Brand Expression

Episcopal Communities & Services

April 2022 / v2

our brand expression...

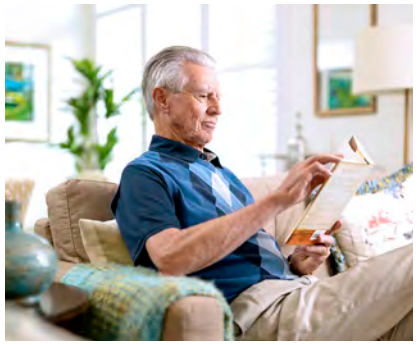
Making it real.

Our brand expression is made up of all the ways you can experience the ECS brand, from our logo mark to the website — or simply the way we say “hello.” Just like each one of us, the brand is defined by a set of relatable characteristics called Brand Persona. When evaluating whether a communication is ***on-brand*** ask yourself if it evokes the brand persona.

You can access brand guidelines and assets here:
https://brand.ecsforseniors.org

our brand persona...

versatile	We are able to adapt as needed.
warm	We are enthusiastic, attentive, and kind.
visionary	We are imaginative when thinking about and planning for the future.
faithful	We are true, loyal, and steadfast.
generous	We are ready and willing to give more than is necessary or expected.



primary imagery

LIFESTYLE

These images are used to highlight the **brand experience** with open space, exaggerated contrast and pops of color. This image library has been color-enhanced to evoke the brand persona. Use these as your first-choice images, and in place of stock imagery whenever possible.

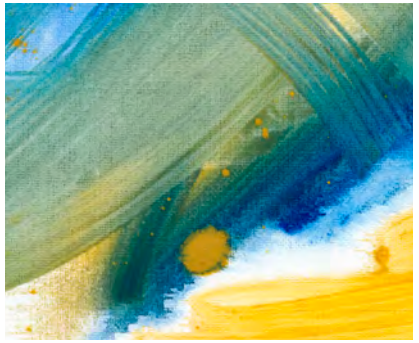
- Caught-moment lifestyle meets travel editorial
- The camera acts as a participant in the scene
- Invitation into personal experience
- Family, friends, team member and community
- Care and support expressed with sincerity
- Authentic facial expressions (non-camera facing)
- Natural light and open compositions in background
- Clear contrast between foreground and background
- White and light with pops of color

