Diocese of Hereford

Proclaiming Christ ✦ Growing Disciples

Style Guide

We are the Church of England in Herefordshire, south Shropshire and some parishes in Worcestershire, Powys and Monmouthshire.

Our worshipping community is made up of 12,800 people of all ages and backgrounds.

Nearly 8,000 people attend a service each Sunday and nearly 12,000 children attend one of our 78 schools and academies.

Bishop of Hereford

Foreword

I warmly commend this Style Guide to you. I trust you will embrace and use it in all of the materials you produce and share.

It can help to unify and strengthen our message within the communities of the villages, towns and the city we serve.

By clearly identifying our materials, publications and events, it will foster a greater understanding of what the diocese does and a sense of belonging for our church communities and church schools.

The Style Guide contains a wealth of information, tips and templates to greatly improve our approach to communications.

Please do your utmost to adhere to the Style Guide.

Rt Revd Richard Jackson, Bishop of Hereford

Style Guide

Introduction

If you are writing or producing materials on behalf of the Diocese of Hereford, these guidelines will help you maintain and strengthen our identity as a diocese and as part of the Church of England.

We are in a world crowded with different faiths or none, different Christian denominations, and many competing thoughts and ideas. How we present ourselves has to be engaging, relevant and clear. These guidelines and the single diocesan style support this.

Our messages and our materials reach thousands of people each week. We are quite a complicated organisation. We are spread over more than 400 churches in parishes, benefices and deaneries with nearly 80 church schools, some of which are all part of our multi-academy trust, The Diocese of Hereford Multi-academy Trust, Hereford office and Bishop's office.

The term 'diocese' is a difficult concept for non-churchgoers to understand, so our style emphasises our membership of the Church of England.

This Style Guide, associated colour palette, templates and fonts provide us all with a framework to reinforce our message, while enabling churches, offices and departments to express themselves and contribute to our identity through words, colours, graphics and images.

A consistent style and colour will connect us, make our work more tangible and allow people to identify and build a relationship with us.

For advice or support on implementing the Style Guide, please contact the communications department.

Sarah Whitelock
Communications Director

Primary logos

Diocese of Hereford
Proclaiming Christ ✦ Growing Disciples

PRIMARY stacked logo including strapline

Diocese of Hereford

PRIMARY stacked logo excluding strapline

These guidelines illustrate the correct use and consistent application of the Diocese of Hereford identity.

The specifications set out in these guidelines are mandatory and cannot be changed or modified in any way.

The Diocese of Hereford identity is the face of the diocese. As such it is important that the proper elements and specification are used.

The logo shown above is the preferred 'Diocese of Hereford' core logo and should be used wherever possible.

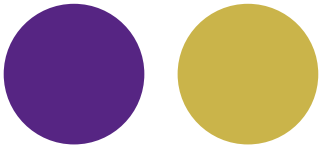
The logo should never be modified in any way and these guidelines should be followed.

The logo is made up of three elements: the name, the device and the strapline.

To maximise their impact, they have a fixed relationship that must remain consistent.

The core logo should always appear in:

The name, device and strapline:
Purple - Pantone® 2597c,
The arrow and starcross: Gold - Pantone® 7751c



The logo must be seen on everything the Diocese of Hereford produces, from publications to stationery and banners. It must always be applied consistently, in the Diocese of Hereford palette. It should not be redrawn, digitally manipulated or altered.

The logo must always be reproduced from a master file. This is available in eps and jpeg format.

EPS: all professionally printed publications.

Jpeg: Microsoft programmes.

The logo files are available from the communications section of our website or by contacting the communications office. **Comms@hereford.anglican.org**

Please refer to all sections of these guidelines to ensure the logo is used correctly in all applications.

Alternative Secondary logos

Church of England / Diocese of Hereford stacked logo

SECONDARY inline logo no strapline

The logo shown above is the alternative 'Diocese of Hereford' logo with strong Church of England link.

The Church of England logo should be used as an alternative to the primary Diocese of Hereford logo. This logo clearly identifies that we are part of the Church of England. ***Please note this should not be used together with the primary logo.***

The logo should never be modified in any way and these guidelines should be followed.

The logo is made up of three elements: The Church of England icon; The Church of England name and the Diocese of Hereford name.

To maximise their impact, they have a fixed relationship that must remain consistent.

