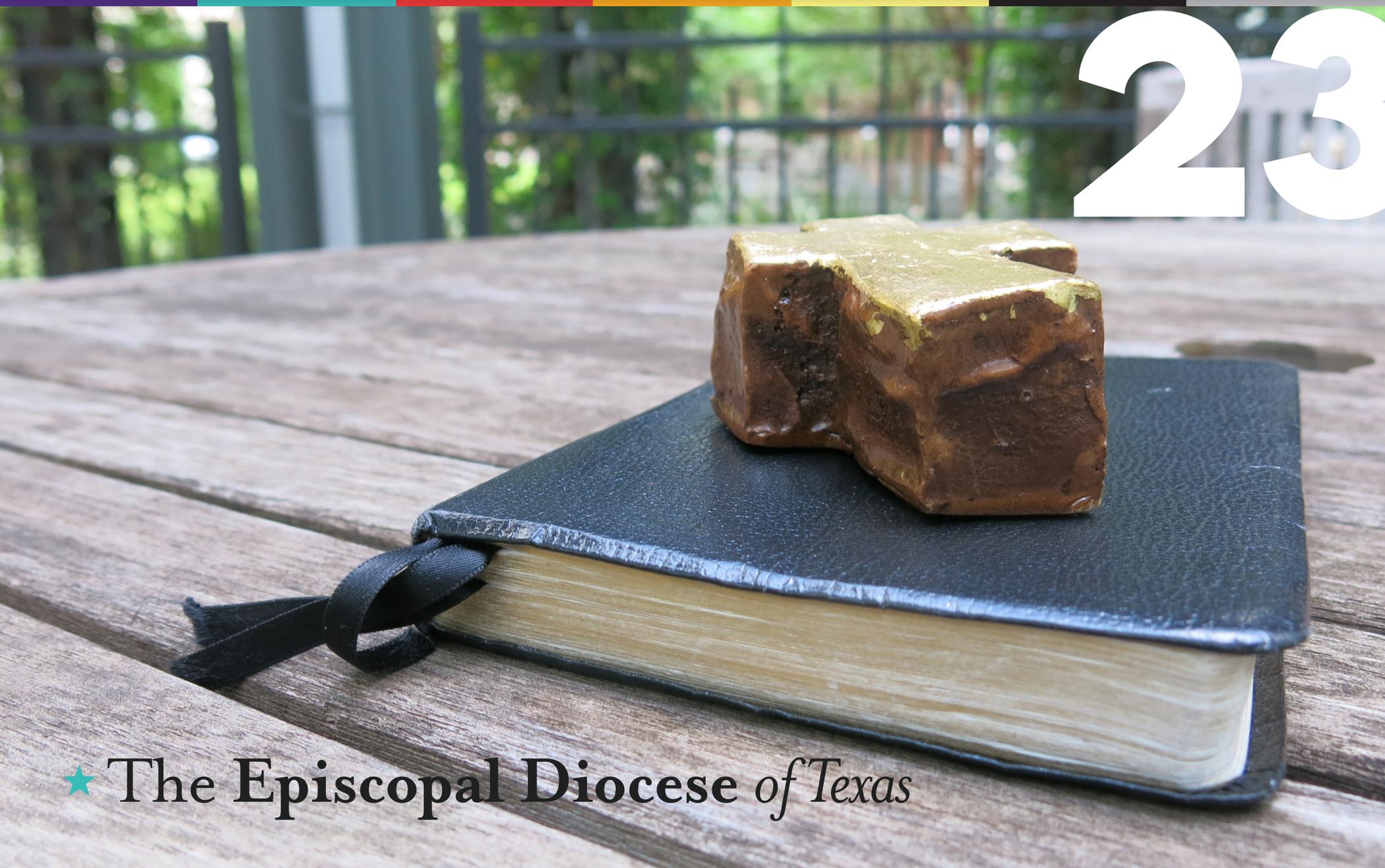


VISUAL STYLE & WRITING GUIDE

20 23



★ The Episcopal Diocese of Texas

TABLE OF CONTENTS

BOILERPLATE	2
WHO WE ARE	4
LOGOS	6
USAGE - DO'S & DON'TS	7
COLORS	9
FONTS	11
STATIONERY	13-16
EMAIL SIGNATURE	18
POWERPOINT PRESENTATION	20
PROMOTIONAL ITEMS	22
DICTIONARY	24/25
WRITING STYLE GUIDE	27/28
SOCIAL MEDIA	29
ADDITIONAL INFO	31
MEET THE TEAM - WHO TO CONTACT	33



