

Logo & style guidelines

Using our logo and style correctly
to ensure a consistent professional image

November 2021

Our logo family

Which logo to use

Purple on white



- administrative forms and documents
- for general use

Black & white



- administrative forms and documents
- when using one colour black

White on purple



- leaflets & publications printed externally/professionally
- signage

Logo positioning and proportions

Alignment

Our logo should **always** be positioned at the **top right-hand side** of a page, with an appropriate margin to the page edge at the top and right-hand sides.

Any exceptions to this rule must be authorised by the Communications team on a case-by-case basis; 99 times out of 100 it must be in the top-right.

Minimum size

Our logo should not be reproduced smaller than:

- on an A4 page: 5cm wide
- on an A5 page: 4cm wide

(the width being of the words 'Diocese of Norwich' within the logo)

Proportions

We want our logo to look good all the time. Therefore:




- do not stretch the proportions
- do not re-colour the logo
- please keep the invisible margin width around the logo at all times

Examples like the following are **not acceptable**:



Our fonts

Any of the following fonts may be used

	Myriad Pro Light abcdefghijklmnOPQRSTUVWXYZ123456!@#£%^& Regular abcdefghijklmnOPQRSTUVWXYZ123456!@#£%^& Semibold abcdefghijklmnOPQRSTUVWXYZ123456!@#£%^& Bold abcdefghijklmnOPQRSTUVWXYZ123456!@#£%^&
	Gill Sans Regular abcdefghijklmnOPQRSTUVWXYZ123456!@#£%^& Bold abcdefghijklmnOPQRSTUVWXYZ123456!@#£%^&
	Calibri Light abcdefghijklmnOPQRSTUVWXYZ123456!@#£%^& Regular abcdefghijklmnOPQRSTUVWXYZ123456!@#£%^& Bold abcdefghijklmnOPQRSTUVWXYZ123456!@#£%^&

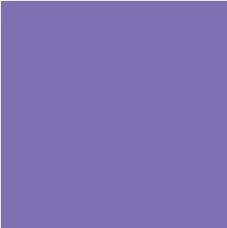
Across all communications:

- Times New Roman and **Comic Sans** fonts should never be used
- No text should be centred; all titles and headings should be left-aligned
- *Italics* should only be used where necessary in distinguishing text within a paragraph
- Underlining should never be used unless to indicate a website or email address

Our colour palette

The correct colour values given below must be used. Wherever possible in professional printing the CMYK colour process should be used to ensure consistency.

Our purple

	CMYK:	56, 60, 0, 0
	Pantone:	2577
	RGB:	126, 113, 180
	Hex #:	7E71B4

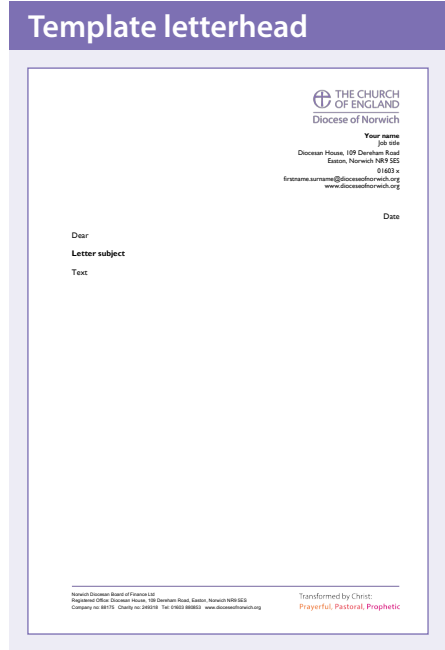
Our secondary colours

Across all branding **light purple** is the preferred secondary colour to use. This is the same purple as above but at a 20% tint.

Print

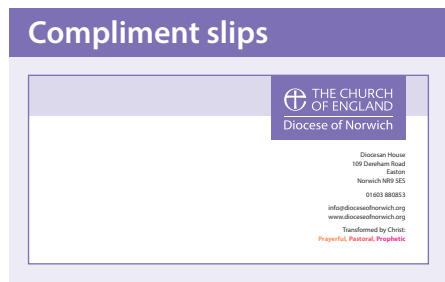
Letterhead

Microsoft Word letterhead templates are available within staff documents.



Compliment slips

Pre-printed branded compliment slips are available for all staff, officers and those with a Diocesan role to use. No other style of compliment slips may be used.



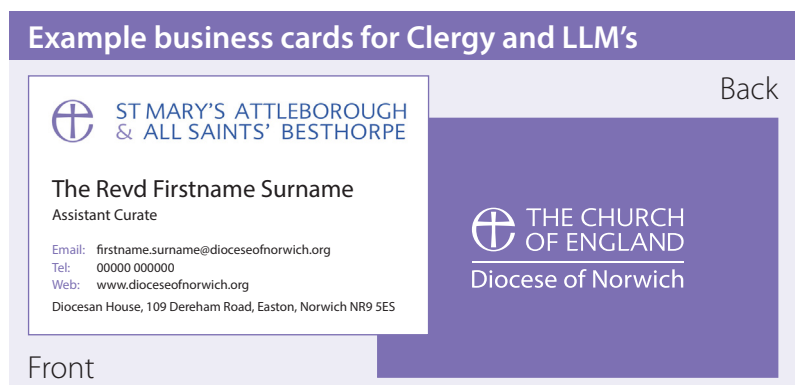
Business cards

All those who represent the Diocese externally (e.g. in face-to-face meetings) should have business cards.

