

St. John's Norwood

STYLE GUIDE



A NOTE ON THE ST. JOHN'S STYLE GUIDE

As St. John's improves and expands its efforts to communicate with those both inside and outside the church, the vestry has commissioned a style guide to give the parish's various publications, web pages and other communications a unified look. The guide specifies St. John's logo, color palettes, and typefaces for use in church communications. This will allow someone receiving a new Stewardship letter in the mail or searching for our sermons on iTunes, as just two examples, to identify quickly that a communication is from St. John's.

How strictly must this guide be followed? First, the new logo is the only one that should be used in any context, whether in print, on the web or in other mediums. And it must be used in its correct colors (see page 19 of the guide). All other versions of the bell-tower graphic are officially retired. For a copy of the logo in a format that can be used in your project, please contact the church office.

Second, the importance of following the guide depends on each project – how long it will last and whether it involves the whole parish. Many St. John's communications efforts are time-limited. The stewardship campaign is redesigned each year, as is the J2A auction, which is adapted for each pilgrimage. In these cases it can be appropriate to develop an individual look separate from the St. John's style, as long as the correct bell-tower logo appears early in the materials.

A NOTE ON THE ST. JOHN'S STYLE GUIDE

But in parish-wide communications not tied to a limited time or audience, the style guidelines must be followed in each design.

A special note on the guide's two typefaces: These are professional fonts and must be licensed for each user, at a cost of \$125 or more apiece. For church projects with a small or no budget that are required to follow the guidelines, you can consider using an alternative font that's similar. To substitute for the sans-serif Gotham, at the time of this writing Museo Sans 500 is free from MyFonts.com. To sub for Mrs. Eaves, stick with a Roman typeface – the Times New Roman you have on your computer might do. You might also have the “Baskerville” font already on your machine, and it is literally related to Mrs. Eaves – Sarah Eaves was John Baskerville's wife, and these typefaces have some similar characters!

For any questions related to St. John's design, please contact the parish office, or the Communications Committee.

Thank you,
The Communications Committee

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INTRODUCTION

We began this process with a style guide discernment survey.

The survey invited input from the Vestry, Worship Committee Chairs, Welcome Brochure authors, Website and Summer Arts Task Forces. 20 people responded to the survey, and their input became the basis and rationale for the designs you see here.

HOW DO WE DESCRIBE THE PEOPLE OF ST. JOHN'S?

Well-travelled Talented Bright Open
Energetic Purposeful
Curious Hardworking
Busy Serious
Family-oriented Caring Vibrant Goal-oriented
Faithful Traditional Warm
Outgoing
Inclusive
Globally-minded

COMING TO ST. JOHN'S MAKES PEOPLE FEEL:

Connected

Welcome

Accepted

A sense of community

THIS IS WHO WE WOULD LIKE TO ATTRACT:

Ethnic diversity

Unchurched young adults

Families

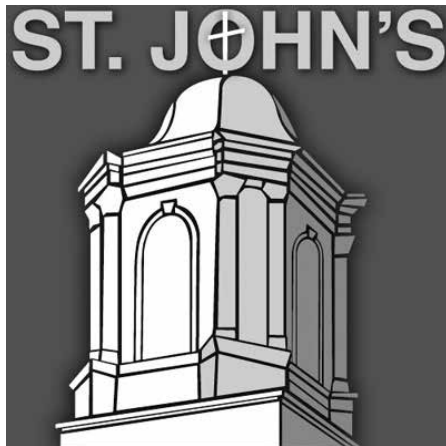
Singles

Spiritual seekers

People who want to participate

Everyone :-)

EXISTING LOGOS



THINGS WE **LOVE** ABOUT OUR CURRENT LOGO

The belltower drawing: it's easily recognizable as "us"

The simplicity

The blue color, along with the creams and yellows

It differentiates us from other Episcopal churches who just use the shield

It's familiar and comforting

THINGS WE **DON'T LOVE** ABOUT OUR CURRENT LOGO

The belltower drawing

Belltowers are very common to use in church logos around here

It looks like the “old church” which could turn some people away

It's generic - doesn't say anything about us

Doesn't capture who we are - we are people, not a building

It's old-fashioned; we need something modern

It doesn't connect to our mission

It doesn't connect to young people

It's too rigid, traditional, dated - makes us look judgemental

It's not powerful

Doesn't show the diversity of cultural experiences the church collectively has

WHAT SHOULD OUR LOGO COMMUNICATE?

