★ The Episcopal Diocese of Texas

2026

EDOT VISUAL STYLE & WRITING GUIDE

GUIDELINES FOR A UNIFIED BRAND
THAT INSPIRES AND CONNECTS

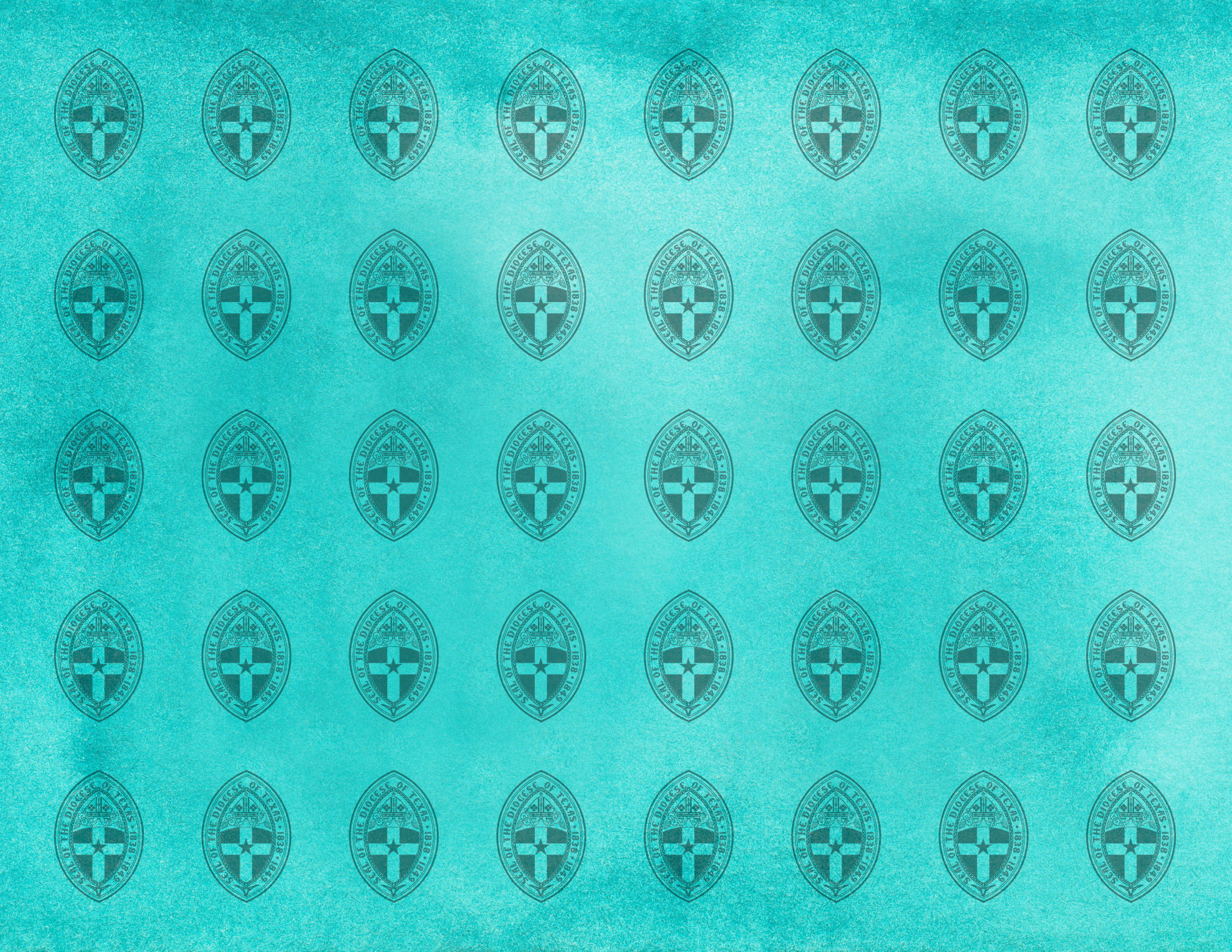

SEAL OF THE DIOCESE OF TEXAS · 1838 · 1849

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 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 72,000 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*

