



**THE CHURCH
OF ENGLAND**

SUFFOLK



Brand Guidelines and Style Guide

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1. Introduction

Why do we need a 'brand'?

The Diocese of St Edmundsbury and Ipswich communicates with lots of different people. Therefore we need an 'identity' that is professional, consistent and recognisable by lots of different people. This is what we mean by our brand.

These guidelines will help designers, writers, diocesan staff and parishes ensure the look, feel and tone of voice of all our documents and material is consistent and of a high quality. In order to gain maximum benefit, the brand and style guidelines must be used consistently as even small variations will undermine the impact of the brand. These guidelines apply to digital, print and online media.

For further information please contact the Diocesan Communications Officer via 01473 298571 or communications@cofesuffolk.org.

2. Our Primary Logo



Why this logo?

Our logo offers a clear indication of who we are and where we are. Our logotype features Suffolk prominently alongside the icon from the Church of England. The logo also uses the colours provided by the Church of England.

There are two versions of the logo available for use.

Variations

The logo comes in a variety of styles to suit publications. The full range of these is only available from the Communications Office at the diocese. A small selection (in medium quality resolution) are available to download from the diocesan website.



3. Underpinning Logo

This logo uses our Bishopric coat of arms as held by the College of Arms. This features the Bishop's Mitre atop a crest of two halves in red and blue (Per pale Gules and Azur) with three crowns and a demi rampant lion and ships sable. The coat of arms was first created in 1914 when the diocese was established. This version is an update of previous versions and was established in 2015.



When to use this logo?

Only use this logo to underpin our organisation – illustrating our official status. Therefore this logo should:

- appear on the back of documents
- at the end of publication materials
- always be lower and smaller than our primary logo.

Variations

The logo comes in a variety of styles to suit publications. The full range of these is only available from the Communications Office at the diocese. A small selection (in medium quality resolution) are available to download from the diocesan website.



4. Logo don'ts

The 'reduced' version of logo should be used when space is limited. The logo should always be used on a solid colour background and you must not alter the dynamics of positioning of the logo in anyway.



Do not place any graphics or text in the exclusion zones defined by the lines. As a guide the master logo exclusion zone is calculated by using the O-height of Suffolk within the logo type.

5. Fonts

Our logo is always produced in Century Gothic. All other text should be written in Tahoma, this includes all documents, letters, emails minutes, agendas, leaflets and websites. Century Gothic may be used as a 'headline' font on a documents or signage if necessary.

Orders of Service can be produced in Tahoma or Gill Sans. No other fonts should be used on any documents.

Tahoma

Diocese of St Edmundsbury and Ipswich

The quick brown fox jumps over the lazy dog

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
?!£%^&@\$*()_ -+=[{}];: '\ | , < > . / ~ ` ± §

Century Gothic

Diocese of St Edmundsbury and Ipswich

The quick brown fox jumps over the lazy dog

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
?!£%^&@\$*()_ -+=[{}];: '\ | , < > . / ~ ` ± §

These fonts have been chosen as they are recommended by the British Dyslexia Association, compatible with screen-readers for visually impaired and are accessible on 98% of the world's computers. These fonts are also readily available in most software packages.

6. Fonts: Style Guide

The following guidelines are issued in order to ensure the document you are creating is accessible for those with dyslexia or who are partially sighted:

- Point 11 Tahoma should be used on A4 documents. Main headings should be in point 20 with sub-headings in point 14. Scale up or down accordingly if creating a larger or smaller document.
- Avoid underlining and *italics*; these tend to make the text appear to run together. Use **bold** instead.
- Text should be **left** justified, not fully-justified.
- If using a lot of text or narrow columns, consider using a double space after a full stop. Ensure your document is consistent.

point 20 ⇅ Tahoma

point 14 ⇅ **Diocese of St Edmundsbury and Ipswich**

point 11 ↑
↓ The quick brown fox jumps over the lazy dog
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
?!£%^&@\$*()_ -+=[{}];:~`±§

7. Style Guide

The following guidelines will ensure all communication is consistent.