*BOILERPLATE

Founded in 1838 by the Episcopal Church as a mission to the people of Texas, the Diocese of Texas has been led continuously by the Holy Spirit to plant ministries and congregations to partner with and serve the wider community. Today the diocese spans more nearly 70,000 square miles and encompasses 81 counties. We are headquartered in historic downtown Houston with offices in Austin, Tyler, and Fort Worth. Led by the Rt. Rev. C. Andrew Doyle, the ninth Bishop of Texas, the diocese is nearly 450 clergy, more than 174 congregations, 70 missional communities, 27 campus missions, chaplaincies, foundations, institutions, and over 77,000 parishioners serving our neighbors. We embrace all people with mutual love and respect. We are one Church reconciled by Jesus Christ, joining God's mission to reconcile others and build up the kingdom of God.

**Boilerplate will be updated as content related to facts change. Staff will be updated accordingly via email and boilerplate will also be updated in this online style guide.*



WE ARE...

WHO WE ARE

We, **Episcopalians**, believe in a loving, liberating, and life-giving God: Father, Son, and Holy Spirit. As constituent members of the Anglican Communion in the United States, we are descendants of and partners with the Church of England and the Scottish Episcopal Church, and are part of the third largest group of Christians in the world.

We believe in following the teachings of Jesus Christ, whose life, death, and resurrection saved the world.

We have a legacy of inclusion, aspiring to tell and exemplify God's love for every human being; women and men serve as bishops, priests, and deacons in our church. Laypeople and clergy cooperate as leaders at all levels of our church. Leadership is a gift from God, and can be expressed by all people in our church, regardless of sexual identity or orientation.

We believe that God loves you - no exceptions.

DESIGN ELEMENTS...

LOGOS

★ The Episcopal Diocese of Texas

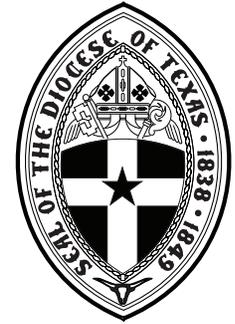
★ The Episcopal Diocese of Texas

★ The Episcopal Diocese of Texas

★ The Episcopal
Diocese of Texas

★ The Episcopal
Diocese of Texas

★ The Episcopal
Diocese of Texas



★ The Episcopal Diocese of Texas
North Region

★ The Episcopal Diocese of Texas
North Region

★ The Episcopal Diocese of Texas
North Region

LOGO USAGE

YES

★ The Episcopal Diocese of Texas

★ The Episcopal Diocese of Texas



★ The Episcopal Diocese of Texas

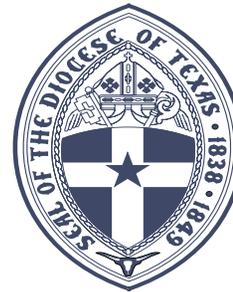
★ The Episcopal Diocese of Texas

★ The Episcopal Diocese of Texas

NO

★ The Episcopal Diocese of Texas

★ The Episcopal Diocese of Texas



The Episcopal Diocese of Texas



COLORS

PANTONE
262 C

PANTONE 268 C	PANTONE 3262 C	PANTONE 185 C	PANTONE 137 C	PANTONE 101 C	PANTONE 282 C	Gray 32% Tint of Black
-------------------------	--------------------------	-------------------------	-------------------------	-------------------------	-------------------------	-------------------------------------

Purple CMYK 82, 100, 11, 2 RGB 88, 44, 131 WEB 582c83	Turquoise CMYK 72, 0, 38, 0 RGB 0, 191, 179 WEB 00bfb3	Red CMYK 4, 100, 92, 0 RGB 228, 0, 43 WEB e4002B	Orange CMYK 0, 42, 100, 0 RGB 255, 163, 0 WEB ffa300	Yellow CMYK 6, 1, 84, 0 RGB 247, 234, 72 WEB f7ea48	Blue CMYK 100, 88, 42, 51 RGB 4, 30, 66 WEB 041e42	Gray 32% Tint of Black
----------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------	---------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------	-------------------------------------

90% Tint						
70% Tint						
50% Tint						
30% Tint						
10% Tint						

...just as Moses lifted up
...the desert, / 15 that / ever
...ted up, / in him / may
...ves /

16 "For God so loved /
gave^m his one and on
noever believes^o in
wish but have eternal
not send his Son int
ndemn the world, b
ough him."