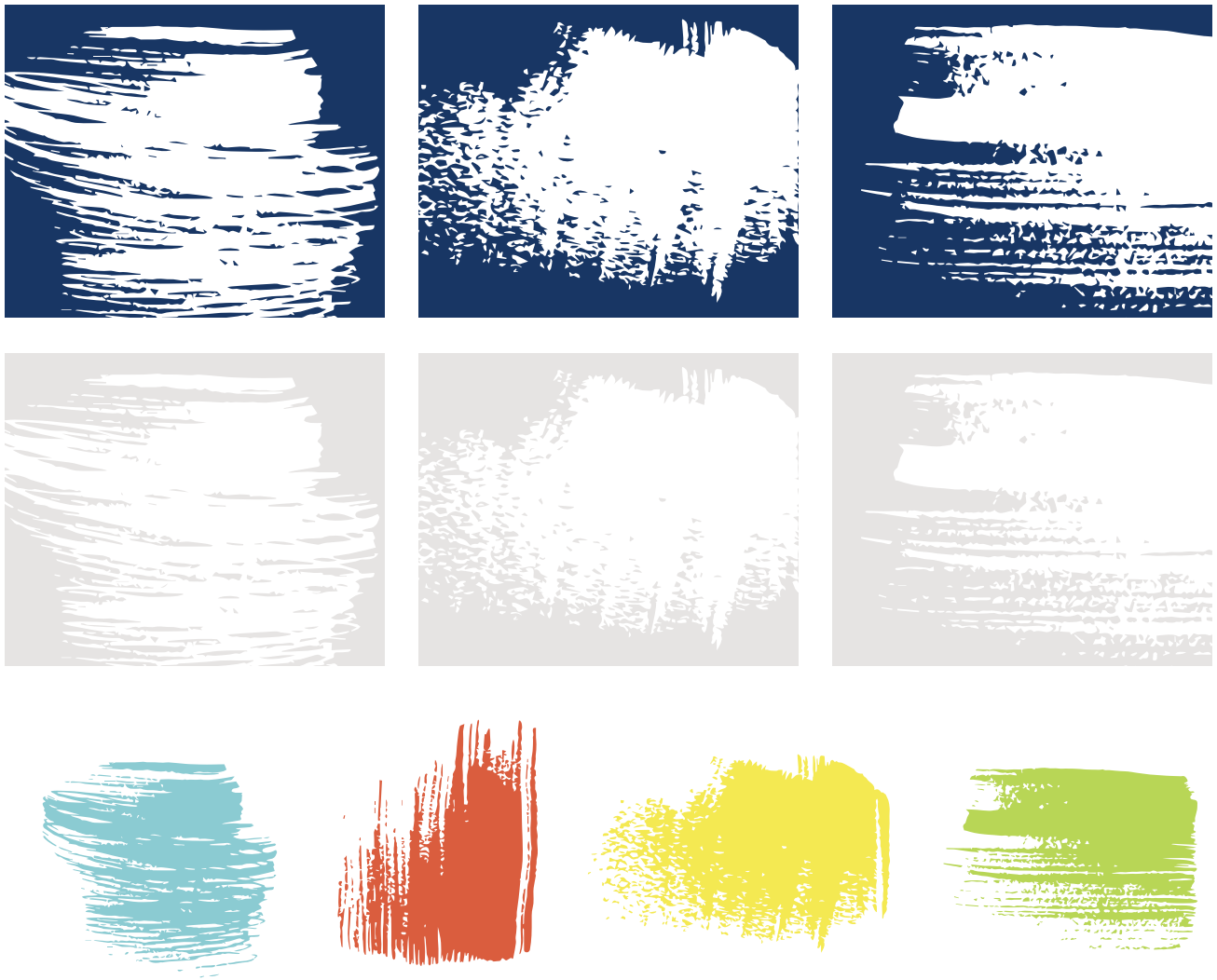
https://brand.ecsforseniors.org

secondary imagery

ABSTRACT

These images are used to demonstrate choice, adventure, imagination and to reinforce personal expression. There are nine abstract images available as **secondary support** imagery. Use these in conjunction with Lifestyle imagery or solid brand color fields. Never use abstract imagery alone.





tertiary imagery

BRUSH STROKE

There are four brush stroke graphics available to be used as **texture**. Layer these graphics to blend primary and secondary imagery into white space or backgrounds — eliminating boundaries.

Brush strokes can also be used in color as a flag style call-out.

primary color

[TYPE ONLY]

Used first as **key indicators** of the brand.

INK

R 027 **G** 054 **B** 100

CMYK 100 86 33 23

WEB 082952

PMS 648 C

FROST

R 255 **G** 255 **B** 255

CMYK 00 00 00 00

WEB ffffff

FALCON

R 079 **G** 074 **B** 068

CMYK 35 35 40 65

WEB 4F4A44

PMS Black 7 C

secondary color

Accent used for vibrancy and contrast.

