



# Brand Type

Episcopal Communities & Services

April 2022 / v2

typography

**PRIMARY** / Acumin

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890 ?/><;"}{)(\*&

**SECONDARY** / Adequate

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890 ?/><;"}{)(\*&

**LOCAL** / Arial

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890 ?/><;"}{)(\*&

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light  
regular  
medium  
semibold  
bold

### Acumin family

Acumin is a versatile sans-serif typeface, designed for balance and extended application in small to large sizes. Use this type family with its varying weights for **body copy, subheads, and call-outs** on marketing communications such as print ads and brochures.

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extra light  
light

### Adequate light

Adequate is a modern geometric sans serif with a tall x-height for clarity and legibility. Use the light weight fonts for headlines, quotes, large **emphasis messaging** and **type as graphics** on marketing communications such as print ads and brochures.

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regular  
italic  
bold

### Arial family

Arial is a widely used sans-serif typeface available on most systems. *Use this type family in your daily role as the default for communications* such as **internal documents, templates and/or presentations.**



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](mailto:brandQs@ecsforseniors.org)