FONTS

Mrs Eaves | Bold

Mrs Eaves | Roman

Mrs Eaves | Roman Lining

MRS EAVES | PETITE CAPS

MRS EAVES | ALL PETITE CAPS

MRS EAVES | SMALL CAPS

MRS EAVES | ALL SMALL CAPS

Mrs Eaves | Italic

Gotham | Bold

Gotham | Medium

Gotham | Light

Minion Pro | Bold

Minion Pro | Semibold

Minion Pro | Medium Italic

Minion Pro | Italic

Minion Pro | Regular

Minion Pro | Bold Cond

Minion Pro | Bold Cond Italic

LEMON MILK | BOLD

LEMON MILK | BOLD ITALIC

LEMON MILK | MEDIUM

LEMON MILK | MEDIUM ITALIC

LEMON MILK | REGULAR

LEMON MILK | REGULAR ITALIC

LEMON MILK | LIGHT

LEMON MILK | LIGHT ITALIC

Arial | Bold

Arial | Bold Italic

Arial | Regular

Arial | Italic



STATIONERY

NOTE

Other stationery pieces may be in use; however, this collection is the most up-to-date version of stationery (that will ultimately replace other stationery designs, over time) and contains the most commonly used pieces. It is not necessary to discard current stationery. The newer designs will be phased in at the point of re-order. Bishops who, by chance, have excess stationery bearing the Houston address may simply return such inventory to the Houston office (when convenient) and it can be utilized at a much higher volume to help with the transition. We will replace the older envelopes at other offices with new ones as envelope inventory runs low. It is not our intention to waste paper or currently used stationery; however, moving forward, the goal is to transition to this ensemble.

It will be made available in the mailroom in the Houston office once current inventory runs low. Other diocesan centers should contact Angela Hider at ahider@epicenter.org to place stationery orders whenever necessary.

Customized stationery can be designed as necessary.

COMMONLY USED STATIONERY

BUSINESS CARD



STATIONERY: THE BISHOPS

BUSINESS CARD

C. ANDREW DOYLE
IX Bishop of Texas

The Episcopal Diocese of Texas

Direct: 713.520.6444
Mobile: 713.666.7160
Email: adoyle@epicenter.org
Address: 1225 Texas Avenue, Houston, TX 77002
Website: www.epicenter.org

(FRONT)

★ The Episcopal Diocese of Texas
www.epicenter.org

(BACK)

The Episcopal Diocese of Texas
Office of the Bishop
1225 Texas Ave., Houston, TX 77002-3504

OFFICIAL
**WHITE NO. 10
ENVELOPE**
4.125" X 9.5"

**WHITE NO. 9
ENVELOPE**

The Episcopal Diocese of Texas
Office of the Bishop
1225 Texas Ave.
Houston, TX 77002-3504
www.epicenter.org

The Episcopal Diocese of Texas
Office of the Bishop

The Right Reverend C. Andrew Doyle
Bishop of Texas

CREAM EXECUTIVE/MONARCH
ENVELOPE
7.25" X 10.5"

The Episcopal Diocese of Texas
Office of the Bishop
1225 Texas Ave., Houston, TX 77002-3504

CREAM MONARCH
ENVELOPE
3.875" X 7.5"

The Episcopal Diocese of Texas

OFFICIAL LETTERHEAD
8.5" X 11"

1225 Texas Ave. • Houston, Texas 77002 • Phone: 713.520.6444 • Toll Free: 800.318.4452 • Fax: 713.353.2101 • www.epicenter.org

