



A Visual Style Guide for our  
**Season of Spiritual Renewal**



Diocese of Toronto  
Anglican Church of Canada

THE IDEA:

# Season of Spiritual Renewal

During the recent Cast the Net listening and visioning process, we heard that, as a Diocese, we're hungry **to know and love God more deeply**.

To that end, Bishop Andrew has called us to begin a two-year **Season of Spiritual Renewal**, lasting until Epiphany 2026. This is Call to Action #1 emerging from Cast the Net.

This Visual Style Guide has information and resources on how to style and design material related to the season.

**"My hope is that this will lead us to a deep and profound joy in the gospel of Jesus Christ and a sense of communities large and small feeling a part of a rekindling of the Anglican Church in the Diocese of Toronto."**

*-Bishop Andrew Asbil*



## Season of Spiritual Renewal



*This is how the name is spelled.*

... during our Season of Spiritual Renewal...



*You can use both **our** and **the** in connection to the name, when using the name in body text.*

The Season of Spiritual Renewal will mean...



~~SoSR, S.O.S.R~~



*Avoid shortening the name in public facing texts. It makes the text harder to read. Write out the full name instead.*

~~season of spiritual renewal~~



*Use proper capitalization.*

~~a spiritual season of refreshment~~



*Use the correct phrase.*





*Default logo*

## The logo

The blue fish with the golden accent is our symbol. Together with the wordmark set in a circle it makes up the default Season of Spiritual Renewal logo.

There is also an alternative logo with different colour settings, a one-line logo for use in special situations and a version with the symbol only.

Each logo comes in both a default and inverted version.

### A word about file formats

Each logo version is available in EPS, SVG, PNG and PDF formats. EPS and SVG are both vector formats - so use those if you can. PNG and PDF are good fallbacks if the vector version cannot be used.

Use EPS or PDF for print. Use SVG or PNG for digital use.

Normal versions

## Default logo



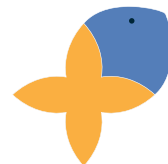
## Alternative logo



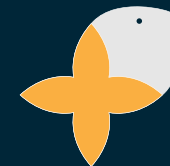
## One-line logo



## Symbol only



Inverted versions



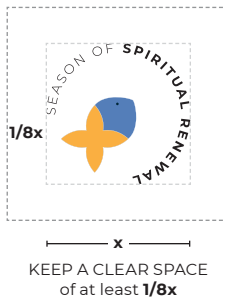


# Logo placement and use:

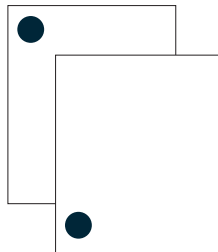
To preserve the integrity of the logo please follow these rules and guidelines.



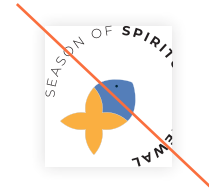
✓ **Size** *Make sure the words are clearly legible.*



✓ **Space** *Give the logo enough space to breathe.*  
*Make sure other elements do not interfere, or overlap, with the logo.*



✓ **Place** *Preferably position the logo in either the top left or bottom left corners.*



✗ **Do not crop the logo**



✗ **Do not rotate the logo**



✗ **Do not add to the logo**



✗ **Do not squish the logo**

# Fonts

The Season of Spiritual Renewal has two main fonts as part of its visual style. You may use one or both as best fits your purpose.

All fonts can found in the brand package or on [Google Fonts](#) and are free for anyone to use.

## ✓ Montserrat

*Black*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

*Bold*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

*Medium*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Regular*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Light*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## ✓ Alegreya

*Bold*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

*Medium*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Regular*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Alegreya SC*

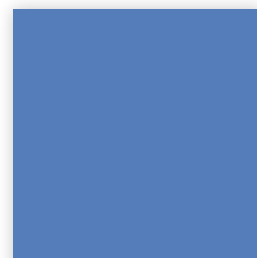
ABCDEFGHIJKLMNOPQRSTUVWXYZ



# Colours

The Season of Spiritual Renewal has a few different colour palettes as part of its visual style. You may use the one that best fits your purpose.