VERMILION

R 218 **G** 093 **B** 062

CMYK 02 83 90 00

WEB eb5331

PMS 7417 C

CANARY

R 244 **G** 233 **B** 082

CMYK 04 01 100 04

WEB f5eb19

PMS 605 C

LIME

R 181 **G** 206 **B** 083

CMYK 43 00 100 00

WEB b5ce53

PMS 2292 C

AQUA

R 000 **G** 162 **B** 194

CMYK 50 00 18 00

WEB 00a2c2

PMS 630 C

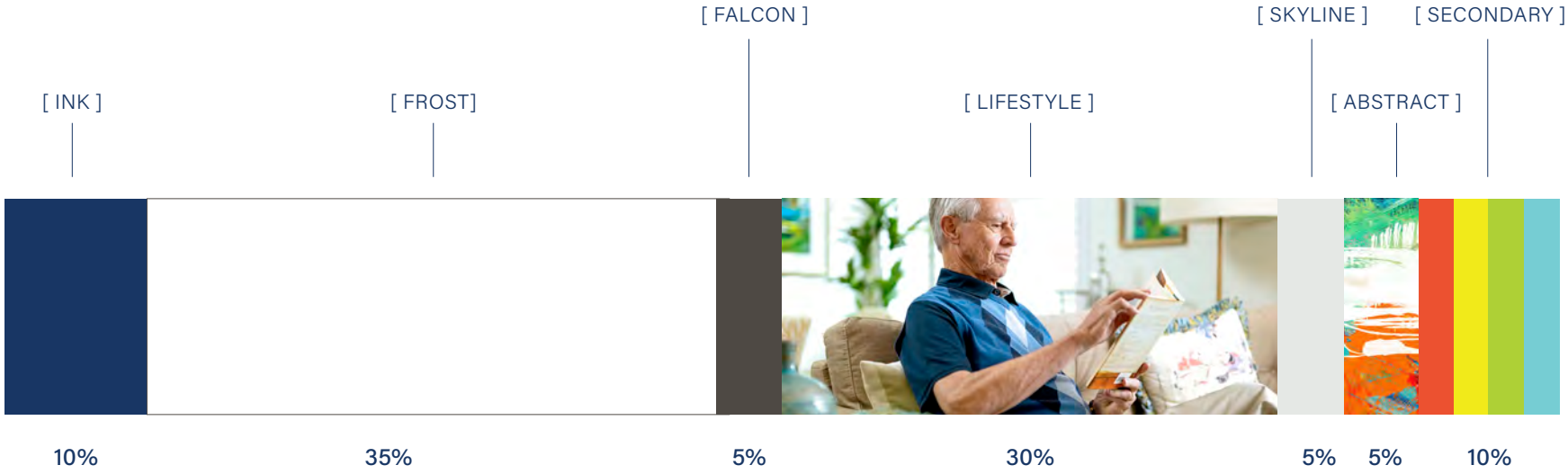
SKYLINE

R 228 **G** 229 **B** 228

CMYK 09 06 08 00

WEB e4e5e4

PMS Cool Gray 1 C



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.

typography

PRIMARY / Acumin

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

SECONDARY / Adequate

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

LOCAL / Arial

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

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.

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.

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.**

our brand in action...

Bringing it all together.

The ECS brand experience is made up of tangible and intangible interactions. Think about the light streaming in through the windows when you enter a community, or the smell of the flowers planted near your favorite walking path. Each of these contribute to the overall perception of the brand. The following pages focus on a few examples for ***visual reference*** when combining elements, such as color, type and imagery, into tangible communications.

White Space is the foundation [1]

Lifestyle imagery is the hero [2]

Abstract imagery draws emotion [3]

Brush Stroke graphic blends [4]

Master Brand leads [5]

Community Logo supports [6]

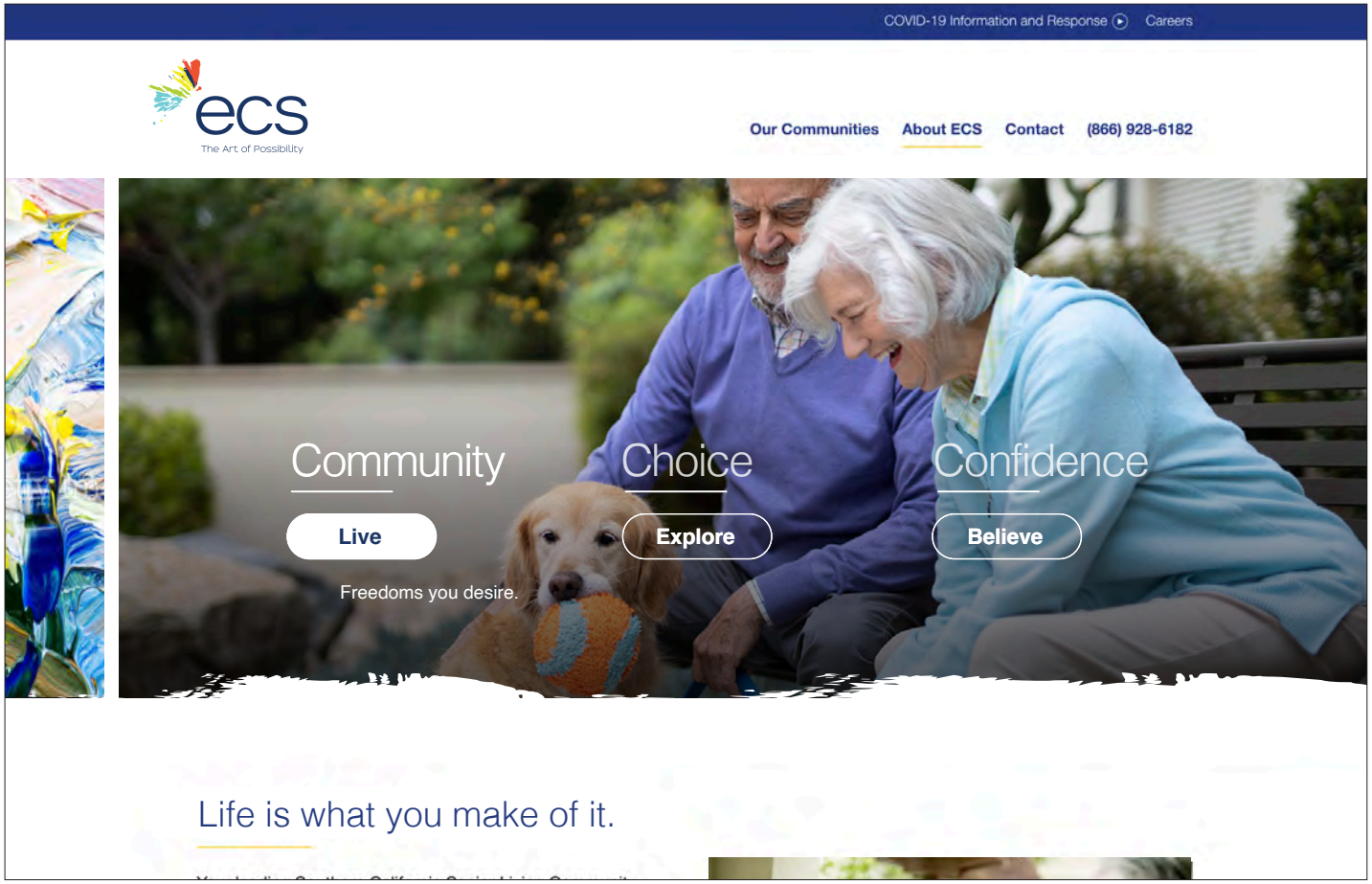
Adequate Typeface draws interest [7]