The Episcopal Diocese of Texas
Office of the Bishop

**WHITE CLASSIC CREST
ENVELOPE**
8.5" X 11"

1225 Texas Ave. • Houston, TX 77002-3504 • Tel: 713.520.6444 • 800.318.4452 • Fax: 713.353.2101 • www.epicenter.org

STATIONERY: ACCOMPANIMENTS

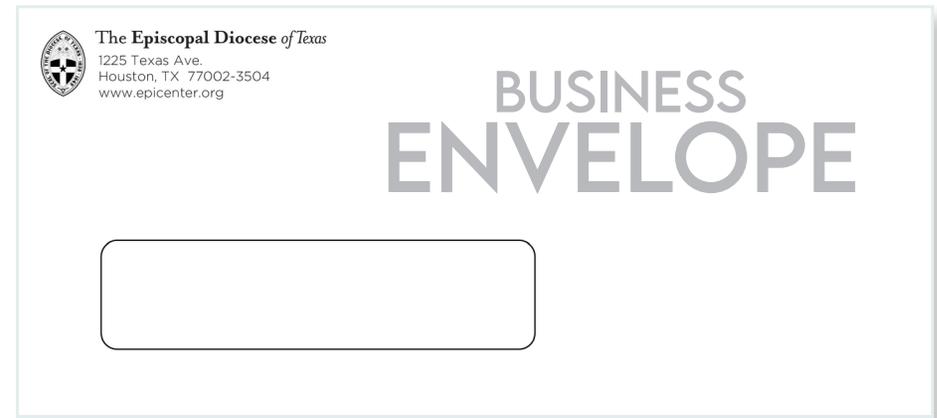
NOTE CARDS



(FRONT)



(BACK)





EMAIL SIGNATURE

Instructions:

- First, copy the email signature below.
- Open Outlook.
- Go to File and select Options or Outlook and select preferences.
- Select Mail on the left hand side.
- Find Signatures to the right and select.
- In the Edit signature area, paste the email signature text from below.
- Update the signature with your name, title, and phone number.
- Make sure new messages and replies/forwards on the right has your name selected.
- Click the OK button at the bottom right to save.

Template FONT and Sizes:

Make sure to use the same font and size below.

Name (Arial size 12)

Title, Company, Phone, Address, Email, Website (Arial size 11)

Angela Hider

Senior Graphic and Creative Designer

The **Episcopal Diocese of Texas**

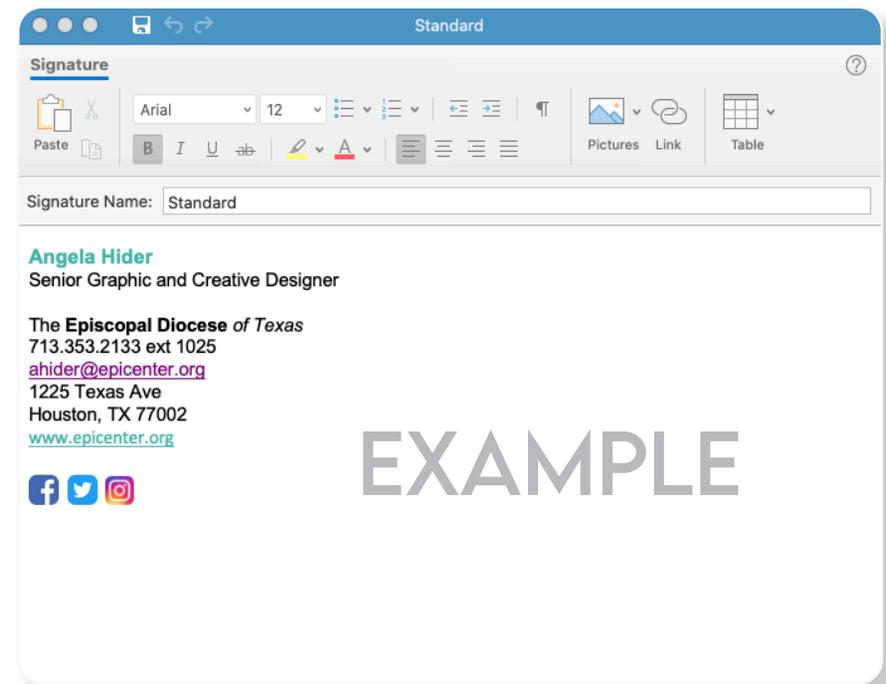
713.353.2133 ext 1025

ahider@epicenter.org

1225 Texas Ave

Houston, TX 77002

www.epicenter.org



For further assistance regarding email signature, please contact Angela Hider at ahider@epicenter.org

WHEN PRESENTING...