Only Diocesan business cards printed through the Communications team may be used.

The Diocese also offers all Clergy and LLM's the opportunity to have professional business cards printed, and these can be purchased through the online shop. Two designs are available:

- Standard (with the Diocesan logo on the front)
- Personalised (with the parish/benefice logo on the front and the Diocesan logo on the reverse)



Professionally printed literature

All professionally printed publications such as leaflets and booklets **must** be approved by Communications team prior to printing.

Leaflets and booklets

e.g. publications showcasing a 'service' the Diocese provides to parishes, etc.

- All leaflets and booklets must be run past the Communications team before going to print and whilst in draft stage, so that consistency of logo use and house style can be ensured across all publications.
- Templates are available for most common leaflet and booklet designs which have the logo included and margins and columns added, etc.
- All leaflets and booklets must have the Diocesan logo (the plain or coloured version is acceptable) in the top right of the page, at an appropriate size (*see page 6*).
- Publications which are designed and/or printed externally must be designed/printed with a company approved by the Communications team.

Posters

e.g. for a Diocesan-organised event, etc.

- Must have the Diocesan logo in the top right of the page at an appropriate size.

Web address

- The web address – www.dioceseofnorwich.org – should be given on all correspondence next to any contact details.
- Only @dioceseofnorwich.org e-mail addresses should be given out and used.

Example booklet



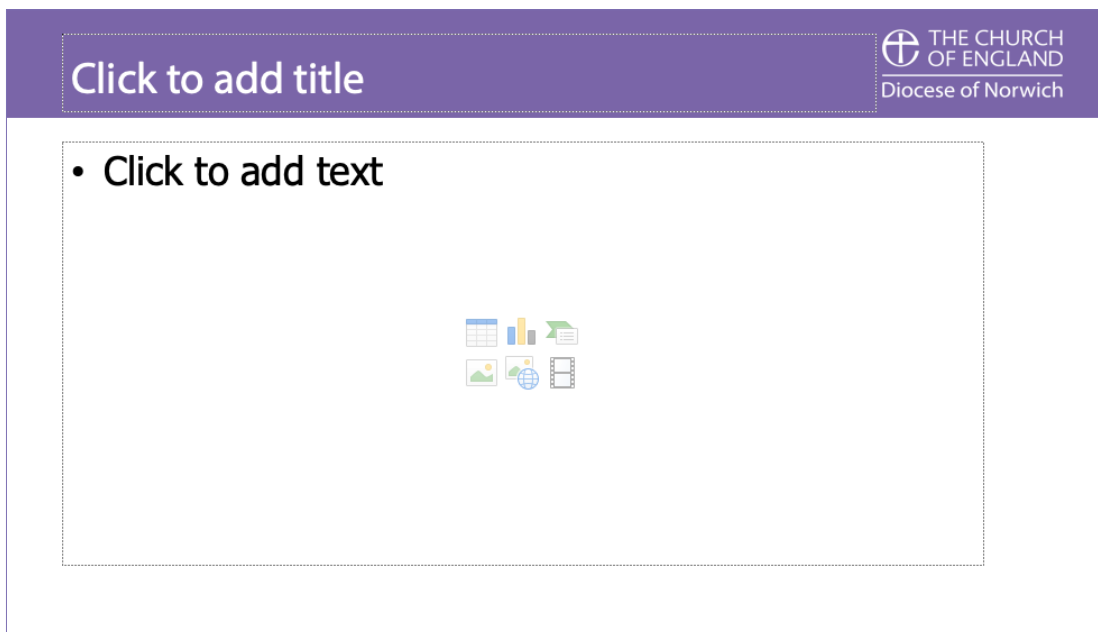
Example poster



On screen

PowerPoint template

To be used by all staff and officers and presentations by 'the Diocese'.
Templates are available within staff documents.



Videos and short films

All videos produced by or for the Diocese must be signed off by the Communications team prior to being shown in public or being made available online or on DVD.

Videos and short films must end with our 'ending screen'.



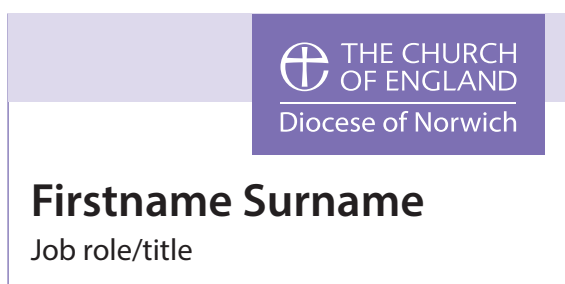
Other items

Name badges

All staff and officers should have a magnetic name badge like that below-left.