Colors should be “bright and neutral” rather than “warm and earthy”

We are growing in numbers and maturity and challenging the status quo

We are not our mother’s parish

Possibly incorporate the Episcopal logo (shield)

A spirit of hospitality

Needs to reflect our church’s vision of a deeply connected community
that is truly inclusive of everyone who seeks us out

Overwhelmingly, respondents pointed to St. John's Mission Statement.

“Building community at the crossroads
of faith and life.”

LOGOS WE LIKE (VISUAL STYLE REFERENCE)



St James Cathedral



These marks could be described as simple and modern, but not trendy.

They are clean and refined, but also warm and welcoming.



ST. JOHN'S NORWOOD
Chevy Chase-Bethesda

OUR LOGO

Denotes St. John's Commitment to Building Community

Theologically and non-verbally, this option acknowledges the significance of our (physical) presence in relation to our growing, urban community context.

Unlike cityscapes devoid of a recognizable Christ-following presence, here the Tower with Cross signifies a strong presence in our diverse context.

We are a focal point in this composition, and the Cross, the tallest point, is the beacon in the midst buildings of different shapes and sizes. This image reflects that our presence is central in our area and critical to making genuine, Christ-like community possible. And we are not leaving!

OUR LOGO

Calls Attention to St. John's Commitment to Diversity

The logo surrounds the Tower with buildings of different shapes and heights to reflect the diversity in our community, thus speaking to our commitment to an Open Table where all are welcome!

We are at the center of a mixed gathering of homes, apartments, businesses large and small that is ever changing and growing. This composition reflects this vitality. And we are at the crossroads.

These building are not clearly commercial or residential and may even be seen as hinting at our faith's Mediterranean origins.

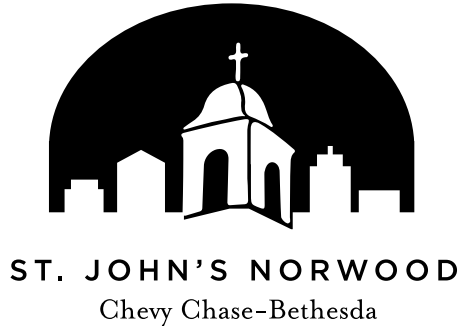
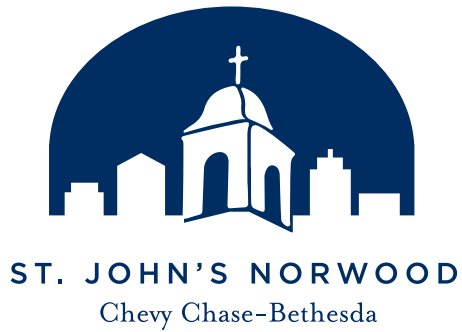
OUR LOGO

Achieves Visual Clarity

The use of a negative space visually makes the image pop and look clearer (think of the catchy the Oneness School's signage outside or of the use of dark background with light text for PowerPoint presentations).

The use of the arch to frame the Tower is a visual tool for focusing the eyes and reducing eye movement, much in the way an image is framed and matted on a wall.

Our new logo frames and grounds the Tower in a context that mimics the arch inside the church and includes an urban scape (a nod to Bethesda's continued growth).



The logo should always be either PMS 294 blue, black, or white. Blue is preferred.

This is how the logo should appear in white on a darker background.

Do not tilt the logo. This weakens the stability of the mark. Logo may not be multiple colors or any color aside from blue, black or white.

Contact Information

When using contact information with logo, add the line
“St. John’s Episcopal Church, Norwood Parish” before the address.
See the business card below for an example of this.



