

Style Guide Cheat Sheet

ONE PAGE SUMMARY OF HOW TO REPRESENT FAMILY AND LIFE MINISTRY

☒ ARE YOU USING THE RIGHT LOGO?

Use the Family and Life Ministries logo.



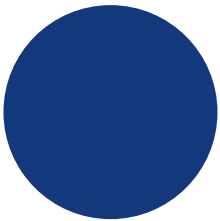
☒ ARE YOU USING THE RIGHT FONT?

Use the black font of EB Garamond in all Eparchial Materials.

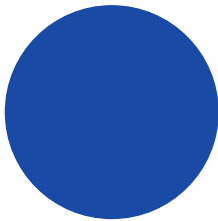
☒ ARE YOU USING THE RIGHT COLOUR?

Use the primary colour **#13387C**. #194BA6, #205DCF, #FFDF00, and #FCB415 should be used sparingly as accents.

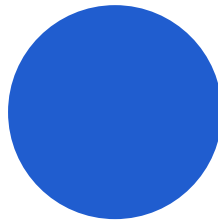
Avoid placing text on yellow backgrounds. #C5231B is *only* used for Call-To-Action buttons to grab the viewers attention.



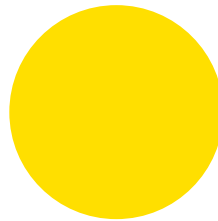
Hex: #13387C



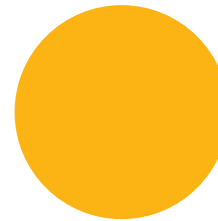
Hex: #194BA6



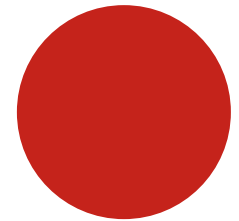
Hex: #205DCF



Hex: #FFDF00



Hex: #FCB415



Hex: #C5231B

☒ ARE YOU USING THE RIGHT NAME?

The legal name of Ukrainian Catholic Episcopal Corporation of Western Canada has short and long-form names. Use our shortened form **Edmonton Eparchy** in majority use cases, especially when communicating digitally. The long format for more professional and official-looking documents should use **Ukrainian Catholic Eparchy of Edmonton**.

☒ ARE YOU USING THE RIGHT PHOTOS?

Use photos that are vibrant and feature a community of people. Do not use ominous photos or empty buildings unless these are balanced out with community forward photos.

☒ ARE YOU USING WHITE SPACE?

Use a lot of white space, especially white backgrounds to allow for clear legibility.

☒ ARE YOU USING THE RIGHT VOCABULARY?

Use a maximum of grade 8 readability level when communicating to effectively reach everyone including youth and those who may struggle with English.

☒ NEED DOWNLOADS/HELP?

Visit www.eeparchy.com/communications with the password: 1235 to download all the templates and collaterals.

These are also available in the shared drive folder "EPARCHIAL MARKETING MATERIALS". Printed copies of the brand guide are available in the printing room.