The core logo should always appear in:

The Church of England name, device and Diocese of Hereford name:
Purple - Pantone® 2597c,
The separation line: Gold - Pantone® 7751c

The secondary inline logo may be used as an alternative to the primary logo where space is restricted; for example a website header.

The logos shown must always be applied consistently, in the Diocese of Hereford palette. Logos should not be redrawn, digitally manipulated or altered.

The logos must always be reproduced from a master file. These are available in eps and jpeg format.

EPS: all professionally printed publications.

Jpeg: Microsoft programmes.

The logo files are available from the communications section of our website or by contacting the communications office.

Comms@hereford.anglican.org

Please refer to all sections of these guidelines to ensure the logos are used correctly in all applications.

Our colour palette

Pantone® 2597c

CMYK
C=82
M=100
Y=0
K=0

Hex value
#572582

RGB
R=87
G=37
B=130

Pantone® 7751c

CMYK
C=3
M=20
Y=81
K=18

Hex value
#CCB54A

RGB
R=204
G=181
B=74

Primary Brand Colours

Spot Colour

- Pantone colours are specifically produced inks which are standard throughout the world.

  The preferred reproduction effect is Pantone® 2597 and Pantone 7751®

Four Colour Process

- The Diocese of Hereford logo can be simulated when necessary by use of the four colour process.

  These values are used in principally CMYK applications and should not be changed or modified.

Web Safe Colours

- To ensure good colour match across a range of monitors there is a need to work with a reduced palette of 216 colours, also known as 'web safe colours'.

  This allows the simplest monitor to view colours as intended.

Do not change or modify any of the values given.

These swatches are a four colour process simulation and should not be used to match screen colours

Complementary colour palette

Pantone® 377c

CMYK
C=58
M=15
Y=100
K=0

Hex value
#7A9A2B

RGB
R=122
G=154
B=43

Pantone® 7735c

CMYK
C=76
M=42
Y=76
K=41

Hex value
#38563C

RGB
R=56
G=86
B=60

Pantone® 5483c

CMYK
C=70
M=31
Y=37
K=12

Hex value
#4D868E

RGB
R=77
G=134
B=142

Pantone® 1255c

CMYK
C=26
M=42
Y=96
K=17

Hex value
#B0851E

RGB
R=176
G=133
B=30

Pantone® 072c

CMYK
C=100
M=90
Y=10
K=0

Hex value
#060E9F

RGB
R=6
G=14
B=159

Pantone® 2645c

CMYK
C=37
M=45
Y=0
K=0

Hex value
#B096DA

RGB
R=176
G=150
B=218

Pantone® 2415c

CMYK
C=44
M=100
Y=3
K=1

Hex value
#A3007D

RGB
R=163
G=0
B=125

Pantone® 7426c

CMYK
C=23
M=100
Y=60
K=18

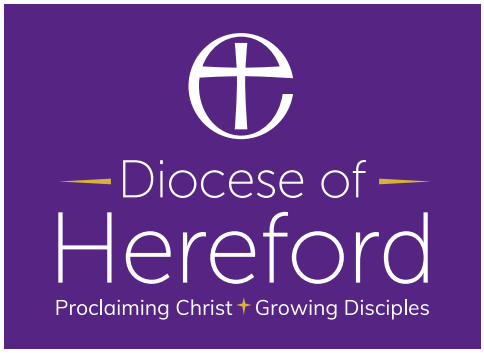
Hex value
#A90F3D

RGB
R=169
G=15
B=61

The complementary colour palette is for use in more extensive documents, such as reports, guide books or magazines. In all other instances the primary colour scheme must be adhered to.