Brand Fonts

The typefaces for St. John's are Gotham (sans serif) and Mrs. Eaves (serif)

Mrs. Eaves

All the warmth and sophistication of a traditional serif font, with a quirky twist.

Mrs. Eaves is anything but boring, and has a kind, organic feel. Many weights make it versatile and easy to use. **\$95 (Pricing dependant on # of licenses)**

ABCDEFGHIJKLMN**OP**QRSTUVWXYZabcdefghijklmnopqrstu**vwxyz** ABCDEFGHIJKLMN**OP**QRSTUVWXYZabcdefghijklmnopqrstu**vwxyz**
ABCDEFGHIJKLMN**OP**QRSTUVWXYZabcdefghijklmnopqrstu**vwxyz** ABCDEFGHIJKLMN**OP**QRSTUVWXYZ1234567890

Gotham

A loose and rounded sans-serif font, Gotham is open-minded but no-nonsense.

Very clear, and has many weights as well. **\$199 (Pricing dependant on # of licenses)**

ABCDEFGHIJKLMN**OP**QRSTUVWXYZabcdefghijklmnopqrstu**vwxyz** ABCDEFGHIJKLMN**OP**QRSTUVWXYZabcdefghijklmnopqrstu**vwxyz**
ABCDEFGHIJKLMN**OP**QRSTUVWXYZabcdefghijklmnopqrstu**vwxyz** ABCDEFGHIJKLMN**OP**QRSTUVWXYZabcdefghijklmnopqrstu**vwxyz**
ABCDEFGHIJKLMNOP**QRSTUVWXYZabcdefghijklmnopqrstu**vwxyz** ABCDEFGHIJKLMN**OP**QRSTUVWXYZabcdefghijklmnopqrstu**vwxyz****
1234567890 1234567890 1234567890 **1234567890**

The two fonts can be mixed together in different ways to create different feels.

HEADLINE

Body text body text body text
Body text body text body text
Body text body text body text

Gotham used in all-caps for a headline creates a bold and dynamic feeling. The tracking (or letter spacing) in all-caps text should be at least 50. The leading should generally equal the x height of the upper case letter.

HEADLINE

Body text body text body text
Body text body text body text
Body text body text body text

Mrs. Eaves Small Caps used for a headline creates a more traditional and elegant look. The tracking (or letter spacing) in small-caps text should be at least 50. The leading should generally equal the x height of the upper case letter.

The two fonts can be mixed together in different ways to create different feels.

HEADLINE

Body text body text body text
Body text body text body text
Body text body text body text

Using Gotham for both headline and text creates a modern and clean look, good for sidebars and call-outs.

HEADLINE

Body text body text body text
Body text body text body text
Body text body text body text

Gotham Thin in a large size font can also create a compelling headline. There are many weights to play with to create playful and interesting compositions.



Pantone
294



ST. JOHN'S NORWOOD
Chevy Chase-Bethesda

PMS 294 (deep blue) is the primary color of the St. John's Norwood brand.
The logo will always be represented either in PMS 294, black, or white.

Color Palette

The following pages explore the concept of color as it relates to the St. John's logo.

The primary color will always be midnight blue, but one or more secondary colors may be chosen to complement it. Secondary colors create greater design flexibility and interest across many design applications.

In the following pages you will see palettes of three, four, and five colors. While I don't suggest MORE than five colors in a palette, you may find that two or three are sufficient for your needs.