Acumin Typeface is an easy read [8]

Brush Stroke calls for action in color [9]

[POST CARD FRONT & BACK]

Samples



[Website Home Page Hero]

Samples

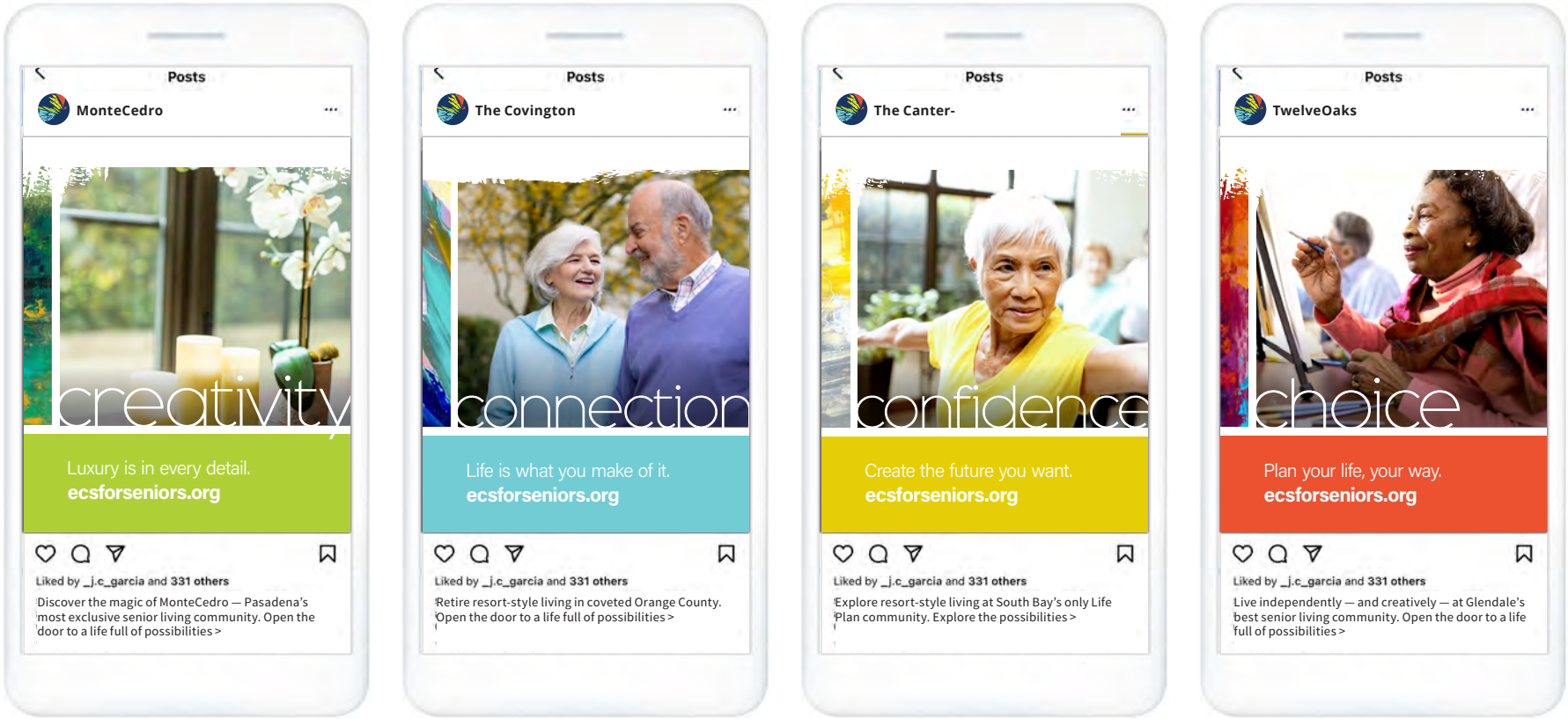
[Chef Hat White]

[Chef Uniform Blue]

[Facemask White]

[Facemask Blue]

Samples



[Community Social Post Examples]

[Water Bottle Blue]

[Totebag Back]

[Totebag Front]

ecs

The Art of Possibility

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

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