

Brand

Guidelines

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Visual Identity

The Church of England is the Anglican Christian state church of England. The Supreme Governor is the monarch and the most senior cleric is the Archbishop of Canterbury. The Church of England is also the mother church of the worldwide Anglican Communion.

The way in which the Church of England is perceived can be strongly influenced by the way in which it presents itself visually. The information included in this document is intended to give the Church of England an overall contemporary, relevant and organised appearance that will enhance its mission.





The Logo

The Church of England logo exists to provide a visual identity that all parts of the Church can relate to and 'own'. The Symbol and Name Style are based on the Christian cross, being distinguished by an encompassing 'e', which implies universality.

The design itself combines the letters 'c' and 'e' as in the Church of England but more important is the central positioning of the cross, reflecting the centrality of the cross in the life of the Church. People will also draw other themes from the design; it is open to the world: a universal Church.

Versions

There are three versions of the logo. Version 1 should be used in all instances, unless the criteria below cannot be met. In this case, use Version 2.

VERSION 1	VERSION 2	VERSION 3	SYMBOL
			

Version 1 must have no less than a minimum width of 30mm for print.

Version 2 must have no less than a minimum width of 50mm for print.

Version 3 must have no less than a minimum width of 15mm for print.

Symbol must have no less than a minimum width of 8mm for print.

When sizing the logo for digital use, ensure that the Name Style is always legible and maintains readability.

The symbol of our brand, representing the Church of England, should be used selectively and thoughtfully in design work. It is most appropriate when the association with the Church of England is already evident or when a simplified brand representation is sufficient. However, exercise caution and ensure that the context makes it unmistakably clear that the symbol originates from the Church of England to maintain the integrity of our brand identity.

Clear Space

The logo should always be accompanied by a designated clear space to enhance its visibility and overall impact. It's imperative that no other graphic elements encroach upon the area surrounding the logo below it. This clear space serves to maintain the logo's prominence and distinctiveness, ensuring it remains a powerful representation of the Church of England's brand identity.



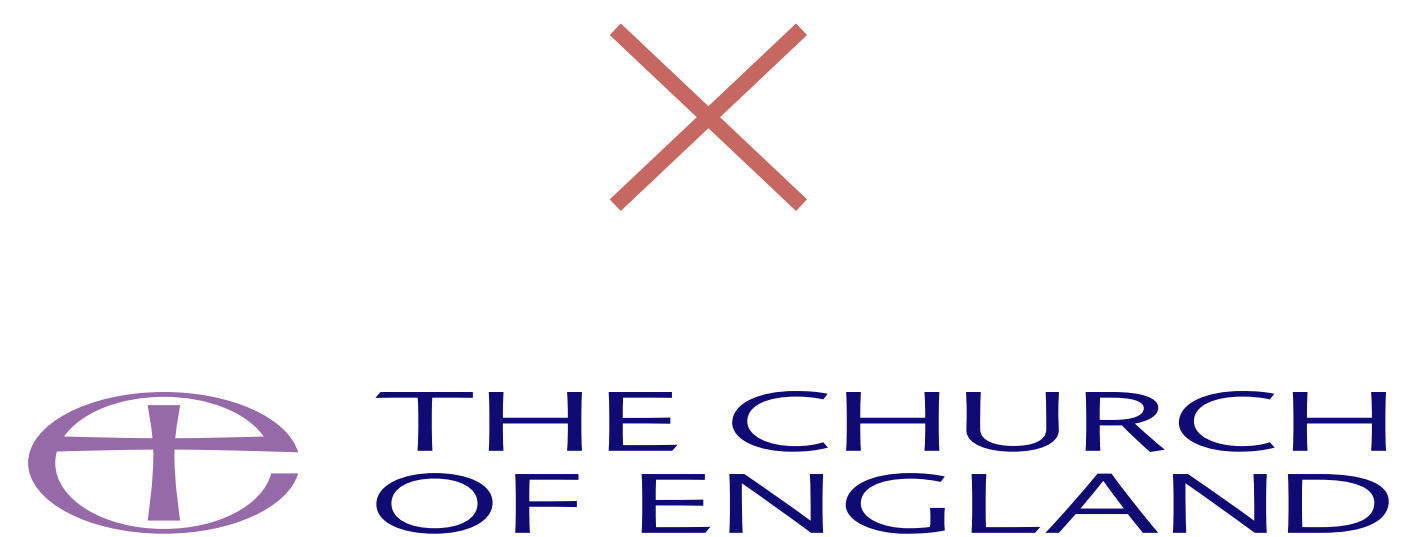
Clear space is developed from the height of the 'O' in the word 'OF'.