PMS 294
C=100 M=69
Y=8 K=54



PMS 299
C=86 M=8
Y=0 K=0



PMS 166
C=0 M=76
Y=100 K=0



PMS 294
C=100 M=69
Y=8 K=54



PMS 299
C=86 M=8
Y=0 K=0



PMS 361
C=77 M=0
Y=100 K=0



PMS 294
C=100 M=69
Y=8 K=54



PMS 299
C=86 M=8
Y=0 K=0



PMS 628
C=20 M=0
Y=7 K=0



PMS 294
C=100 M=69
Y=8 K=54



PMS 7548
C=0 M=12
Y=98 K=0



PMS 304
C=34 M=0
Y=6 K=0



PMS 294
C=100 M=69
Y=8 K=54



PMS 299
C=86 M=8
Y=0 K=0



PMS 221
C=9 M=100
Y=26 K=38



PMS 294
C=100 M=69
Y=8 K=54



PMS 7536
C=11 M=13
Y=30 K=32



PMS 382
C=28 M=0
Y=100 K=0



PMS 305
C=54 M=0
Y=6 K=0



PMS 294
C=100 M=69
Y=8 K=54



PMS 299
C=86 M=8
Y=0 K=0



PMS 297
C=52 M=0
Y=1 K=0



PMS 304
C=34 M=0
Y=6 K=0



PMS 294
C=100 M=69
Y=8 K=54



PMS 193
C=2 M=99
Y=62 K=11



PMS 643
C=20 M=3
Y=1 K=2



PMS Warm Gray 10 C
C=24 M=34
Y=35 K=60



PMS 294

C=100 M=69
Y=8 K=54



PMS 1675

C=5 M=83
Y=100 K=27



PMS 7550

C=0 M=34
Y=98 K=12



PMS 7548

C=0 M=12
Y=98 K=0



PMS 7401

C=0 M=4
Y=27 K=0



PMS 294

C=100 M=69
Y=8 K=54



PMS Warm Gray 10

C=24 M=34
Y=35 K=60



PMS 382

C=28 M=0
Y=100 K=0



PMS 361

C=77 M=0
Y=100 K=0



PMS Yellow C

C=0 M=0
Y=100 K=0



PMS 294

C=100 M=69
Y=8 K=54



PMS 7620

C=0 M=95
Y=94 K=28



PMS 166

C=0 M=76
Y=100 K=0



PMS 7401

C=0 M=4
Y=27 K=0



PMS 7548

C=0 M=12
Y=98 K=0

Applications

The following pages show some examples of how to use the St. John's style guide to create your own layouts and designs. Please feel free to change and redesign as you see fit.

Option 1



ST. JOHN'S NORWOOD
Chevy Chase-Bethesda

The Rev. Sarah Lapenta-H
ASSOCIATE RECTOR

St. John's Episcopal Church, Norwood Parish
6701 Wisconsin Ave. Bethesda-Chevy Chase, MD 20815
P. 301.654.7767 F. 301.654.8830
E. slapenta@stjohnsnorwood.org

Option 2



ST. JOHN'S NORWOOD
Chevy Chase-Bethesda

The Rev. Sarah Lapenta-H
ASSOCIATE RECTOR

St. John's Episcopal Church, Norwood Parish
6701 Wisconsin Ave. Bethesda-Chevy Chase, MD 20815
P. 301.654.7767 F. 301.654.8830
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ST. JOHN'S NORWOOD
Chevy Chase-Bethesda

St. John's Episcopal Church, Norwood Parish
6701 Wisconsin Ave. Bethesda-Chevy Chase, MD 20815
www.stjohnsnorwood.org



ST. JOHN'S NORWOOD
Chevy Chase-Bethesda



ST. JOHN'S NORWOOD
Chevy Chase-Bethesda

ST. JOHN'S EPISCOPAL CHURCH, NORWOOD PARISH
6701 WISCONSIN AVENUE, CHEVY CHASE, MD 20815
www.stjohnsnorwood.com

Parish Office hours: 9 am-4pm, Monday-Friday
office@stjohnsnorwood.org 301.654.7767

Our members represent a variety of racial and ethnic backgrounds, nationalities, family configurations, sexual orientations, abilities, and religious traditions. Indeed, chances are that there's someone like you at St. John's. We are single, married, partnered, divorced, widowed, remarried, gay and lesbian, with and without children, empty nesters, old and young, and differently-abled; you name it - we are here.

