LOGO:

The DioLex logo is the visual embodiment of the Episcopal Diocese of Lexington. Using three Ls that come together to form a cross, one for each of the regions the diocese comprises (Ohio Valley, Bluegrass, and Eastern Mountains), the DioLex logo signifies both our diversity and our unity in Christ. Paired with a clean, modern font, this image communicates a diocese that is forward looking and forward thinking, and which seeks to be the Church in the contemporary world.

The logo uses the Chalet font family, Chalet Paris Nineteen Sixty and Chalet New York Nineteen Eighty.

TAG LINE:

The tag line "Be the Church, Be the Change" is offered in three formats and may be used as a secondary logo where appropriate to communicate brand identity.

The tag line graphic also uses the Chalet Paris Nineteen Sixty and Chalet New York Nineteen Eighty fonts.
The DioLex Glyph is based on the Three L Logo, and is suitable for use as a profile icon on social media, as a favicon, and anywhere you need a symbol of the diocese but are restricted to a small frame of visual reference.

The diocesan seal may be used in the original colorway or in the duotone format based on the branding greens.

**LOGO CONTINUED:**

**OTHER EXAMPLES OF ACCEPTABLE USE**

When design situations warrant, the following variations on the DioLex brand logo are acceptable:

- DioLex brand logo in all white
- DioLex brand logo in greyscale
TAG LINE CONTINUED:
OTHER EXAMPLES OF ACCEPTABLE USE

When design situations warrant, the following variations on the DioLex brand tag line are acceptable:

- Tag line logo in all white

BE THE CHurch
BE THE CHANGE

- Tag line logo in grey for greyscale printing

BE THE CHurch
BE THE CHANGE

THE EPISCOPAL DIOCESE OF LEXINGTON

BE THE CHurch
BE THE CHANGE

THE EPISCOPAL DIOCESE OF LEXINGTON

BE THE CHurch
BE THE CHANGE

THE EPISCOPAL DIOCESE OF LEXINGTON
LOGO, GLYPH, AND TAGLINE:
EXAMPLES OF UNACCEPTABLE USE

A few rules are necessary for maintaining the design integrity of the brand. In general, do not alter the appearance of the logo/s by skewing or distorting them in any way. Logos may be used in either horizontal or vertical orientation, but do not place them at an angle.

Do not use alternate stacking or lockup of the design elements.

Do not use the main DioLex logo text as a wordmark.

Do not use any colors besides the approved branding colors in this guide.

BE THE CHURCH
BE THE CHANGE

Additionally, do not add a drop shadow or any other visual effects to the logo/s. Do not add graphics or design elements to any of the logos.
LOGO USAGE:

OTHER CONSIDERATIONS

CLEAR SPACE:
To ensure legibility, always keep a minimum clear space around the logo. This space isolates the logo from any competing graphic elements or copy that might crowd, conflict with, or lessen the impact of the logo.

MINIMUM SIZE:
To ensure legibility and to maintain impact of the DioLex logo, the minimum height should be 72px at screen resolution and 300px at print resolution.

Tag line (secondary) logos, the glyph, and the diocesan seal can be used in place of the main DioLex logo when it makes sense to do so, but should not be used in combination or in close proximity to one another or to the main logo.
TYPOGRAPHY:

Typography is a powerful tool for expressing brand identity when used consistently. The DioLex typefaces below should be used across all print and web applications.

The fonts used in the main logo and tag line graphics are Chalet Paris Nineteen Sixty and Chalet New York Nineteen Eighty.

Chalet Paris Nineteen Sixty
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:!?'&/*

Chalet New York Nineteen Eighty
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:!?'&/*

Given that the logo fonts from the Chalet font family are not easily legible as body text, the following fonts are to be used when body text is required (if you do not have access to Century Gothic on your software, the open source Google font "Glacial Indifference" may be substituted):

Century Gothic (sans serif)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:!?'&/*

Century Gothic Regular
Century Gothic Italic
Century Gothic Bold
Century Gothic Bold Italic

Libre Baskerville (serif)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:!?'&/*

Libre Baskerville Regular
Libre Baskerville Italic
Libre Baskerville Bold
Libre Baskerville Bold Italic
TYPOGRAPHY: USING TEXT FOR IMPACT

Properly used, type communicates much more than just words. It can also communicate emotion, and different combinations can be used to create different voices. Font style and hierarchy are important tools in telling your story. Don’t be afraid to use bold typefaces and large font sizes. Create visual rhythm by varying text size and mixing fonts within a layout. Combine serif and sans serif fonts for maximum impact.

Here are some examples of how our brand typefaces may be used in combination:

ARCHITECTURE IS A VISUAL ART, AND THE BUILDINGS SPEAK FOR THEMSELVES.

*Julia Morgan*

Century Gothic Bold and Libre Baskerville Italic

BE A BELIEVER IN BOLD

GRAPHIC DESIGN FOR EVERYONE

*type.org*

Libre Baskerville Regular, Chalet New York Nineteen Eighty, Chalet Paris Nineteen Sixty, and Libre Baskerville Regular Italic

GOOD DESIGN

You know it when you see it

Libre Baskerville and Chalet Paris Nineteen Sixty
COLORS:

DioLex Logo Green (Light)
Print (CMYK): 75 1 56 0
Screen (RGB): 21 182 148
Hex websafe: #15B694
Pantone: 3275C

DioLex Logo Green (Medium)
Print (CMYK): 85 25 63 7
Screen (RGB): 3 136 115
Hex websafe: #038873
Pantone: 327C

DioLex Logo Green (Dark)
Print (CMYK): 90 39 78 35
Screen (RGB): 2 90 67
Hex websafe: #025A43
Pantone: 7729C

DioLex Logo Grey
Print (CMYK): 50 45 47 10
Screen (RGB): 129 123 119
Hex websafe: #817B77
Pantone: 416C

White
Print (CMYK): 0 0 0 0
Screen (RGB): 255 255 255
Hex websafe: #FFFFFF
Pantone: 11-0601 TPG