Incorrect Use

The logo must remain unaltered in any way, except for adjusting its overall scale. It is strictly prohibited to augment the logo by incorporating additional graphic elements. Furthermore, the logo should only be reproduced in the specific forms and formats as outlined in this document, and no other variations are permitted.



Do not alter the colours



Do not stretch or alter the proportions

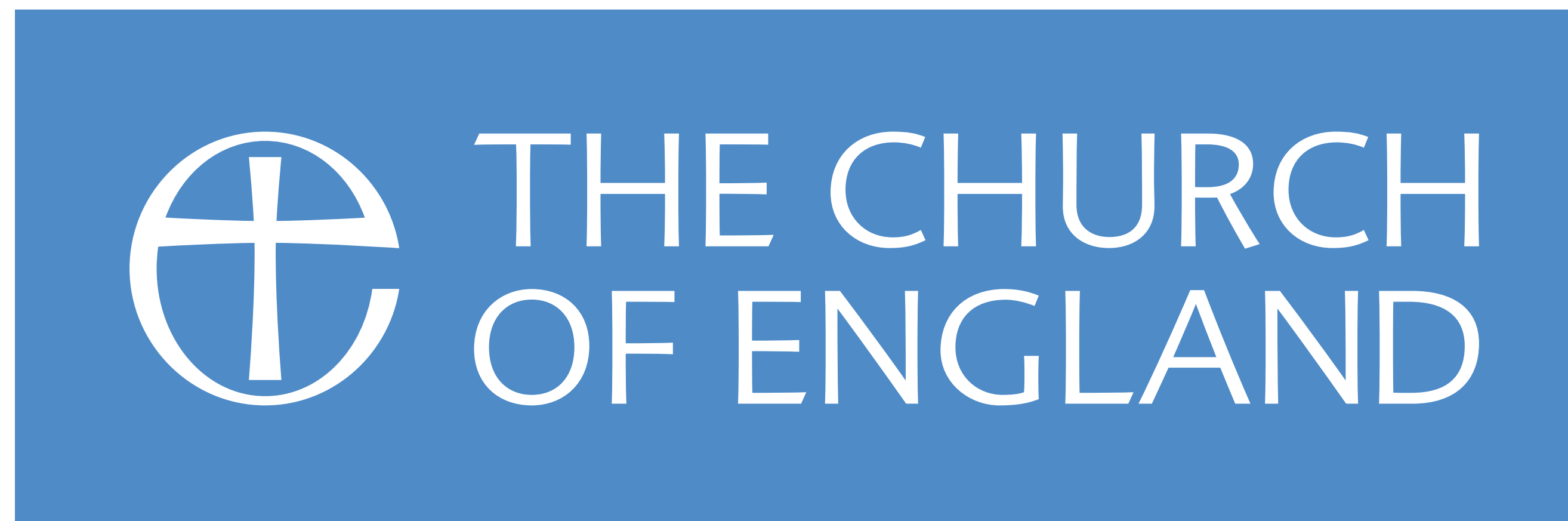


Do not rotate or skew

Colours

The core brand colours of the Church of England are **Lilac** and **Blue**. The **Symbol** is represented in **Lilac** and the **Name Style** in **Blue**. These colours should not be swapped around, and the values below should always be adhered to.

If the logo is being used on a solid colour background other than white, the full logo should be coloured white.



If only one colour-printing is available, the **Symbol** should be coloured in **Lilac**, with the **Name Style** coloured in **black**.

When printing materials like order of services, leaflets, or noticeboards, consider using our **monochrome logo**. This choice offers distinct advantages: it is less prone to fading, ensuring long-lasting quality, and maintains the logo's clarity, ensuring that it remains visually sharp and easily recognisable. When placing your logo on dark backgrounds, a white monochrome version ensures it stands out and maintains visibility.

