL DIOCESE OF NEBRASKA



The Episcopal
Diocese of Bethlehem

+EpiscopalArkansas



The Episcopal Church in Maine



Episcopal Diocese
of San Diego



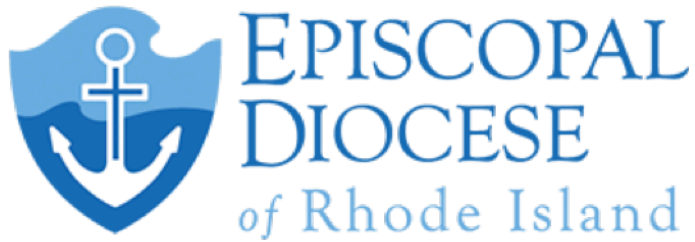
**EPISCOPAL
DIOCESE OF
CHICAGO**



Guess?



The Episcopal
Diocese of Southern Ohio



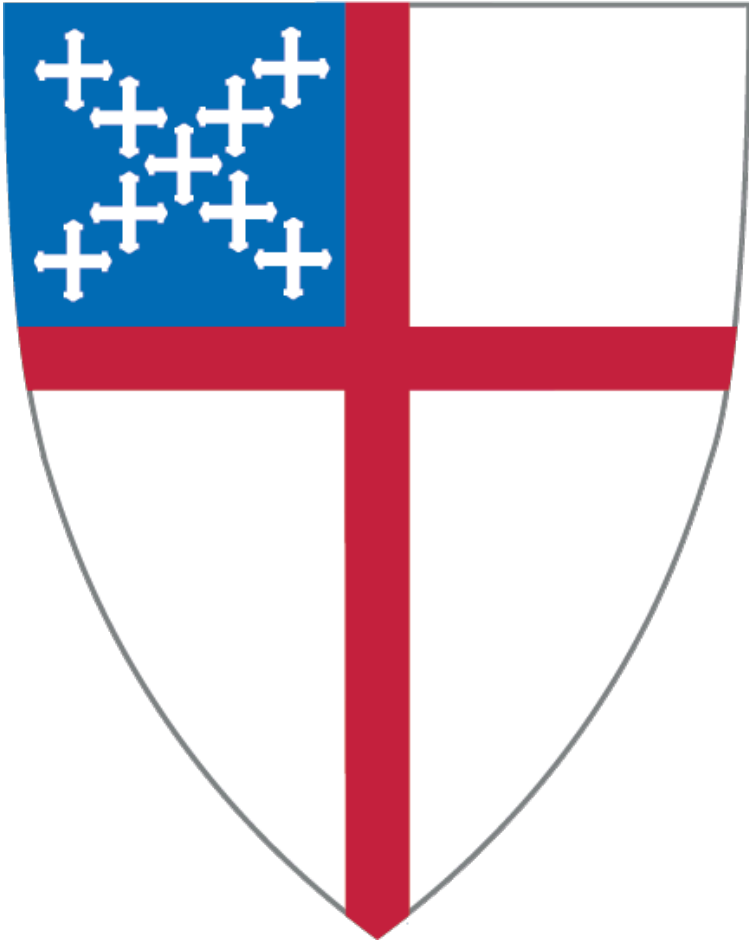
The Episcopal Diocese of DALLAS



THE EPISCOPAL CHURCH IN VERMONT



The
Episcopal Diocese *of* Newark



Crusader's Shield

- conquering of other cultures
- weapon of war / defensive and offensive
- a separation in an us vs. them world

Coat of Arms

- staunchness and superiority

Red, White, Blue

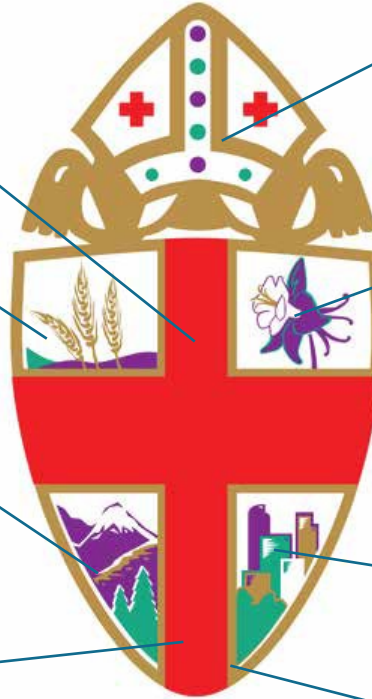
- U.S.-centric in a time when Christianity has been hijacked by the Christian Right

The shield connects the Colorado Church to the worldwide Episcopal Church it also shows connection to the Anglican Communion /Church of England. It can read as both protective and exclusionary, its a charged symbol both with positive and negative readings.