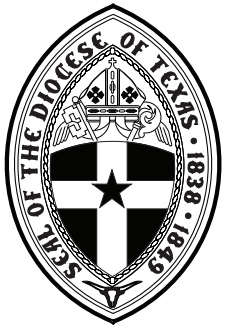
★ The **Episcopal Diocese** *of Texas*

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Diocese *of Texas*







★ The **Episcopal Diocese** *of Texas*
North Region

★ The **Episcopal Diocese** *of Texas*
North Region

★ The **Episcopal Diocese** *of Texas*
North Region

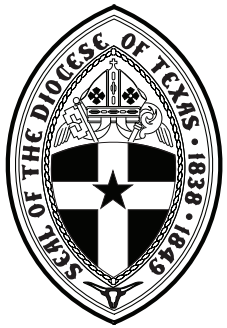
LOGO USAGE

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*

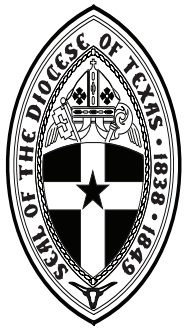
NO

★ 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*

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

Just as Moses lifted up
e desert, so the Son
ted up, 15that ever
ves in him may
e.

16"For God so loved
gave his one and o
hoever believes in
rish but have eternal
d not send his Son int
demn the world,

FONTS

Typography should reflect the Diocese's voice: Modern, approachable, confident, and timeless. Gotham provides clarity and structure, while Brittany Signature adds warmth and personality for special moments.

PRIMARY BRAND TYPEFACE

GOTHAM

Bold
Bold Italic
Medium
Medium Italic
Book
Light
Light Italic

Usded for headlines, navigation, signage, logos, callouts, and other moments that require clarity and impact.

SUPPORTING TYPEFACES

Mrs. Eaves

Bold
Roman
Roman Lining
PETITE CAPS
ALL PETITE CAPS
SMALL CAPS
ALL SMALL CAPS
Italic

Arial

Bold
Bold Italic
Regular
Italic

Minion Pro

Bold
Semibold
Medium Italic
Italic
Regular
Bold Cond
Bold Cond Italic

LEMON MILK

BOLD
BOLD ITALIC
MEDIUM
MEDIUM ITALIC
REGULAR
REGULAR ITALIC
LIGHT
LIGHT ITALIC

ACCENT TYPEFACE

Brittany Signature

Used sparingly for event names, names of people, pull quotes, holiday graphics, and moments of emotional emphasis.

Use Brittany Signature
1-3 words
One person's name
Quotes

DO USE

BIG faith**, LITTLE** hearts

SAVE the **DATE!**

LOVE IS THE GOAL!
World Cup 2026

Awareness. Action. Hope.
Together

Welcome Home!
The Rev. Jane Doe

DON'T USE

✗ Big faith, Little Hearts

✗ The Children's Sermon at Christ Church Cathedral

✗ BIG FAITH, LITTLE HEARTS

Avoid using Brittany Signature for body copy, all caps, long paragraphs, accessibility-critical information.



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.

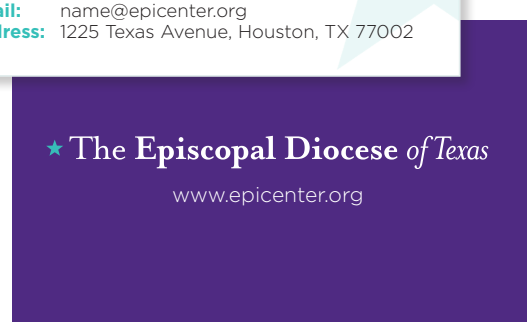
Customized stationery can be designed as necessary.

COMMONLY USED STATIONERY

BUSINESS CARD



(FRONT)



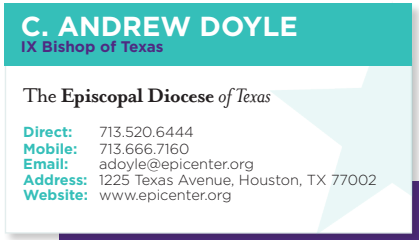
(BACK)