—Calendar—

Sunday November 18, 2012 Youth Sunday
Deadline for newsletter submissions
8:00 AM Simple, Spoken Holy Eucharist - St. Mary's Chapel
9:00 AM Children's Chapel - Hines Hall
9:00 AM Family-Friendly Holy Eucharist - Nave
9:00-12:00 Parish Library Open
10:00 AM Bible Study - Library
Church School - Classrooms, Hines Hall
Parenting Forum - Lounge
10:10 AM Adult Forum - Parish Hall
11:15 AM Holy Eucharist - Nave
12:15 PM Hospitality Hour - Lounge
12:30 PM LEM training - Nave
4:45-6:30 Parish Library Open - Library
5:00 PM Come As You Are Holy Eucharist - Nave
5:30 PM Youth Group - Youth Room
5:45 PM 3rd Sunday Supper - Parish Hall

Monday November 19, 2012
8:00 AM Deadline for Sunday bulletin info/announcements
12:00-9 PM photo directory - Parish Hall
6:30 PM EFM - Lounge

Tuesday November 20, 2012
1:30 PM Church Staff - Rector's Office
2-9 PM photo directory - Parish Hall
4:00 PM Primary Choir - Choir Room
4-6 PM Parish Library Open - Library
5:00 PM Children's Choir - Choir Room
7:00 PM Alleluia Choir - Choir Room
8:00 PM Vestry [open meeting] - Lounge

Wednesday November 21, 2012
10:30 AM No Bible Study
12:00 PM Holy Eucharist/Healing - St. Mary's Chapel
1-4 PM Librarian is In - Library
6:00 PM No Centering Prayer
6:30 PM Spiritual Formation Book Club - St. Mary's Chapel
6:30 PM EFM - Lounge

Thursday November 22, 2012
Church Office Closed for Thanksgiving Holiday
10:00 AM Thanksgiving Day Eucharist - Nave
11:00 AM Thanksgiving Reception - Lounge

Friday November 23, 2012
Church Office Closed for Thanksgiving Holiday

Outreach Sunday November 25, 2012
Deadline for newsletter submissions
Shepherd's Table Food Preparation - Kitchen
8:00 AM Simple, Spoken Holy Eucharist - St. Mary's Chapel
9:00-12:00 Parish Library Open
10:00 AM Children's Chapel - Hines Hall
10:00 AM Combined, Family-Friendly Holy Eucharist - Nave
11:00 AM Advent Wreath Workshop - Parish Hall
Bible Study - Library
4:45-6:30 Parish Library Open - Library
5:00 PM Come As You Are Holy Eucharist - Nave
5:30 PM Youth Group - Youth Room

Please see our official calendar online for more ...
<http://stjohnsnorwo.mhsoftware.com/>

Sunday Worship

8 am Simple, spoken, communion service with sermon in St. Mary's Chapel.
9 am Family friendly, communion service with sermon and music led by the Alleluia Choir. Children's Chapel offered in Hines Hall
11:15 am Traditional, communion service with sermon and music led by the St. John's Choir.
5 pm "Come as you Are" informal, experimental yet traditional service, with a reflection and communion in the round.

Wednesday Worship

Noon Simple, spoken, communion service with a reflection and healing prayer in St. Mary's Chapel.
6 pm Centering Prayer in St. Mary's Chapel

See *Crossroads* and our *online calendar* for special worship services and other activities and education for children, youth, and adults.

Leadership

The Rev. Sari Ateek, Rector
sateek@stjohnsnorwood.org
The Rev. Sarah Lapenta-H, Associate Rector
slapenta-h@stjohnsnorwood.org
Anne Timpane, Director of Music Ministries
atimpane@stjohnsnorwood.org
Nancy Derr, Director of Children and Youth
nderr@stjohnsnorwood.org
Sue Rohan, Senior Warden
John Ross, Junior Warden



Further Guidance and Inspiration

For further information and guidance regarding the Episcopal Church brand as a whole, please refer to the Episcopal Church style guide. The Introduction, Brand Strategy Statement, General Principals for Communication and pages 24-26 are all particularly helpful.