



Brand Marks

Episcopal Communities & Services

April 2022 / v2

our brand mark...

A metaphor
for hope and
possibility.

The butterfly is ***intentionally expressionistic***, leaving the emotional interpretation of the mark open to the viewer. The ECS type is customized to appear modern, approachable and easily legible.

primary logo



[Color Reverse]



[White Reverse]



[One-Color Black]



[Greyscale]

secondary logos



[Full Stacked]



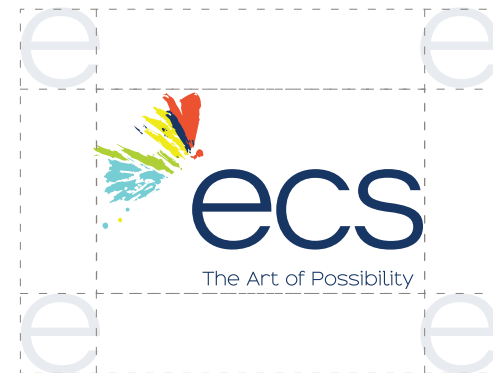
[Full Horizontal]

Use these **full version** logos when awareness of Episcopal Communities & Services has been deeply established, and the name cannot be adequately placed in accompanying text.

- do** Use only the logo file formats provided
- do** Use the full color or reversed color versions whenever possible
- do** Honor the clear space requirements for ALL logo marks

the do's and don'ts

- don't** Use the logo as a mastergraphic or watermark
- don't** Use two logos on the same panel or page of any one asset
- don't** Alter or distort the elements of the logo in any way



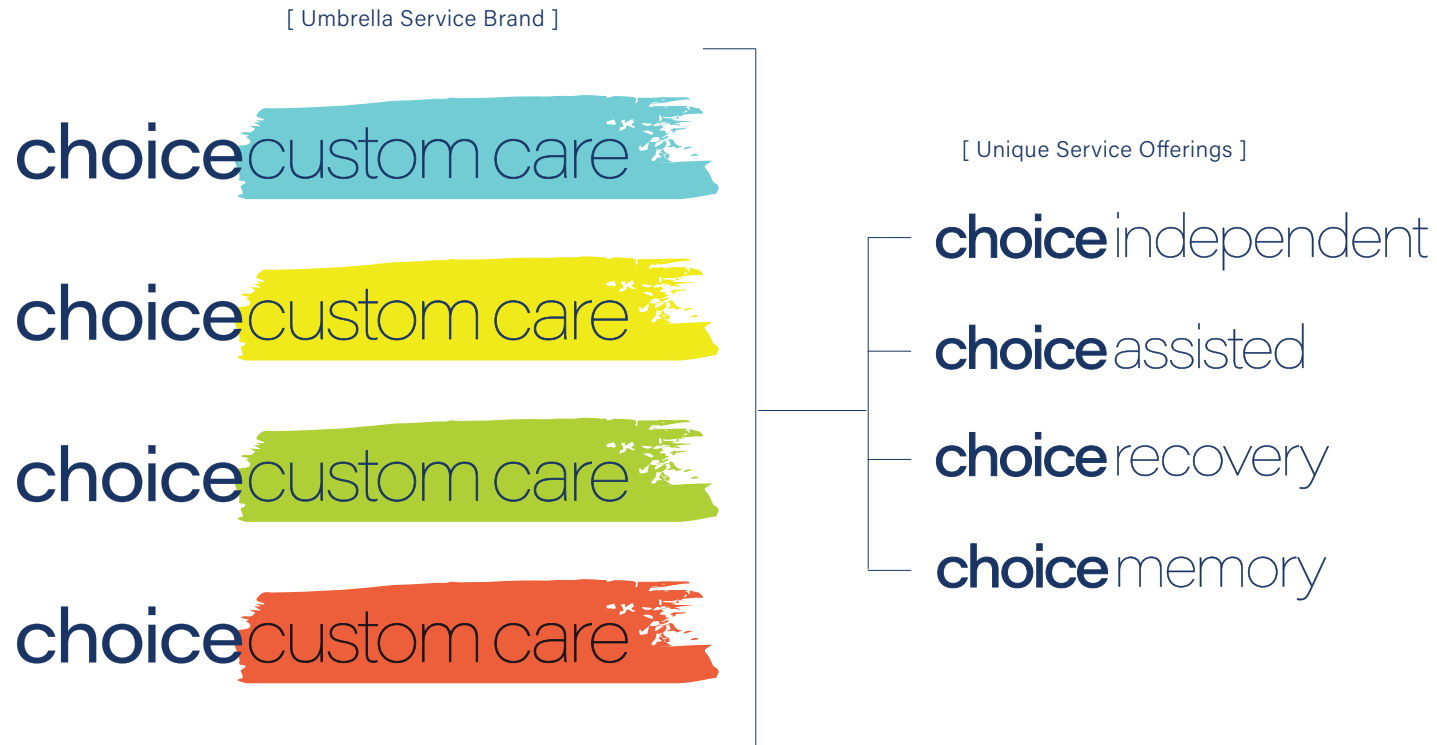
[Clear Space]

community logos



Use **community logos** when marketing specifically about a unique location and its service offering, or in location specific branding such as building signage or give-a-ways.

care level logos



Our levels of care now fold up under one umbrella service brand **Choice Custom Care**.
When using this service mark alternate color options whenever possible.



Download brand assets and a digital
copy of the brand guidelines here:
<https://brand.ecsforseniors.org>

For questions on brand expression
or messaging framework email
brandQs@ecsforseniors.org