



Brand Color

Episcopal Communities & Services

April 2022 / v2

primary color

[TYPE ONLY]



INK

R 027 **CMYK**
G 054 100 86 33 23
B 100 **WEB** 082952
PMS 648 C



FROST

R 255 **CMYK**
G 255 00 00 00 00
B 255 **WEB** ffffff



FALCON

R 079 **CMYK**
G 074 35 35 40 65
B 068 **WEB** 4F4A44
PMS Black 7 C

Used first as
key indicators
of the brand.

secondary color



VERMILION

R 218 **CMYK**
G 093 02 83 90 00
B 062 **WEB** eb5331
PMS 7417 C



CANARY

R 244 **CMYK**
G 233 04 01 100 04
B 082 **WEB** f5eb19
PMS 605 C



LIME

R 181 **CMYK**
G 206 43 00 100 00
B 083 **WEB** b5ce53
PMS 2292 C



AQUA

R 000 **CMYK**
G 162 50 00 18 00
B 194 **WEB** 00a2c2
PMS 630 C

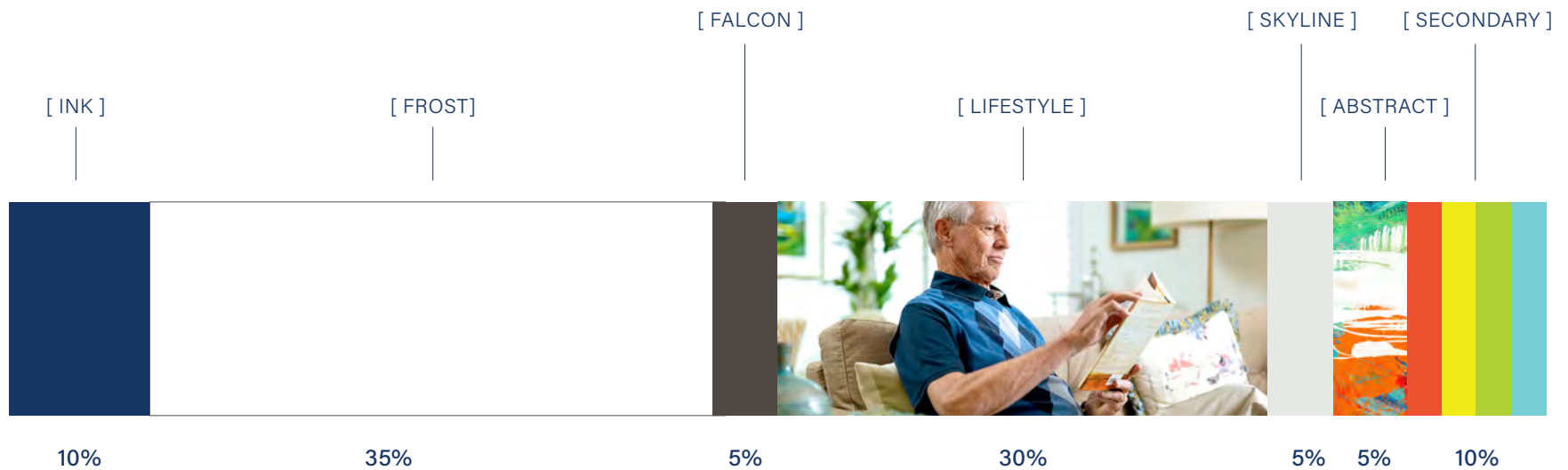


SKYLINE

R 228 **CMYK**
G 229 09 06 08 00
B 228 **WEB** e4e5e4
PMS Cool Gray 1 C

Accent used
for vibrancy
and contrast.

color usage



This **color extension** scale demonstrates the approximate percentages of color used within a single communication. For example, this multi-page brand book applies this percentage guide to the total piece and not to one single page.



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