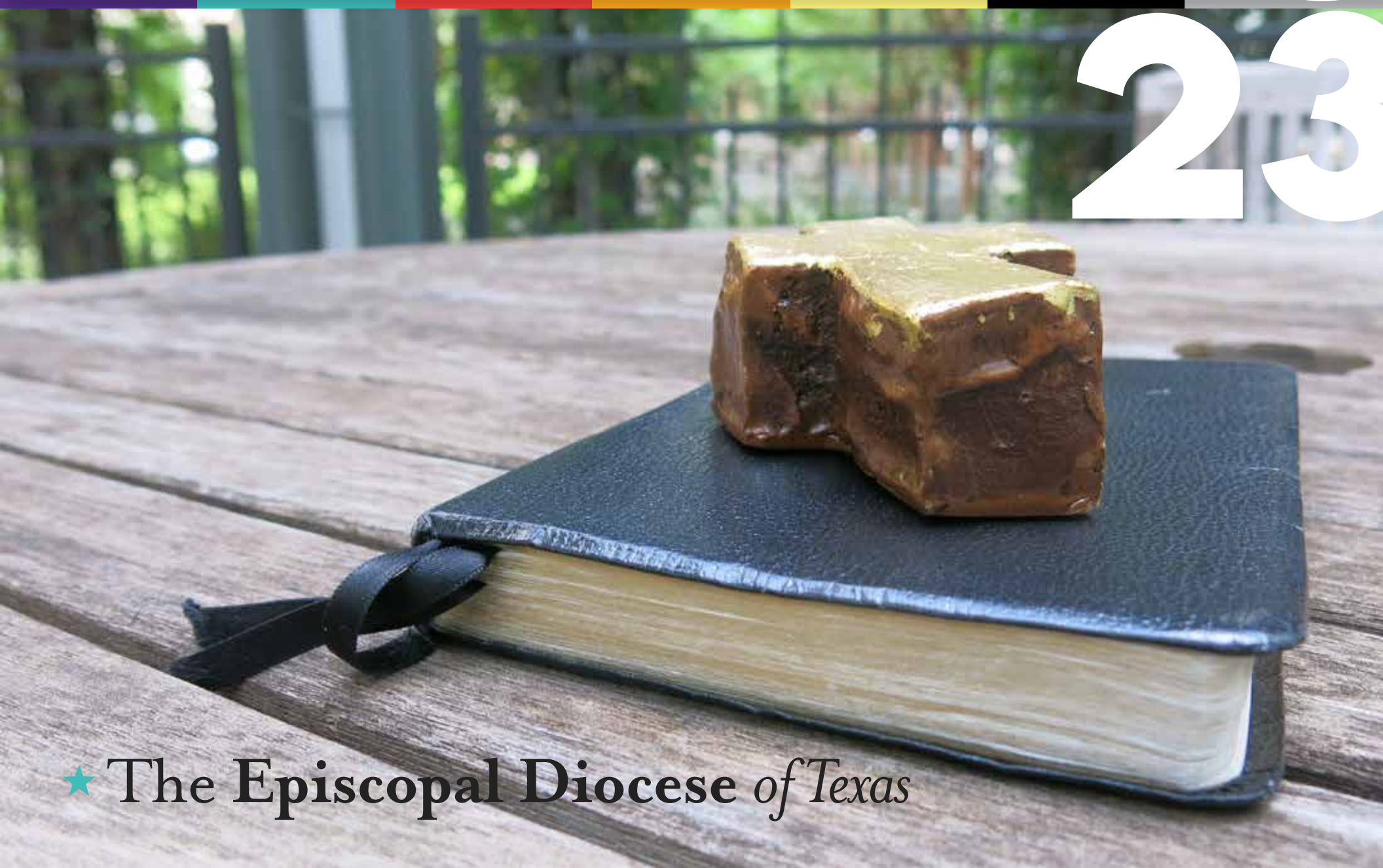


# VISUAL STYLE & WRITING GUIDE

# 20 23

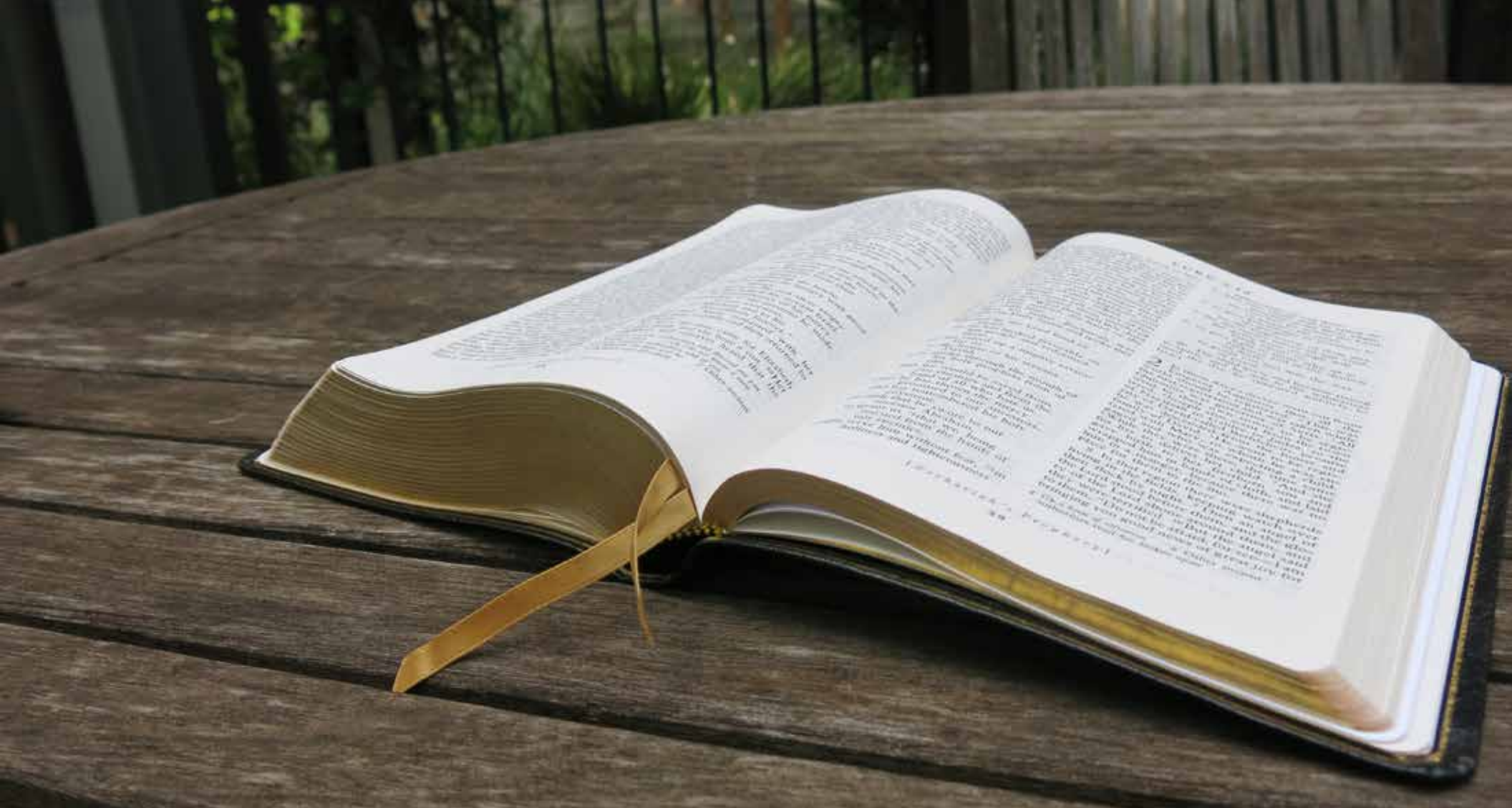


★ The Episcopal Diocese of Texas



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### **\*BOILERPLATE**

Founded in 1838 by the Episcopal Church as a mission to the people of Texas, the Diocese of Texas has been guided continuously by the Holy Spirit to plant ministries and congregations to partner with and serve the wider community. Today, the Diocese of Texas spans nearly 70,000 square miles and encompasses 81 counties. Headquartered in historic downtown Houston with offices in Austin, Tyler, and Fort Worth, we are led by the Rt. Rev. C. Andrew Doyle, ninth Bishop of Texas. We are nearly 450 clergy, 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.*

