Grace & Holy Trinity Church

an Episcopal parish on Monroe Park

**Brand & Style Guidelines
For Distribution**

Logo Use

Primary Logo

Grace & Holy Trinity Church

an Episcopal parish on Monroe Park

Usage: Use the "Primary Logo" whenever you can.

Minimum Height: 0.5" tall
*attempt to keep it at 0.625" tall or higher

Primary Logo (Black-ink only)

Grace & Holy Trinity Church

an Episcopal parish on Monroe Park

Usage: Use the "Primary Logo (Black-ink only)" whenever you use the primary logo *on a black & white document*

Minimum Height: 0.5" tall
*attempt to keep it at 0.625" tall or higher

Primary - Horizontal Logo

Grace & Holy Trinity Church
an Episcopal parish on Monroe Park

Usage: Use the "Primary - Horizontal Logo" whenever the center aligned Primary Logo looks awkward or if you need to align the logo in the top left of a document.

Minimum Height: 0.5" tall
*attempt to keep it at 0.625" tall or higher

Primary - Horizontal Logo (Black-ink only)

Grace & Holy Trinity Church
an Episcopal parish on Monroe Park

Usage: Use the "Primary - Horizontal Logo (Black-ink only)" whenever the center aligned Primary Logo looks awkward or if you need to align the logo in the top left of a document *on a black & white document.*

Minimum Height: 0.5" tall
*attempt to keep it at 0.625" tall or higher

Logo Use Notes: When using any logo, keep it 0.25" away from other design elements on ***all sides.*** However, 0.5" is preferred in most situations. The logos are made to be used in their established proportions. ***Do not*** stretch or skew the logo in any disproportional way.

When use of any other logo is needed, such as our Secondary Logo or Reversed-out Logo for use on colored backgrounds, please contact Tyler Brady, Communications Assistant, at tbrady@ghtc.org

Primary Fonts and Families

Serif Font

Garamond (or Adobe Garamond)

Garamond - Regular
Garamond - Bold
Garamond - Italic
Garamond - Bold Italic

Primary Serif Font Use Notes: Used for body copy, details, and is the primary font of the GHTC Logo. (Not limited to these uses.)

San-serif Font

PT Sans

PT Sans - Regular
PT Sans - Bold
PT Sans - Italic
PT Sans - Bold Italic

Primary San-serif Font Use Notes: Used for titles, subtitles, captions, contrast in design, and is the primary font for social and digital media. (Not limited to these uses.)

Primary Colors

PMS 660 C **CMYK** 88, 50, 0, 0 **RGB** 64, 126, 201 **Hex** 407EC9	**PMS 193 C** **CMYK** 2, 99, 62, 11 **RGB** 191, 13, 62 **Hex** BF0D3E	**PMS COOL GREY 8** **CMYK** 23, 16, 13, 46 **RGB** 136, 139, 141 **Hex** 888B8D

Secondary Colors

PMS 201 C	PMS 158 C	PMS 143 C	PMS 376 C	PMS 364 C	PMS Reflex Blue	PMS 268 C
CMYK 0, 78, 66, 38	CMYK 0, 49, 85, 9	CMYK 0, 27, 78, 4	CMYK 30, 0 100, 26	CMYK 38, 0 66, 53	CMYK 100, 93, 14, 12	CMYK 33, 66, 0, 49
RGB 157, 34, 53	RGB 232, 119, 34	RGB 241, 180, 52	RGB 132, 189, 0	RGB 74, 119, 41	RGB 0, 22, 137	RGB 88, 44, 131
Hex 9D2235	Hex E87722	Hex F1B434	Hex 84BD00	Hex 4A7729	Hex 001689	Hex 582C83

Style Notes

- **Name of Church:** When writing the name of the church, write "Grace & Holy Trinity Church" using the ampersand. Do not spell out "and." "GHTC" will be used when an acronym for the church name is needed. It is preferred that the full name be established first before using an acronym.

- **Writing the Date:** When writing the date in body copy, spell out the month and use a suffix for the date (ex. February 31st). If you can superscript the suffix, that is preferred (ex. February 31st). When writing the date in titles or subtitles, spell out the month, but no suffix is needed (ex. February 31).

- **Writing the Time:** When writing the time, use the formula shown: 10:00 a.m.
Suffix uses lower case letters with periods in between. When writing the time in titles or subtitles, if you can smallcaps the suffix, that is preferred (ex. 10:00 AM).

- **Writing a Phone Number:** When writing a phone number, use the formula shown: (804) 359-5628 x14.
This uses parentheses around the area code, followed by a space, then the 7-digit phone number with a hyphen after the third number, and any extensions use the lower-case "x" followed by the number (ex. x14).

- **Writing an Address:** When writing an address please abbreviate any prefixes that are directional (North would be N.). Please spell out street types, but abbreviation is allowed when needed (ex: 8 N. Laurel Street).

- **Referring to Clergy:** When referring to or writing about the clergy, please use "The Rev." before the name. In very formal situations, feel free to spell out "Reverend" (ex. The Rev. Duane Nettles).

- **Referring to Persons:** When referring to or writing about any person/people, please only use a prefix for degreed or ordained persons (examples include but are not limited to; "Dr." and "The Rev."). However, if we know a person's preference and have consent, a preferred title can be used. (examples include Mrs. Smith or Ms. Jones).

- **Alternate Styles for Church Name:** If you would like to type out the Grace & Holy Trinity Church name instead of using a logo, use Garamond Bold. If you would like to then add your ministry's name below that line, use Garamond Italic. Both lines should be the same font size. This use is encouraged (example below).

<div align="center">

Grace & Holy Trinity Church
Red Door Ministry

</div>

- **Proofreading:** If you would like to have your projects proofread, Glenice Coombs and Terry Hathaway volunteer their time proofreading for GHTC. Contact information below.

Glenice Coombs - gcoombs@richmond.edu
Terry Hathaway - mtchat@verizon.net

*Please contact Tyler Brady, *Communications Assistant*, at tbrady@ghtc.org with any questions.
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(804) 359-5628 • ghtc.org