For those working in schools or academies and/or with children or young people must also have photo ID badges with a lanyards, issued by the Communications team.

These should be worn whenever possible at all events and functions.



Signage and job advertisements

The design of all signage for Diocesan offices or buildings and job advertisements placed in newspapers must be approved by the Communications team. An example job advert can be seen below, and more information is available on request.

 THE CHURCH OF ENGLAND
Diocese of Norwich

Priest-in-Charge of the Benefice of South Trinity Broads

*Seven churches working together in one parish
Is God calling you to lead us and help us grow*

A beautiful part of the Broads area of East Norfolk, comprising the villages of Billockby, Filby, Fleggburgh, Mautby, Runham, Stokesby and Thrigby. There is an experienced Reader as well as supporting lay people, and close links to the two local schools. The churches are well maintained and cared for.

We seek a Priest-in-Charge who can:

- preach the gospel engagingly with sensitivity and understanding
- enable creative thinking about the growth plan, particularly about outreach and work with families and younger people
- strengthen links between the churches and with the local community
- provide a variety of worship styles according to need

The spacious modern Rectory, in Fleggburgh, has 4 bedrooms and a large private garden.

Closing date: 1 February. Interviews: 15 February
www.DofN.org/vacancies has full details or
ann.whittet@dioceseofnorwich.org ~ 01760 755553

 THE CHURCH OF ENGLAND
Diocese of Norwich

 Aylsham & District
Team Ministry



Team Rector for the Aylsham & District Team Ministry

Discover — Affirm — Celebrate

This team, with its exciting model of ministry, centred on the market town of Aylsham, seeks to appoint a Team Rector to:

- be Vicar to the growing congregation of Aylsham Parish Church and the festival church of Blickling
- lead a team of clergy, staff and lay people in providing ministry to the three rural groups
- develop the vision of
 - being a place where people can discover God in their midst
 - welcoming, affirming and valuing all people
 - celebrating the relationships and collegiate way of working

You will need to have the experience and spiritual maturity to lead and manage the ministry team and paid staff as well as many volunteers. You will have the experience to be a training incumbent. You will relish the chance to develop the great engagement with the community already established, in particular our work amongst children and young people. You will be keen to develop the spiritual life of the church and be an enthusiastic, creative and good communicator. You will see the church at the heart of the community and be committed to high quality worship of different styles.

Closing date: 20 July 2020. Interviews: 10/11 August 2020.
www.DofN.org/aylsham has full details or
ann.whittet@dioceseofnorwich.org ~ 01760 755553

Co-branding

Using the Diocese logo alongside another organisations

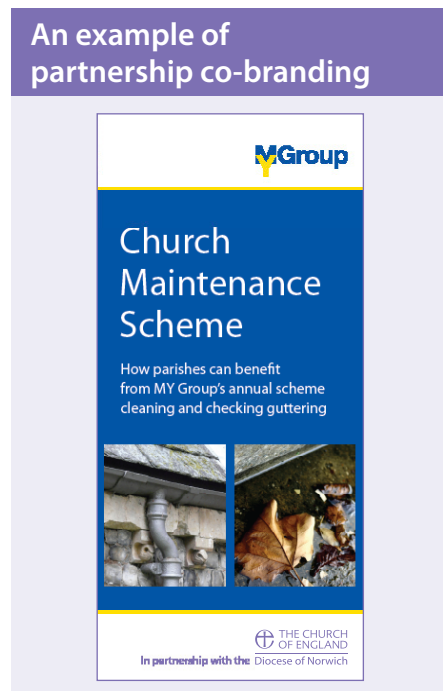
The Diocese has close links with a number of organisations and service providers. The following general guidance may be helpful:

In partnership with

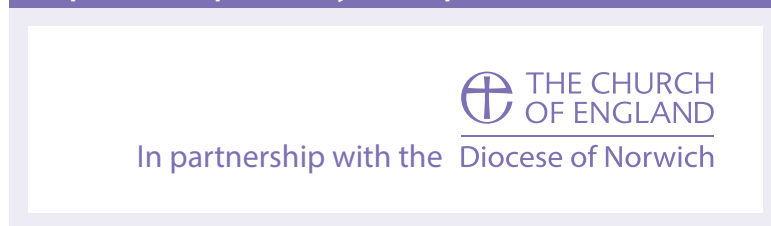
Where there is a desire to highlight a close association between an external organisation and the Diocese, the wording **'in partnership with'** should be used rather than 'in association with' or 'supported by'.

This applies to many organisations such as Spire Property Consultants, Mothers' Union, Church Urban Fund, Norfolk Wildlife Trust, etc.

The use of the Diocese logo alongside other organisations logos must be approved by the Communications team prior to publication or use. Usually the branding house style of organisation taking the lead should be applied first with the Diocese co-branding taking second place, subject to approval of both parties.



'In partnership with' style and placement



Who to contact

The Communications team

The Communications team is here to help and support everyone in the implementation of these guidelines across all areas of the Diocese.

To seek clarification or obtain templates your first point of contact should be:

news@dioceseofnorwich.org