



HOLY TRINITY + ST. NICHOLAS

GREEK ORTHODOX CHURCH OF STATEN ISLAND

GRAPHIC STANDARD MANUAL

CREATED BY

GREEN
DESIGN

Something about us

“Green Design” is a graphic studio from Thessaloniki, Greece. We are a group of people that have ideas, knowledge and passion to that we are doing. Our main work is on editorial and branding design, as well as packaging design and social media content & management. We are active in the area since 2007 and we have customers not only in Greece, but abroad as well like in Cyprus and Germany. We have years of collaboration with Triantopoulos - Handmade religious items and some of our significant cooperations are with Xenophontos Monastery in Mount Athos and Monastery of Timios Prodromos in Serres with whom we have made beautiful books.

Introduction

The purpose of this manual is to serve as a comprehensive guide that outlines the visual identity and branding guidelines for the church of **Holy Trinity - St. Nicholas**. It provides detailed instructions on how to consistently apply graphic elements across various media and platforms, ensuring that the brand’s image remains cohesive and recognizable.

Typography to Logotype

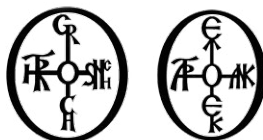
Based of the handmade typeface of the Hieromonk Lukas of Xenophontos Monastery in Mount Athos. Our office redesign this unique material to the final image that you can see. Father Vasileios Apostolidis' contribution to the completion and details of the logo was substantial and very useful. The primary title is the name of the church “**Holy Trinity - St. Nicholas**” and the “**Greek Orthodox of Staten Island**” serves as secondary one. As a handmade typeface it seems very natural with intimate solid letters and strong attitude. Also the primary title set apart from the secondary with a line.

HOLY TRINITY - ST. NICHOLAS
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OF STATEN ISLAND

ΕΛΛΗΝΙΚΟΣ ΟΡΘΟΔΟΣΟΣ ΝΑΟΣ
ΑΓΙΑΣ ΤΡΙΑΔΟΣ & ΑΓΙΟΥ ΝΙΚΟΛΑΟΥ
ΣΤΑΤΕΝ ΑΙΛΑΝΤ

Symbol

The symbol of this logo is an oval seal with a cross inside consist of the initials of the name of the church. **HTR** for “Holy Trinity” and **SNCH** for “St. Nicholas”(horizontal from left to right). Also vertical **GR** for “Greek”(top) and **CH** for “Church”. Finally the **O** at the center represent “Orthodox”. Also based of design of the Hieromonk Lukas.



Layout and Usage

This logo has three main variations in layout. The first one is the line version which is usable mainly at printed matter. The vertical layout is more imposing and graceful but its usage is a little bit limited because of the space that this layout demands. The most efficient way to display the logo with this layout is a stand alone page. Last, I present you the rectangular version which is condensed to occupy less space. It will be used mostly with other logotypes as sponsors or organizers.



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Clear Space

A generous area of clear space surrounding the logotype is an important part of its design. Do not place any graphics, photographs, illustrations or type within the minimum clear space area. This space is 5mm.



Black & White

This logotype can display in black & white or in greyscale version if needed. 100% black for absolute black or 70% black for the grey tone if you prefer.



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Color Palette

The base colors are the Blue Oblivion and the Yellow Jasmine. Both of them are prestige, elegant and serious colors. These two colors are complementary colors at color palette. Alternative can be used the colors Socialist (red) and Dayflower (cyan). The choice of colors was based on the Orthodox Christian art of iconography.



Blue Oblivion
Pantone 286 CP
Hex: #243f83
RGB: (37, 61, 132)
CMYK: (100, 90, 16, 4)



Yellow Jasmine
Pantone 110 U
Hex: #caa22c
RGB: (203, 161, 44)
CMYK: (22, 35, 100, 1)



Socialist
Pantone P 49-16 C
Hex: #991b1e
RGB: (153, 27, 30)
CMYK: (24, 100, 100, 25)



Dayflower
Pantone 6120 CP
Hex: #33a5de
RGB: (51, 165, 222)
CMYK: (69, 19, 0, 0)



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Background Color

The Blue Oblivion can be used as the background color with white typography. Then the seal and the line will be Yellow Jasmine or Dayflower. General, white, gold and light grey should be used with dark background colors for the best visual display.



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Approved Fonts

The use of “Hypatia Sans Pro” font is recommended for the typing of all Holy Trinity - St. Nicholas correspondence on all printed media, including stationery, letterhead, envelopes, business cards and related printed forms.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0



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Graphic Standards

The standards outlined in this manual have been established to maintain a consistent and effective use of the Holy Trinity - St. Nicholas logotype. Thus, the symbol must not be redrawn, repropotionedor modified in any form. This prevents incorrect usage and any possible detraction from the Holy Trinity - St. Nicholas church's efforts to convey a unified and consistent image. Also, logos or graphical elements (for the logo) other than those officially sanctioned in this graphic standard manual may not be used to represent the Holy Trinity - St. Nicholas church.

Inappropriate Usage

The following are some inappropriate usage of the logotype. Mistakes like that should be avoided. This manual indicate the proper use of this logotype which must be observed.



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In conclusion

We would like to thank you for your trust and your preference to us. Whatever you may need, our office remain in your disposal for further cooperation in the future.

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