A top-down view of a group of people sitting around a dark wooden table. They are holding hands in a circle, suggesting a meeting or prayer session. Several open books, likely Bibles, are scattered on the table. A smartphone is also visible. The people are wearing various clothing, including a white shirt, a blue patterned shirt, and a light blue shirt. The text "WE ARE..." is centered in the image in a bold, white, sans-serif font.

**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

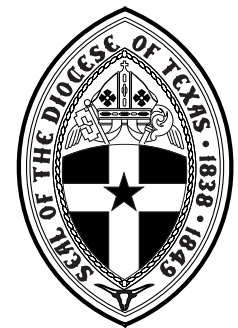
★ The Episcopal Diocese of Texas

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★ The Episcopal  
Diocese of Texas

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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

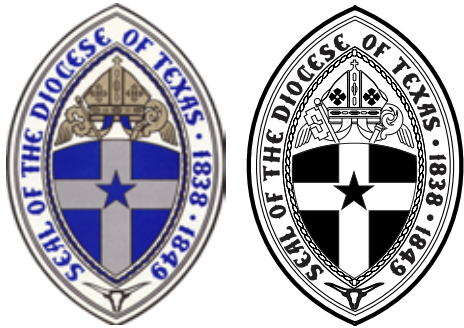


# LOGO USAGE

## YES

★ The Episcopal Diocese of Texas

★ The Episcopal Diocese of Texas



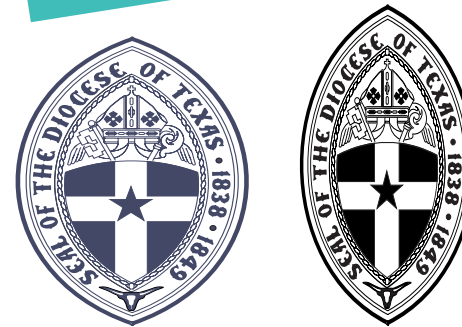
★ The Episcopal Diocese of Texas

★ 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

The Episcopal Diocese of Texas

The Episcopal Diocese of Texas



# COLORS

PANTONE  
262 C

<b>PANTONE</b> 268 C	<b>PANTONE</b> 3262 C	<b>PANTONE</b> 185 C	<b>PANTONE</b> 137 C	<b>PANTONE</b> 101 C	<b>PANTONE</b> 282 C	<b>Gray</b> 32% Tint of Black
-------------------------	--------------------------	-------------------------	-------------------------	-------------------------	-------------------------	-------------------------------------

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

<b>90% Tint</b>	<b>90% Tint</b>	<b>90% Tint</b>	<b>90% Tint</b>	<b>90% Tint</b>	<b>90% Tint</b>	<b>90% Tint</b>
<b>70% Tint</b>	<b>70% Tint</b>	<b>70% Tint</b>	<b>70% Tint</b>	<b>70% Tint</b>	<b>70% Tint</b>	<b>70% Tint</b>
<b>50% Tint</b>	<b>50% Tint</b>	<b>50% Tint</b>	<b>50% Tint</b>	<b>50% Tint</b>	<b>50% Tint</b>	<b>50% Tint</b>
<b>30% Tint</b>	<b>30% Tint</b>	<b>30% Tint</b>	<b>30% Tint</b>	<b>30% Tint</b>	<b>30% Tint</b>	<b>30% Tint</b>
<b>10% Tint</b>	<b>10% Tint</b>	<b>10% Tint</b>	<b>10% Tint</b>	<b>10% Tint</b>	<b>10% Tint</b>	<b>10% Tint</b>

...just as Moses lifted up  
...the desert, / so the Son of  
...ted up, / in him / may  
...ves /

16 "For God so loved /  
gave<sup>m</sup> his one and only  
whoever believes<sup>o</sup> in  
wish but have eternal  
I not send his Son into  
condemn the world, b  
through him."