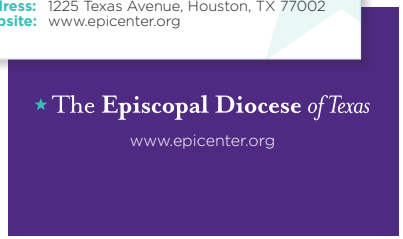


STATIONERY: THE BISHOPS

BUSINESS CARD



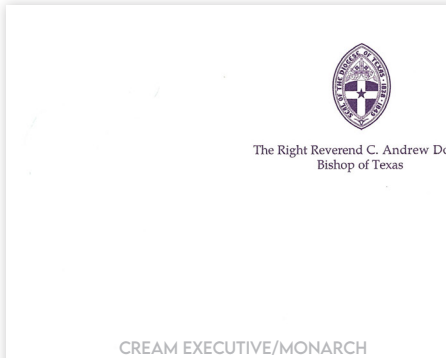
(FRONT)

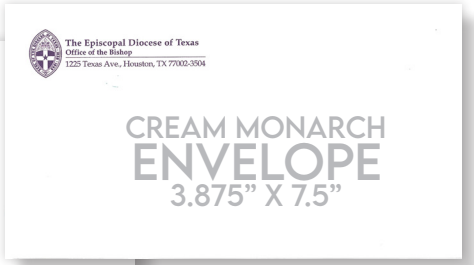


(BACK)