POWERPOINT PRESENTATION

★ **The Episcopal Diocese of Texas**

Title

SUBHEADING

MERCH...

PROMOTIONAL ITEMS



The BOOK of
Common Prayer

And Administration of the

SACRAMENTS

AND OTHER

RITES and CEREMONIES

OF THE

CHURCH

According to the Use of

CHURCH of ENGLAND

TOGETHER WITH THE

SACRAMENTS

BRIEF DICTIONARY OF TERMS

ANGLICAN COMMUNION: Churches around the world that are in communion with each other and with the See of Canterbury, (i.e., Church of England) and that hold the same faith, order, and worship. According to the Anglican Consultative Council, the Anglican Communion is composed of 38 autonomous churches together with a small group of extra-provincial dioceses and approximately 85 million members. There are Anglican congregations or jurisdictions in more than 160 countries.

ARCHBISHOP OF CANTERBURY: The Primate of All England, Metropolitan of the Province of Canterbury, “first among equals” of all Anglican bishops, and the spiritual leader of the Anglican Communion. The See of Canterbury was founded in 597 with the arrival of St. Augustine, who established his first church in the town. The present Archbishop of Canterbury is the Most Rev. and Right Hon. Justin Welby.

ASSISTING BISHOP: A previously consecrated bishop who is appointed by a diocesan bishop with the consent of the standing committee and diocesan council to provide additional episcopal services in the diocese for a specific term.

BAPTISM: This is full initiation by water and the Holy Spirit into Christ’s Body, the church. God establishes an indissoluble bond with each person in baptism. God adopts us, making us members of the church and inheritors of the Kingdom of God (BCP, pp. 298, 858). In baptism we are made sharers in the new life of the Holy Spirit and the forgiveness of sins. Baptism is the foundation for all future church participation and ministry.

BISHOP: The third of the three orders of ordained ministry (deacon, priest, bishop). The major functions are to preside over a diocese, consecrate to the episcopate, ordain to the ministry, administer confirmation, and administer ecclesiastical discipline.

BISHOP COADJUTOR: A bishop who is elected to assist the bishop of a diocese and upon the latter’s death, retirement, or resignation, succeed the diocesan bishop in office.

BISHOP SUFFRAGAN: A bishop elected to assist the bishop of a diocese but without the right of succession to the office.

BOOK OF COMMON PRAYER: The title of the book of worship of the Episcopal Church. The Book of Common Prayer contains doctrine that the church requires to be taught and believed, and a collection of historical documents. It sets forth the standard authorized liturgical texts used in the Episcopal Church. The most recent revision of the Book of Common Prayer was adopted in 1979.

BRIEF DICTIONARY OF TERMS

CANON: A law of the church set forth by an ecclesiastical council or convention. This term also refers to a person who is connected to a cathedral, usually a staff priest, or a priest of some other high standing.

DEACON: The first of the three orders of ordained ministry (deacon, priest, bishop). Deacons function in most liturgical and pastoral ministries – not in consecrating the elements – and often assist priests in some way. Its institution is found in Acts 6:1-7.

DIOCESE: The territorial limits of jurisdiction of a diocesan bishop.

EUCCHARIST: From the Greek word for “giving of thanks,” this refers to the service of Holy Communion or the Lord’s Supper as a sacrifice of praise or thanksgiving. The sacrament of the Lord’s Supper was ordained by Jesus Christ for the continued remembrance of the sacrifice of his death. It may also be called the Mass, Divine Liturgy, Blessed Sacrament, or Holy Sacrifice.

EXECUTIVE COUNCIL: This governing body carries out the programs and policies of General Convention between sessions of the General Convention. It may initiate and develop such new works as it deems necessary. It is composed of 38 members: 20 members elected by General Convention (four bishops, four priests or deacons, 12 lay persons), and two members elected by each of the nine provinces.