- Use plain English and write with your reader in mind. Do not use a long word if a short one will do. Think about how 'accessible' your communication is, right down to your email sign off. (Is it likely to be read and understood by people of other or no faiths?).
- Capitalise Deity pronouns, i.e. 'For God so loved the world that **He** gave **His** only begotten **Son**, that whoever believes in **Him** should not perish but have everlasting life.'
- Date and time should be written as 25 December 2015 (i.e. no th, nd or st) and 1.45pm (i.e. 12 hour clock separated with a single dot, followed with am or pm with no spaces or punctuation). If on the hour a double 00 should be used, i.e. 6.00pm.
- Telephone numbers should be written with the full STD code and a space in between the code and the number. i.e. **01473 298500**. (when using the international dialling code start with +44 (0)1...)
- When used as a proper noun, **Diocese** should be capitalised, it should be written as **diocese** in other uses. The same applies for deanery, benefice etc. (e.g. ...within the diocese) (e.g. A spokesperson for the diocese said...)
- Diocese of St Edmundsbury and Ipswich should not contain a full stop after **St** and should not contain an ampersand (&). Do use an ampersand when writing **Eds & Ips** or **St Eds & Ips**.
- Clergy titles should be written in full, or if abbreviated referred to as **The Revd, The Rt Revd, The Ven** etc. Do not use a full stop or write Rev or Rev'd etc. Whether abbreviated or not, the title should always be preceded by 'The'. If in doubt, follow Crockford's guide to addressing clergy.
- Capitalise **Bishop** when used as a formal title before or after a name. On second reference, we use the cleric's first name (e.g. Bishop Martin). Lowercase **bishop** in other uses.
- **Church** has multiple meanings. It can mean a building, a gathering of people, a civilly incorporated body, the sum total of all Christians on the planet, or an idea in the mind of God. When reading formal documents, it is especially important to figure out which one of these definitions is operative. Capitalise as part of the formal name of a building. Lowercase in phrases where 'the church' is used with in a sentence in an institutional sense, as in 'separation of church and state'.
- Whole numbers one to nine should be expressed in words, 10 to 999,999 in numerals. Avoid numbers at the beginning of a sentence.

8. Emails

Emails from DBF employees, should be in Tahoma point 11. The following format should be used for an email footer with the relevant details updated or omitted. Please do **not** write your name in a different 'handwriting style' font. You can use images with hyperlinks to promote a particular project or links to our social media.

Auto signatures

The main part of the auto signature is in point 11, with the name and title in bold. The smaller part is in point 8. To change your email footer, click on **File** in Microsoft Outlook, choose **Options** and then **Signatures**. Change the signature to match that above in both New Messages and Replies/Forwards. Staff or volunteers with a @cofesuffolk.org email address should use the following. (Amend the second line if your working base is elsewhere from St Nicholas Centre).

Firstname Surname, Job Title

Diocese of St Edmundsbury and Ipswich, St Nicholas Centre, 4 Cutler Street, Ipswich IP1 1UQ
07711 112233 | firstname.lastname@cofesuffolk.org
www.cofesuffolk.org

My typical working hours are x and y.

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Emails from the Bishop's Office or Bishop's Staff should use the following.

Firstname Surname, Job Title

Bishop's Office, Diocese of St Edmundsbury and Ipswich
4 Park Road, Ipswich IP1 3ST
01473 298500 | 07711 112233 | firstname.lastname@cofesuffolk.org

CONFIDENTIALITY NOTICE: The information contained in this e-mail and any subsequent correspondence is private and is solely for the intended recipient(s). If you are not the intended recipient, please notify the sender, delete the message from your system immediately and do not disclose the contents to any other party.

9. Colours

Primary: To be used in leaflets, literature and website



C 11 R 222
M 4 G 234
Y 0 B 255
K 0

C 92 R 59
M 88 G 66
Y 6 B 146
K 1

C 100 R 37
M 90 G 64
Y 10 B 143
K 0

C 30 R 135
M 89 G 46
Y 88 B 38
K 32

C 20 R 182
M 100 G 31
Y 100 B 32
K 1

C 53 R 140
M 89 G 65
Y 7 B 144
K 0

C 4 R 242
M 3 G 242
Y 3 B 242
K 0

Secondary: To be used when further colours are required, only to be used in consultation with the Diocesan Communications Officer



C 19 R 192
M 81 G 80
Y 70 B 76
K 6

C 0 R 248
M 49 G 151
Y 79 B 72
K 0

C 67 R 74
M 14 G 172
Y 18 B 197
K 0

C 1 R 252
M 19 G 207
Y 100 B 0
K 0

10. Images

Image content should, wherever possible, be people-focussed and represent the church as alive and vibrant. Bright, colourful images of our buildings (or countryside) can be used but preferably when they are people-focussed imagery. When selecting images of people we should be mindful to ensure a wide range of people are represented.

- Always check the permission rights for using the image – you may need to credit the photograph or pay usage fees.
- Double check you have consent from the people featured in the photograph to be used in promotional material.



Faces rather than backs of heads



Busy pews rather than empty ones



Crop into the main focus

Do not use pictures out of focus or with low resolution.



Detail shots can be used to create atmosphere

11. Templates

Stationery and presentation templates for the Diocese are available on request

12. Cathedral Branding

Anyone wishing to use Cathedral branding should refer to the Cathedral Brand Guidelines available from the Cathedral Head of PR & Visits.