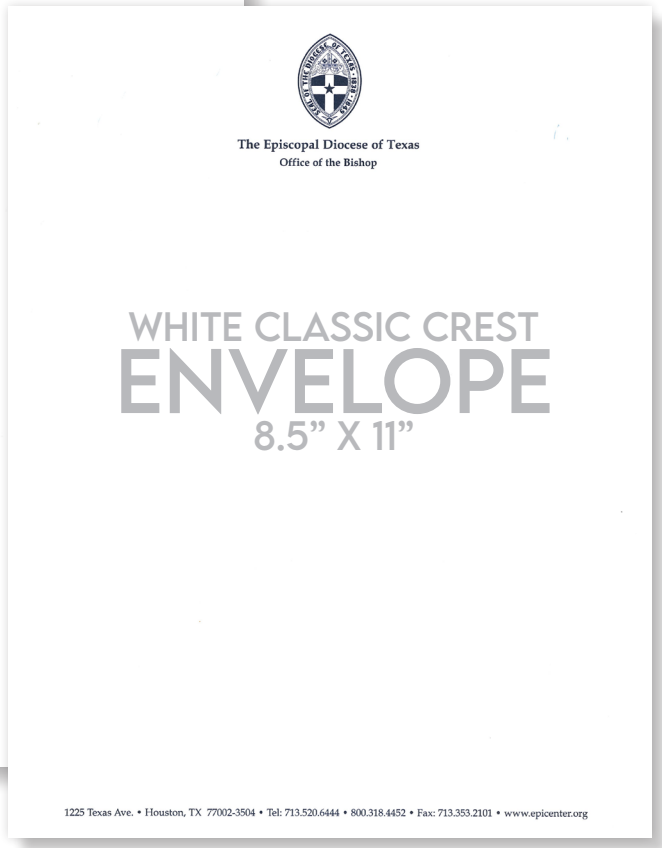








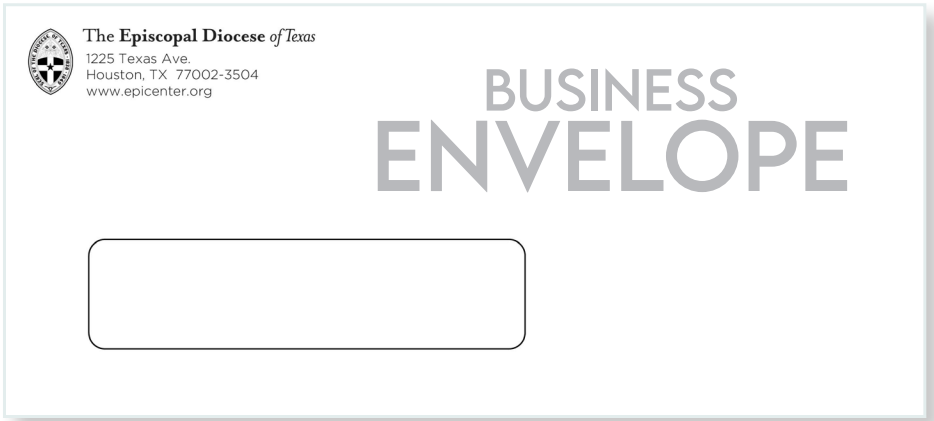




STATIONERY: ACCOMPANIMENTS

NOTE CARDS







EMAIL SIGNATURE

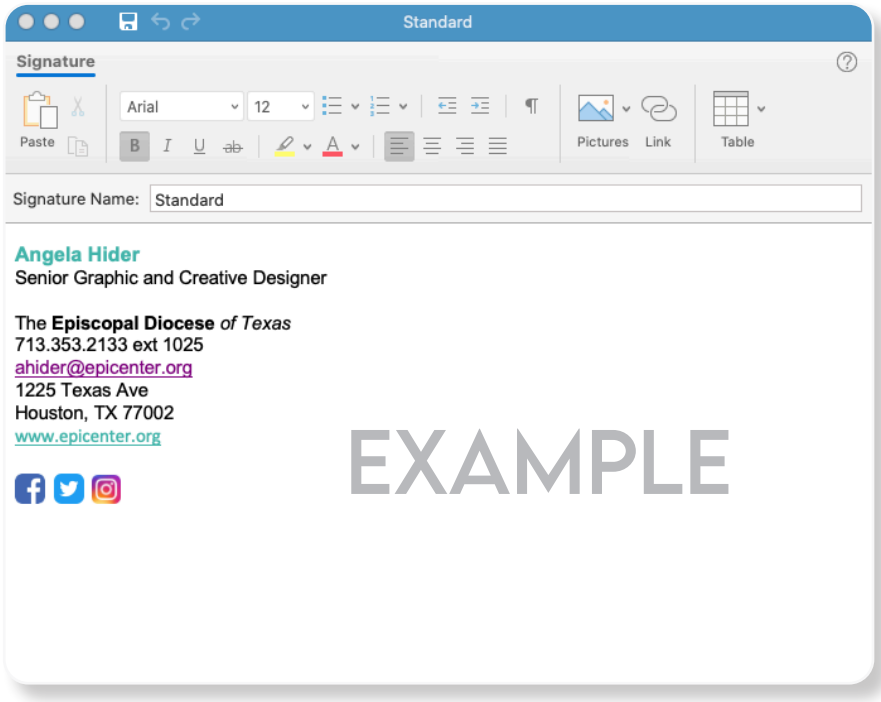
Instructions:
- First, copy the email signature below.
- Open Outlook.
- Go to File and select Options or Outlook and select preferences.
- Select Mail on the left hand side.
- Find Signatures to the right and select.
- In the Edit signature area, paste the email signature text from below.
- Update the 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 sie 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...