The Colorado plains are symbolized by wheat. Not only showing the geographic diversity of the state it also shows the importance of farming to the states economy.

Mountains and trees speak to the core identity of Colorado and the Rockies both on the Front Range and Western Slope along with Southern Colorado. Ever-greens also have significant religious meaning to Christians. Also the unique geological formations are visually noted with a touch of gold.

The cross represents the work of Christ in his sacrifice and redemption of humanity to God, making all things new and as an eternal extension of Grace. This symbol is understood both in and out of the Church to represent Christianity. In being authentic and truthful of what the Episcopal Church is this truth unifies all the diversity of thought in The Episcopal Church and should be always included in expressing itself visually.



The mitre speaks to the tradition of the church but is coded to read an institution. While still an important part of the church's identity may not be seen at first as a symbol of welcome.

The root of the name columbine, columba is Latin and means dove. The columbine has evolved to survive perfectly in it's unique environment whether it be south-western United States or the mountainsides of Colorado.

Christians believed that the columbine had the meaning of the seven gifts of the holy spirit : wisdom, intellect, reverence or piety, strength, advise, knowledge and fear (respect of God).

The Celts believed in the world of dreams and visions and that columbines were the portal to this world.

Denver, Colorado Springs, Pueblo, Ft. Collins, Grand Junction, and other urban cities and towns are noted in the buildings showing both urban and small town communities that make up Colorado.

Church liturgical colors
Red: Holy Week, Pentecost
Green: Ordinary Time, Epiphany
White: Christmas and Easter
Purple: Lent
Blue: Advent
Black: Good Friday

Gold in the crest is separate. It could hold meaning for Colorado's historic gold rush or possibly a reference to Church authority?



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THE episcopal church IN
COLORADO

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THE EPISCOPAL CHURCH IN
COLORADO

— THE —
EPISCOPAL
CHURCH *in*
COLORADO
—



THE episcopal CHURCH IN
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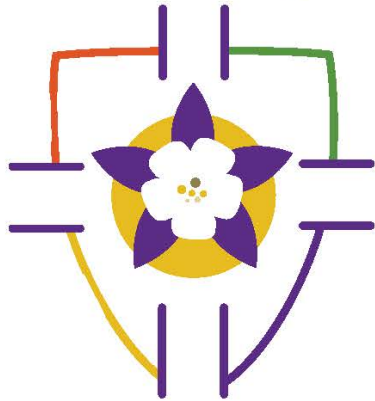


Keep the shield but make it become a sum of parts. The cross unites but also invites in its openness and is connected either by baptism or the Eucharist.

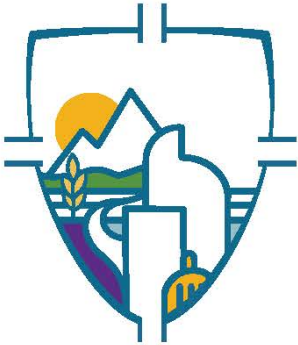


The Columbine flourishes and represents the church growing in Colorado. Being bold warm and accessible to all.

THE episcopal church IN
COLORADO



Breaking the shield down to a suggestion,
keeps some of its shape in place but opens it
up and feels less protective and more inviting.



THE **EPISCOPAL CHURCH** IN
COLORADO



THE EPISCOPAL CHURCH IN
COLORADO

THE EPISCOPAL CHURCH IN
COLORADO



Referencing the geometric minimalism of the Colorado flag this is a more modern, spirited homage of Colorado.