PRESIDING BISHOP: The chief executive, primate, and spiritual leader of the church and the president of the Executive Council and House of Bishops. He or she is elected by the House of Bishops with confirmation by the House of Deputies for a term of 9 years, and when elected, he/she must resign his/her jurisdiction.

PRIEST: The second of the three orders of ordained ministry (deacon, priest, bishop). The word is a shortened form of “presbyter,” or elder. Priests officiate at any of the sacraments and services of worship other than confirmation, ordination, and consecration.

PROVINCE: A group of dioceses, usually in the same region, whose bishops and delegates meet in synod annually or in those years when the General Convention does not meet. A province is also a term used for a self-governing church body that belongs to the Anglican Communion, such as the Episcopal Church or the Church of England.

WHEN WRITING...

WRITING STYLE GUIDE

Addressing a Parish in our Diocese

- Name, City. **Example:** St. Christopher's, Houston
 - If using it in a sentence, **for example:** *The story of Emmanuel, Houston, is in direct alignment with Hebrews 6:11*
 - Make sure to add a comma (,) after the location of the parish.

Referring to Clergy

- Religious titles are formal titles. They should be *capitalized* when attached before names of individuals, and they should be *lowercase* when they stand alone. A religious title is appropriate on first reference before the name of a clergyman or clergywoman.
 - **Example:** *The program included a message from the Rev. Stephen Porter.*
- On second reference, use only the individual's last name.
 - **Example:** *Attendees appreciated Porter's brevity.*
- In cases where a figure has taken a religious name as part of a title, maintain usage of this name throughout.
 - **Example:** *Hotels were fully booked in advance of the visit by Bishop Curry. The popularity of the presiding bishop was plainly evident, as a massive crowd gathered to receive Curry.*
- Avoid using the Rev. Dr. before a name unless reference to an individual's earned doctoral degree is relevant. **Do not** include Dr. for honorary doctor of divinity degrees.
 - Instead it should be referred as this: the Rev. George Campbell, Ph.D.
- Avoid using such words as *father*, *pastor* and *curate* before individuals' names. In direct quotations, however, capitalize these terms when used as titles before names.
 - **Example:** *"The church is very blessed to have Pastor Steve," said one parishioner.*
- 'The' is only capitalized when starting a new sentence
 - **Example:** *The Rev. John Davis, center, and the Rev. Will Adams set up cellphones to test out live video feeds for future services at the new location for St. John's Episcopal Church.* In this case, the second 'the' doesn't need to be capitalized.

WRITING STYLE GUIDE

Referring to Bishops

- On first reference, capitalize *Bishop* names. On subsequent references, use either the individual's last name or the title by itself in lowercase.
 - **Example:** *Later, Bishop Andy Doyle stopped by the school. A group of students presented a gift to the bishop. Doyle accepted it gladly.*
- If appropriate in the context, substitute the Most Rev. as applicable to certain bishops and archbishops.
- Use **the Rt. Rev.** _____ as their formal titles

Referring to Seminary of the Southwest

- First reference is a contained story or presentation, please use 'Seminary of the Southwest'.
 - o Note the absence of 'the'; this is intentional.
- Subsequent references can be 'Southwest' (not SSW)
- In the appropriate context, 'the seminary' may be used.
 - o Note lowercase

SOCIAL MEDIA

Social media content should be image-focused, with short text and a call-to-action. Video should be dynamic, center upon people as much as possible, and include consistent Episcopal Diocese of Texas branding. Images should be of good resolution, in-focus, and if possible include people rather than empty spaces. While optimized image dimensions on various social media platforms change often, a square 1080p x 1080p image or graphic will generally post well. External resources such as Hootsuite can provide more insight into current optimal social media resolution specifications per platform. Official social media sites within the diocese are managed by the Communications division. Contact Communications staff regarding social media promotional campaigns, messaging, and consultation.