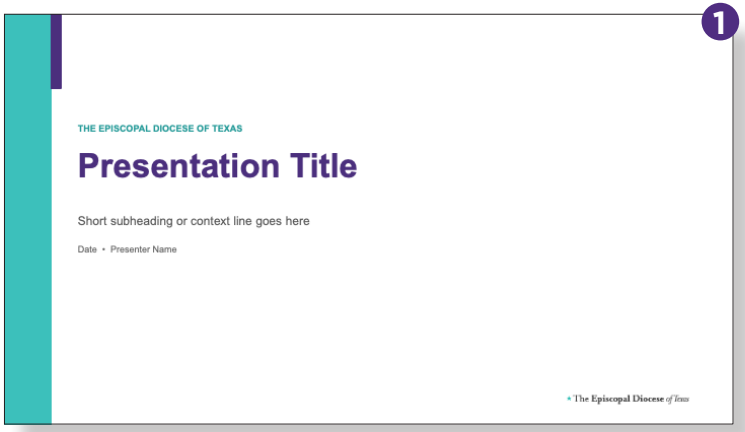
POWERPOINT PRESENTATION

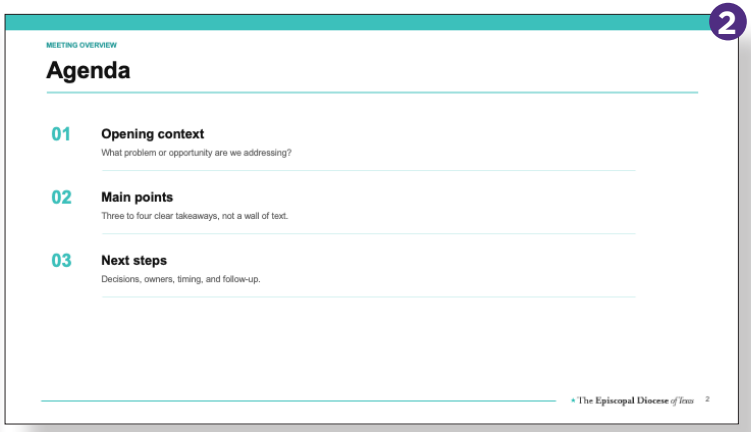
Our PowerPoint templates help you communicate clearly, professionally, and consistently across the Diocese.

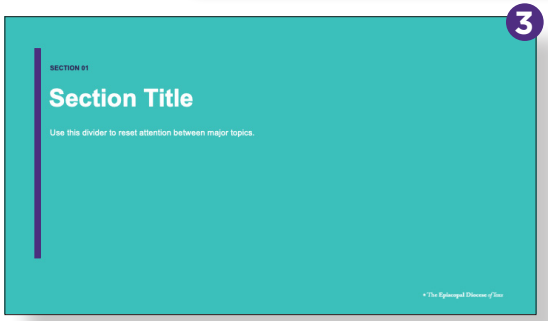
Simple, editable, and built for impact. Customize content while keeping our brand consistent.

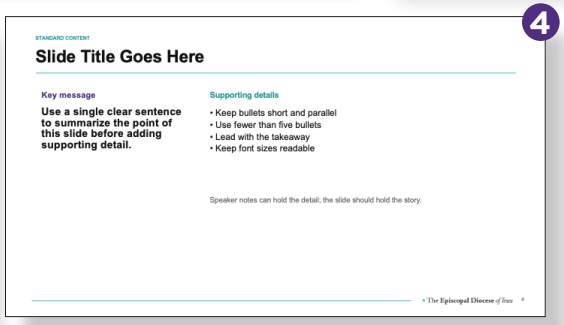
Arial is the standard editable font for accesibility and compatibility.

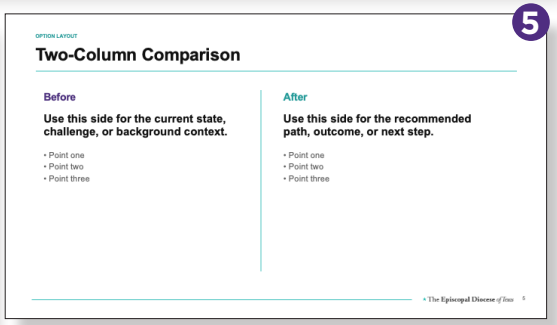
Use these layouts to create clear, engaging presentations for any audience.



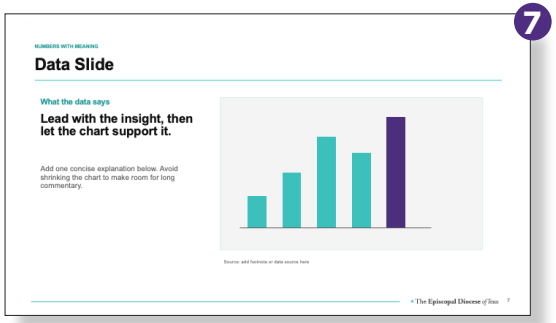


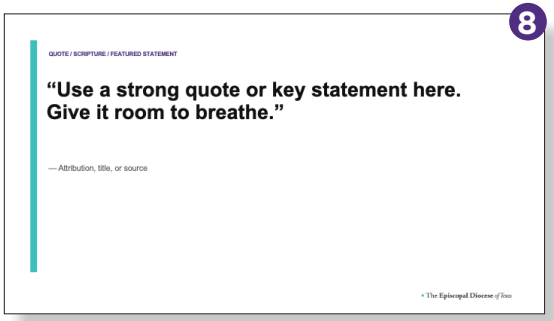












The PowerPoint template is located here: tinyurl.com/EDOT-Presentation-Template

MERCH...