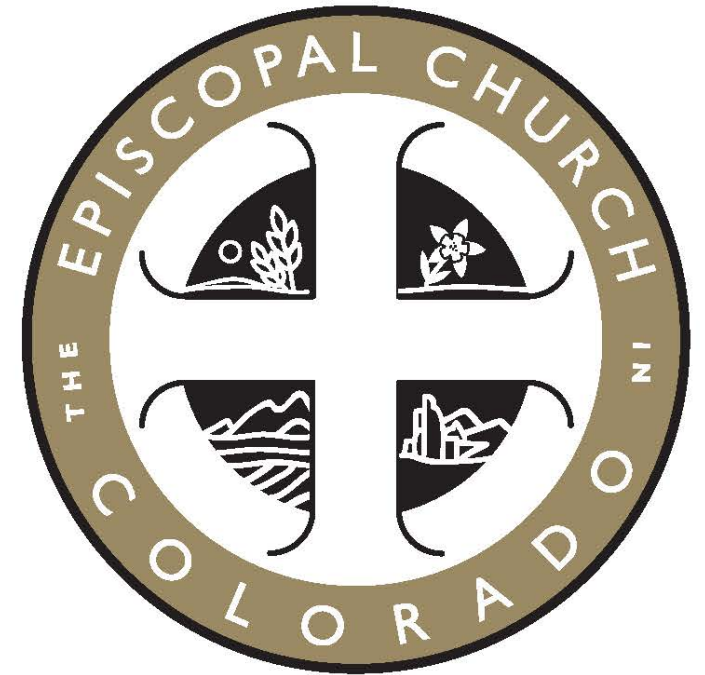


THE episcopal CHURCH IN
COLORADO

THE episcopal CHURCH IN
COLORADO



The shield removed but the elements
of the state and the cross remain



The circle is an eternal promise and symbol of never ending grace. The shield removed but the elements of the state and the cross remain

THE EPISCOPAL CHURCH IN
COLORADO



THE EPISCOPAL CHURCH IN
COLORADO



Simplified to the most basic, the columbine
represents both the physical and spiritual
aspects of both the Church and Colorado.



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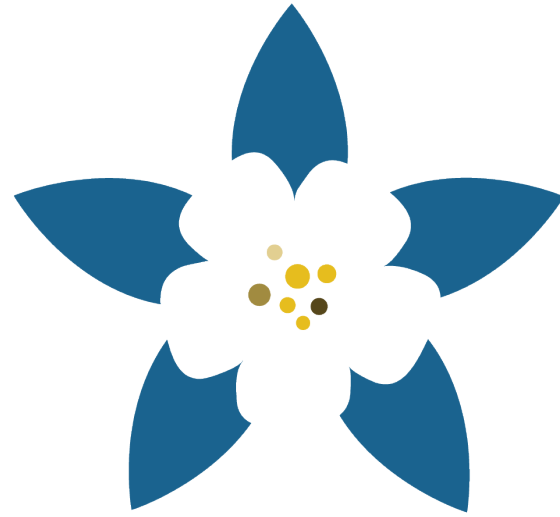
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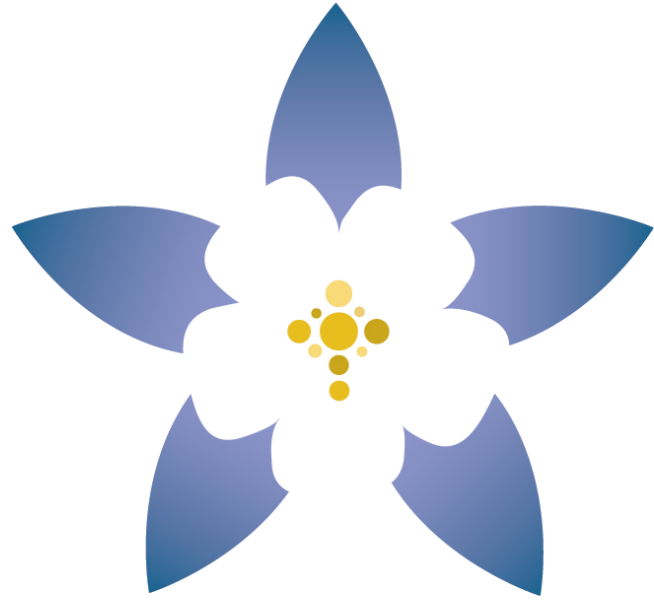
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THE EPISCOPAL CHURCH IN
COLORADO





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