Primary Colours

Lilac

Blue



THE CHURCH
OF ENGLAND



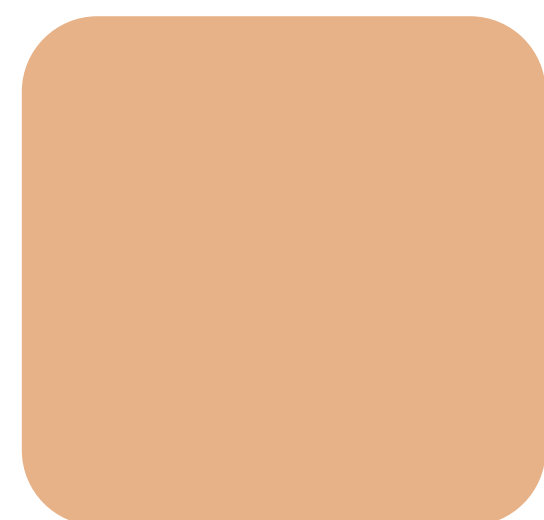
Pantone: P93-12U
CMYK: 37 / 50 / 0 / 6
RGB: 150 / 105 / 169
Web: #9669a9

Pantone: P99-16U
CMYK: 37 / 50 / 0 / 6
RGB: 16 / 11 / 116
Web: #100b74

Secondary Colours

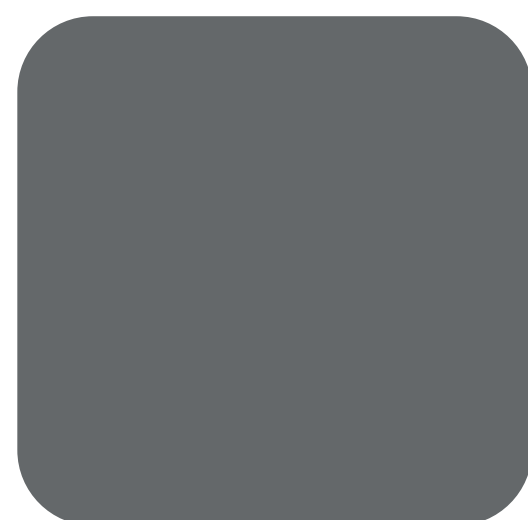
Secondary colours play a pivotal role in our brand's visual palette. These colours complement our primary brand colours, adding versatility and depth to our visual identity. While our primary colours are the foundation of our brand, secondary colours offer flexibility for various applications, allowing us to maintain a cohesive and harmonious look across a wide range of materials. When using secondary colours, it's essential to adhere to our brand guidelines to ensure consistency and reinforce our brand's recognition and impact.

Apricot Cream



CMYK: 9 / 35 / 50 / 1
RGB: 231 / 178 / 135
Web: #e7b287

Slate Gray



CMYK: 57 / 43 / 42 / 34
RGB: 100 / 104 / 106
Web: #64686a

Light Blue



CMYK: 71 / 37 / 1 / 0
RGB: 78 / 139 / 200
Web: #4e8bc8

Crimson Coral



CMYK: 18 / 68 / 55 / 6
RGB: 199 / 103 / 97
Web: #c76761

Typefaces

Typography plays a crucial role in our brand identity. Our chosen typefaces convey the personality and values of our brand. In all our communications, it's essential to use our designated typefaces consistently to maintain a cohesive and recognisable brand image. For headings and titles, employ "Cabin," known for its bold and impactful presence. For body text and legibility, opt for "Open Sans," celebrated for its readability and versatility. Keep font sizes, weights, and spacing in line with our brand guidelines to ensure a polished and harmonious visual identity.

When to use Brand Typefaces

In official brand materials, the consistent use of our designated typefaces is paramount to maintaining a cohesive and recognisable brand identity. Cabin, our chosen font for headings, and Open Sans, ideal for body text, should be employed across a range of mediums, including brochures, websites, presentations, and marketing collateral.

However, it's important to exercise discretion. In legal documents where specific fonts and formatting are mandated by legal standards, it's advisable to refrain from using Cabin and Open Sans. These documents require adherence to established legal typographical conventions, demonstrating our commitment to legal precision while preserving the integrity of our brand identity elsewhere.