PROMOTIONAL ITEMS



Face masks have been ordered for all EDOT staff.
Other items can be ordered upon request; however, this page offers a visual of how the logo can be used and will appear. (Face masks will be shipped to all staff at all locations).

The BOOK of

Common Praye

And Adminiſtration of the

SACRAMENTS

AND OTHER

RITES and CEREMONIES

OF THE

CHURCH

According to the Uſe of

CHURCH of ENGLAND

TOGETHER WITH THE

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.

EUCHARIST: 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.

ACRONYMS

BCP	Book of Common Prayer	The primary worship and liturgical text of the Episcopal Church.
ECUSA	Episcopal Church in the United States of America	Older name for The Episcopal Church, still sometimes used.
TEC	The Episcopal Church	Official name of the denomination in the U.S. and 15 other countries.
GC	General Convention	The governing body of the Episcopal Church, meeting every three years.
HOB	House of Bishops	One of two houses in General Convention, made up of bishops.
HOD	House of Deputies	The other house in General Convention, made up of elected lay and clergy deputies.
PB	Presiding Bishop	The chief pastor and primate of the Episcopal Church.
DFMS	Domestic and Foreign Missionary Society	The legal and corporate entity of the Episcopal Church.
UTO	United Thank Offering	A ministry that supports mission and ministry through grants.
EYE	Episcopal Youth Event	A triennial gathering of Episcopal youth from around the world.
EPPN	Episcopal Public Policy Network	Advocacy ministry of the Episcopal Church Office of Government Relations.

ACRONYMS

DOK	Daughters of the King	An order for women who pledge to a rule of prayer, service, and evangelism.
EFM	Education for Ministry	A program of theological education for lay people.
ECW	Episcopal Church Women	An organization of lay women committed to ministry and service.
CREDO	Clergy Renewal, Education, Discernment, and Opportunities	A wellness program for clergy and church leaders.
FWM	Forward Movement	A ministry that produces Christian formation and devotional resources.
PIM	Partnership in Mission	Church program supporting global and domestic mission relationships.
SSJE	Society of Saint John the Evangelist	An Anglican monastic community for men, based in Massachusetts.
ODU	Office of Development and University	A diocesan or national office related to development and education

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

AI GUIDELINES

Responsible Use Within the Diocese

Purpose

- AI tools (ChatGPT, Canva AI, image generators, etc.) can support creativity, efficiency, and idea development.
- AI should enhance human discernment — not replace it.
- All users remain responsible for the content and materials they produce.
- AI outputs must always be evaluated to ensure they reflect the Episcopal Diocese of Texas' commitment to inclusivity, compassion, and respect for all people.

Pastoral & Theological Use

AI may assist with:

- Brainstorming sermon themes or illustrations
- Editing for clarity and grammar
- Summarizing research
- AI may automate repetitive tasks like scheduling or data management.
- AI-powered tools may be used to create captions, translations, or other features to improve accessibility for diverse audiences

AI may not:

- Write sermons from scratch
- Generate theological positions without clergy review
- Replace pastoral voice, prayer, or lived experience

Brand & Design Standards

Our visual identity is unified and strategic. AI tools may be used but must ensure alignment with the tone and branding of our style guide. For writing, the preference is to ask AI to edit, not create. Contact Communications for any questions.

Churches may use AI for:

- Draft captions
- Brainstorming ideas
- Early design exploration

AI may not be used to:

- Create or alter official logos
- Build new event brands without approval
- Produce scalable identity systems for conferences

If a design will appear on:

Posters
Signage
T-shirts
Lanyards
Stickers
Stage backdrops
Large-scale print

It must be professionally designed in vector format (AI, EPS, SVG) — not JPEG or PNG.

AI GUIDELINES

Ethical Responsibility

- Do not upload confidential or pastoral information
- Verify all facts
- Review outputs for bias or inaccuracies
- Edit all AI-generated content

AI is a tool — not an authority.

Decision-Making in Sensitive Areas

AI will not be used for decisions involving hiring, pastoral care, or sensitive member communications.

Surveillance or Monitoring

AI will not be employed for surveillance of staff, volunteers, or members.