# FONTS

**Gotham | Bold**  
***Gotham | Bold***  
Gotham | Medium  
***Gotham | Medium***  
Gotham | Book  
Gotham | Light  
*Gotham | Light 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*

**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*

**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***



# 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](mailto: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  
1225 Texas Ave., Houston, TX 77002-3504

**CREAM MONARCH  
ENVELOPE**  
3.875" X 7.5"

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

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

The Episcopal Diocese of Texas

OFFICIAL LETTERHEAD  
8.5" X 11"

1225 Texas Ave. • Houston, TX 77002-3504 • Tel: 713.520.6444 • 800.318.4452 • Fax: 713.303.2101 • www.epicenter.org

1225 Texas Ave. • Houston, Texas 77002 • Phone: 713.520.6444 • Toll Free: 800.318.4452 • Fax: 713.303.2101 • 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

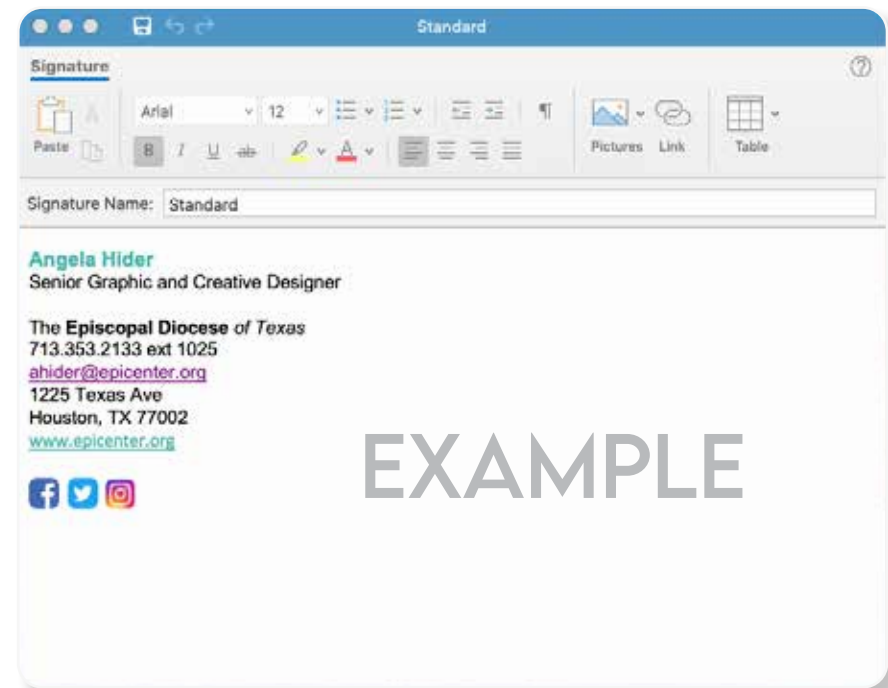
713.353.2133 ext 1025

[ahider@epicenter.org](mailto:ahider@epicenter.org)

1225 Texas Ave

Houston, TX 77002

[www.epicenter.org](http://www.epicenter.org)



For further assistance regarding email signature, please contact Angela Hider at [ahider@epicenter.org](mailto: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)



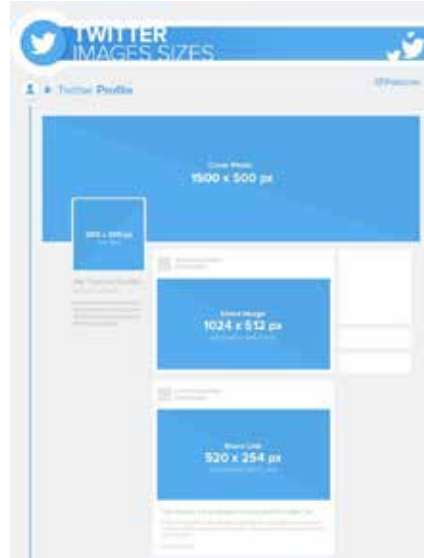
**Instagram**

[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.**

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