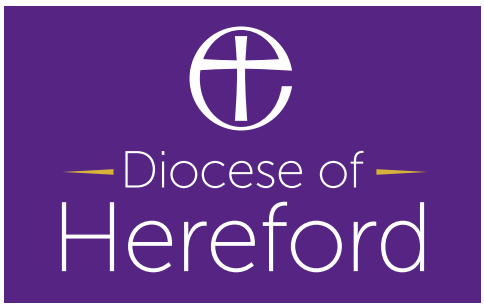
Masterlogo colour variations

PRIMARY 2 colour masterlogo:
Pantone® 2597 / Pantone® 7751



2 colour reversed masterlogo:
White / Pantone® 7751

PRIMARY 2 colour masterlogo:
Pantone® 2597 / Pantone® 7751



2 colour reversed masterlogo:
White / Pantone® 7751

Masterlogo colour variations

SECONDARY 2 colour masterlogo:
Pantone® 2597 / Pantone® 7751

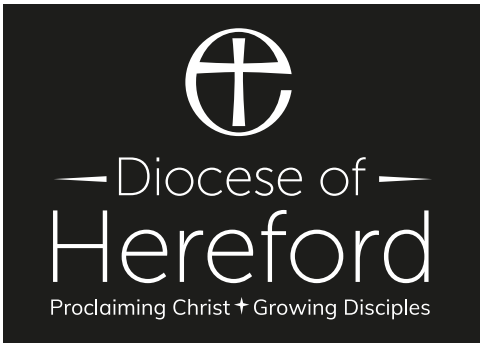
2 colour reversed masterlogo:
White / Pantone® 7751

SECONDARY 2 colour masterlogo:
Pantone® 2597 / Pantone® 7751

2 colour reversed masterlogo:
White / Pantone® 7751

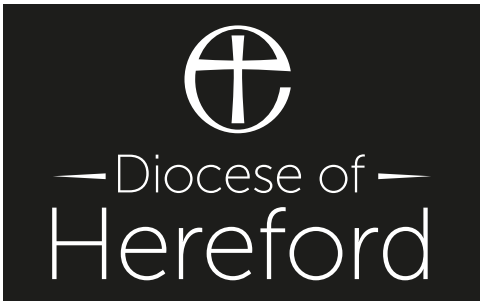
Masterlogo mono variations

PRIMARY Mono masterlogo: Black



Mono reversed masterlogo: White

PRIMARY Mono masterlogo: Black



Mono reversed masterlogo: White

In situations where the logo needs to be shown but the background image is complicated, where the logo will not stand out against the background or when overlaying the logo onto film footage please use the white reversed version of the logo. Always make sure the logo is legible.

Masterlogo mono variations

SECONDARY Mono
inline masterlogo: Black

SECONDARY Mono reversed
Inline masterlogo: White

SECONDARY Mono
inline masterlogo: Black

SECONDARY Mono reversed
Inline masterlogo: White

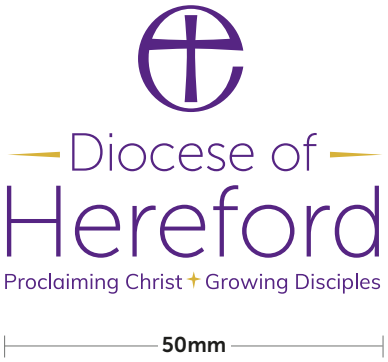
In situations where the logo needs to be shown but the background image is complicated, where the logo will not stand out against the background or when overlaying the logo onto film footage please use the white reversed version of the logo. Always make sure the logo is legible.

Exclusion zone & minimum size

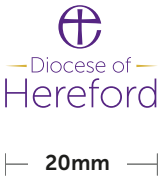
The minimum recommended size for the masterlogo is 50mm wide.

Anything below this and the logo begins to loose clarity.

In exceptional circumstances when it has to be used below this size an alternative is available which does not include the strapline. This alternative should never be used below 20mm wide.

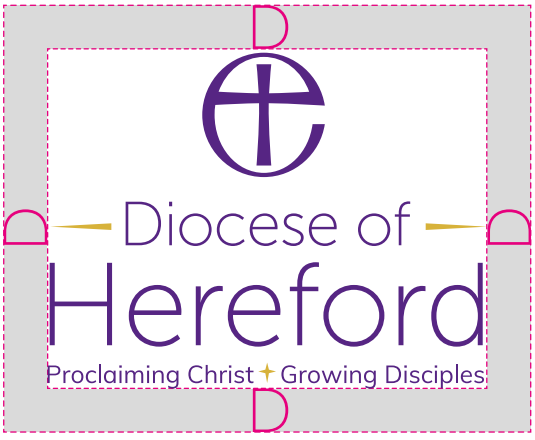


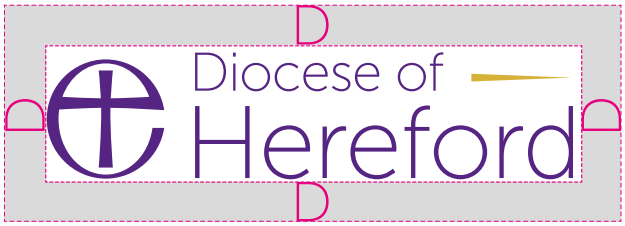
Minimum size of 50mm for reproduction with strapline.