## ✓ Main colours



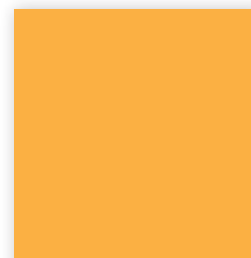
**Season-Blue**  
#547db8

R: 85	C: 71
G: 125	M: 41
B: 184	Y: 4
	K: 0



**Season-Navy**  
#002637

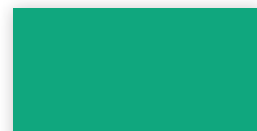
R: 0	C: 96
G: 38	M: 75
B: 55	Y: 52
	K: 58



**Season-Gold**  
#fbb043

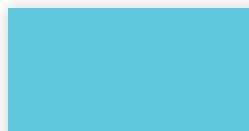
R: 251	C: 0
G: 176	M: 35
B: 67	Y: 84
	K: 0

## ✓ Secondary colours



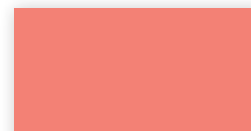
**Season-Green**  
#10a77e

R: 16	C: 80
G: 167	M: 9
B: 126	Y: 66
	K: 0



**Season-Aqua**  
#61c7dc

R: 97	C: 56
G: 199	M: 1
B: 220	Y: 12
	K: 0








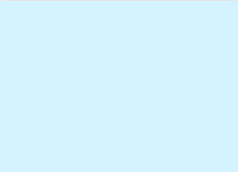
**Season-Salmon**  
#f38175

R: 243	C: 0
G: 129	M: 62
B: 117	Y: 48
	K: 0



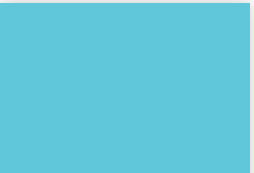

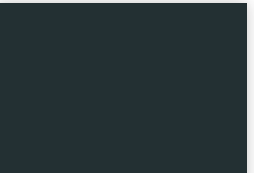
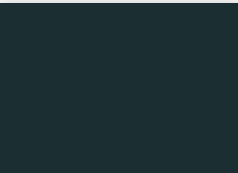




## ✓ Dark blue theme







					
Hex: <b>#104963</b> RGB: 16, 73, 9	Hex: <b>#2F6F8D</b> RGB: 47, 111, 141	Hex: <b>#002638</b> RGB: 0, 38, 56	Hex: <b>#5C9BB8</b> RGB: 92, 155, 184	Hex: <b>#97CAE2</b> RGB: 151, 202, 226	Hex: <b>#D4F2FF</b> RGB: 212, 242, 255

## ✓ Light blue theme







					
Hex: <b>#6BA5B1</b> RGB: 107, 165, 177	Hex: <b>#688186</b> RGB: 104, 129, 134	Hex: <b>#60C7DB</b> RGB: 96, 199, 219	Hex: <b>#4F5A5C</b> RGB: 79, 90, 92	Hex: <b>#233033</b> RGB: 35, 48, 51	Hex: <b>#1B2F33</b> RGB: 27, 47, 51



### ✓ Dark orange theme

					
Hex: <b>#F1A93C</b> RGB: 241, 169, 60	Hex: <b>#CF9134</b> RGB: 207, 145, 52	Hex: <b>#FAAF3E</b> RGB: 250, 175, 62	Hex: <b>#AD792B</b> RGB: 173, 121, 43	Hex: <b>#8B6223</b> RGB: 139, 98, 35	Hex: <b>#694A1A</b> RGB: 105, 74, 26

### ✓ Bright orange theme

					
Hex: <b>#FA903E</b> RGB: 250, 144, 62	Hex: <b>#FAC63E</b> RGB: 250, 198, 62	Hex: <b>#FAAF3E</b> RGB: 250, 175, 62	Hex: <b>#FA6F3E</b> RGB: 250, 111, 62	Hex: <b>#FADC3E</b> RGB: 250, 220, 62	Hex: <b>#FAD092</b> RGB: 250, 208, 146



# Examples