Facebook

[www.facebook.com/
TexasDiocese](http://www.facebook.com/TexasDiocese)



Twitter

[twitter.com/
TexasDiocese](http://twitter.com/TexasDiocese)



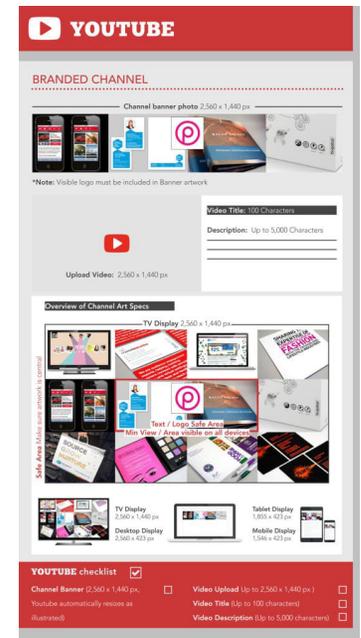
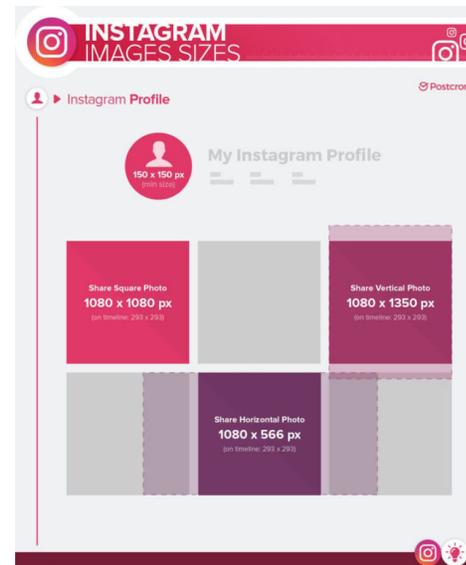
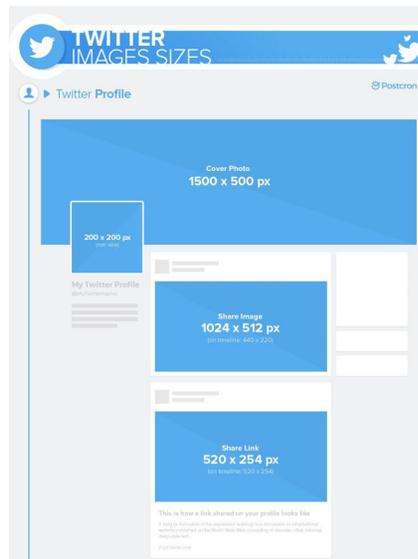
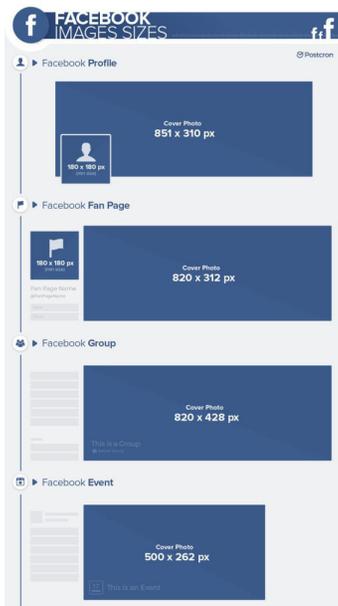
Instagram

[www.instagram.com/
TexasDiocese](http://www.instagram.com/TexasDiocese)



YouTube

[www.youtube.com/
TexasDiocese](http://www.youtube.com/TexasDiocese)





REFERENCES...

ADDITIONAL RESOURCES

DICTIONARY OF THE CHURCH - Alphabetical Search

<https://episcopalchurch.org/library/glossary/all>

THE BOOK OF COMMON PRAYER

<https://episcopalchurch.org/book-common-prayer>

CREEDS

<https://episcopalchurch.org/creeds>



**TEAMWORK
MAKES THE
DREAMWORK**

MEET THE TEAM



Tammy Lanier
Director of
Communications



Angela Hider
Senior Graphic and
Creative Designer



Daniel Villarreal
Webmaster,
Videographer, and Social
Media Coordinator



Liz Gutierrez
Communications and
Bilingual Specialist

If you have any questions about the visual style guide, then please contact any member of the Communications staff listed below.

Tammy Lanier
281.543.7845
tlanier@epicenter.org

Angela Hider
713.353.2133
ahider@epicenter.org

Daniel Villarreal
713.353.2125
dvillarreal@epicenter.org

Liz Gutierrez
832.977.5695
lgutierrez@epicenter.org