Minimum size of 20mm for reproduction without strapline.

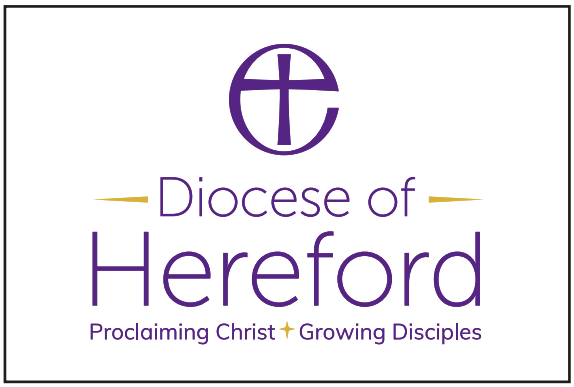
Minimum size of 30mm for reproduction of Secondary inline logo.





The PRIMARY masterlogo (with and without straplines), SECONDARY Inline logo and The Church of England Diocese of Hereford logo should always have breathing space. This can be determined by the height of the 'D' of Diocese, as shown in the diagrams above.

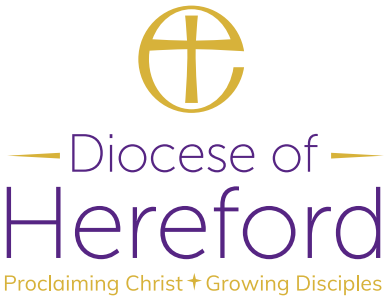
Masterlogo do nots



X Do not put the masterlogo or inline logo in a box or any other shape with a border.

X Do not alter the relationship between any of the core elements.

X Do not move any of the core elements.



X Do not use the masterlogo in other colours or variations (that have not been specified in these guidelines).

X Do not distort the masterlogo by stretching or compressing.

X Do not put the masterlogo on an overly complicated background where it becomes illegible.

Typography

Our brand typeface is Museo Sans as used in the 'Diocese of Hereford' masterlogo. This font is used for all commercially printed applications.

For typing letters, powerpoint presentations and internal documents use Segoe UI as the default font, this is a standard font in Windows and is available in a variety of weights.

For online applications including the website use Source Sans Pro.

Keep typography simple. Do not overcrowd layouts and do not use too many type sizes. Use weight and colour to draw emphasis.

For body copy in leaflets and other marketing materials always use Museo Sans 300; for headings use Museo Sans 900; for main subheadings use Museo Sans 100 and for a bold subheading use Museo 500 or 700, or the equivalent Segoe UI font in internal documents.

For commercially printed materials

Museo Sans 900 (Main headlines)

abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Museo Sans 700 (headings and sub headings)

abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Museo Sans 500 / italic (bold subheadings)

abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Museo Sans 100 / italic (main subheading below bold headline e.g. as shown in Inspire!)

abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Museo Sans 300 / italic (body text of commercially printed marketing materials)

abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

For internal documents

For internal publications and non commercially printed items please use the font Segoe UI.

Segoe UI Black (Main headlines)

abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Segoe UI Bold (headings and sub headings)

abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Segoe UI Semibold/ Semibold italic (bold subheadings)

abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Segoe UI Regular / italic (body text of commercially printed marketing materials)

abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Segoe UI Light / italic (main subheading below bold headline e.g. as shown in Inspire!)

abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

For online applications

For online applications including the website use Source Sans Pro.

Source Sans Pro Black (Main headlines)

abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Source Sans Pro (headings and sub headings)

abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Source Sans Pro Semibold/ Semibold italic (bold subheadings)

abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Source Sans Pro Regular / italic (body text of commercially printed marketing materials)

abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Source Sans Pro Light / italic (main subheading below bold headline e.g. as shown in Inspire!)

abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Diocese of
Hereford
Proclaiming Christ ✦ Growing Disciples

All logo files are available from
the Diocese of Hereford
Communications team.

Comms@hereford.anglican.org

The Diocesan Office • The Palace • Hereford • HR4 9BL
t: 01432 373300 e:info@hereford.anglican.org • www.hereford.anglican.org

Branding and style guide: www.thenakedcreative.co.uk