Quick Reference Checklist

✔ **Appropriate Use**

- ☐ Brainstorming ideas
- ☐ Editing grammar or clarity
- ☐ Drafting social captions
- ☐ Research summaries
- ☐ Exploring visual directions
- ☐ Creating internal mockups

ⓘ **Requires Review**

- ☐ Public-facing theological content
- ☐ Large event branding
- ☐ Diocese-wide initiatives
- ☐ Printed materials for distribution
- ☐ Apparel or merchandise

When in doubt ✔ Contact Communications.

✕ **Not Permitted**

- ☐ Writing sermons from scratch
- ☐ Creating new logos
- ☐ Altering official branding
- ☐ Generating scalable event identities
- ☐ Uploading confidential information
- ☐ Replacing pastoral discernment

SOCIAL MEDIA

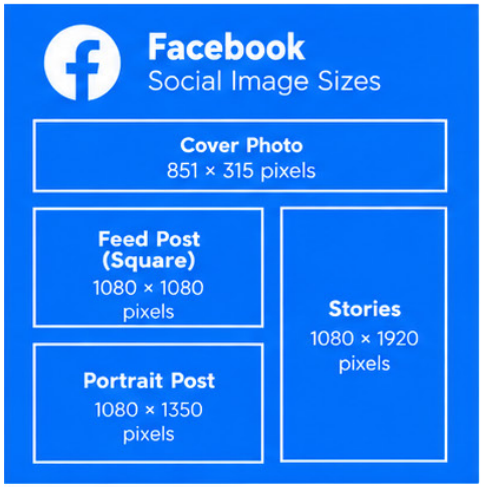
Social media content should be image-focused, with short text and a call-to-action. Video should be dynamic, center upon people as much as possible, and include consistent Episcopal Diocese of Texas branding. Images should be of good resolution, in-focus, and if possible include people rather than empty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

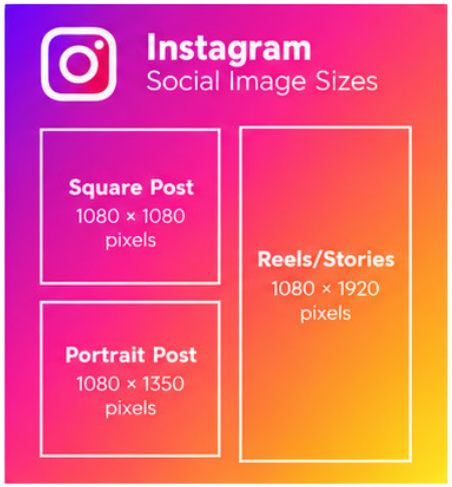
Facebook
@TexasDiocese

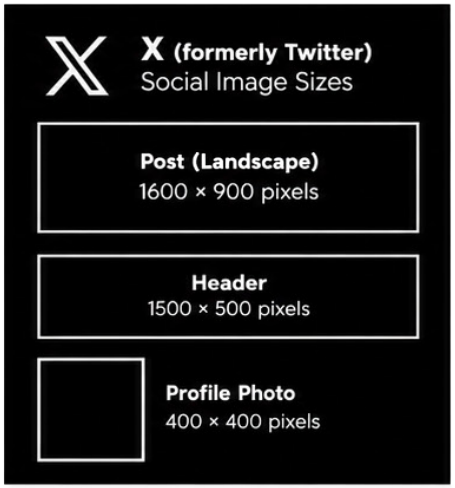
Instagram
@TexasDiocese

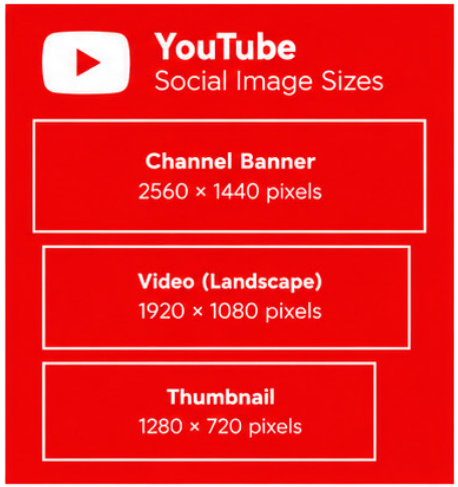
X (formerly Twitter)
@TexasDiocese

YouTube
@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



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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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