Core Brand Typeface

The Name Style of the Church of England logo uses the font **Advert OT Light**. This font should not be used for any other design elements without permission.

Headings Typeface

Cabin is a sans-serif font with 4 weights, offering design versatility from subtle use with Cabin Regular to bold headings with Cabin Bold.

Cabin

Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 (!@#£%&.,?;:)

Medium

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 (!@#£%&.,?;:)

Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 (!@#£%&.,?;:)

Body Typeface

Open Sans is a versatile sans-serif font with multiple weights, providing design flexibility.

Open Sans

Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 (!@#£%&.,?;:)

Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 (!@#£%&.,?;:)

Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 (!@#£%&.,?;:)

Photography

Images should embody the fundamental essence of the Church of England and align seamlessly with our overarching national messaging. Our tagline, “A Christian presence in every community,” is central to our identity, and it is imperative that the use of imagery consistently mirrors this core statement.



When capturing photographs of individuals, always consider the query, “To which community does this person or group belong?” In the case of photographing places or objects, pose the question, “How does this embody a community?”

For example, an image featuring a lit candle may answer the latter question with, “This community places value on collective prayer and gathering.” These thoughtful considerations guide the selection and creation of images that harmoniously resonate with our brand’s mission and ethos.

In certain situations, precise and purposeful images may be necessary to effectively convey our message. These images might require careful staging, taking into account a multitude of factors. It’s crucial, however, to maintain an authentic and unforced atmosphere while avoiding the common clichés often associated with posed photography. Striving for a sense of naturalness ensures that our visual storytelling remains both engaging and genuine.

People

Photographs featuring individuals should embrace simplicity and showcase real people from within Church of England communities. These images should be framed within the context of their respective communities, capturing the genuine essence of their belonging. Whether the subjects are looking off-camera or making direct eye contact with the viewer, the aim is to establish a connection.

When photographing members of the clergy, it's vital to convey an aura of approachability and positivity. These images should evoke the feeling that viewers could engage in meaningful conversations with these individuals. The goal is to make them accessible and relatable.

Additionally, it's of utmost importance to capture a diverse mix of race, age, and gender in these photographs, reflecting the broad and inclusive nature of the Church of England. This diversity reinforces our commitment to representing and embracing a wide range of perspectives within our communities.

Location

Photograph locations should authentically mirror the specific Church of England communities referenced in the final design. For instance, featuring an image of St. Paul's Cathedral in London would not be directly applicable for a billboard campaign encouraging individuals to visit their local parish church in the Diocese of York.

General Considerations

Always seek permission when using images not covered by the relevant Creative Commons license. Avoid simply sourcing images via Google or online sources without proper authorisation. Additionally, ensure selected images are high resolution for visual clarity and quality in your materials. Obtaining consent for someone's inclusion in a photograph or video is crucial. This involves explaining the media's purpose and potential use, safeguarding individuals' rights and privacy, and ensuring legal compliance in visual content creation.

Examples



Video

The Church of England employs a diverse approach when producing videos, which greatly depends on various factors such as the audience, context, and delivery method. There isn't a fixed method for filming church-related content or clergy members. Instead, videos associated with the Church of England are typically identified by their titles or endboards. These elements, in most instances, connect the video to the broader Church brand.

Any videos created on behalf of, by, or involving the Church of England should be submitted to the Digital Communications team at Church House for approval. This submission should also include a request for the desired video graphics to be incorporated.

Subtitles

Every video must incorporate subtitles or closed captions to ensure accessibility. In the case of videos featuring speeches or events, providing a PDF transcript of the speech is recommended, but it's crucial to make text available in some format for individuals who may have difficulty hearing the audio. You can easily create .srt files using YouTube's closed captions tool.

Text Safe

When incorporating text within video content, it's crucial to employ text-safe borders. These borders ensure that text remains fully visible and legible on screens of varying sizes and aspect ratios. By adhering to text-safe boundaries, you guarantee that your message remains clear and accessible, regardless of the device or platform on which it is viewed.

British Sign Language

When possible, it's a best practice to include British Sign Language (BSL) for accessibility. This helps make your content inclusive and ensures that Deaf and hard of hearing viewers can engage with your message.

