Branding guidance for the Diocese of Worcester

This document outlines some of the logo, colour and typeface considerations for producing materials for the Diocese of Worcester.

This document is not meant to be prescriptive about how you use the combinations available, but sticking to consistent colours and fonts will help!
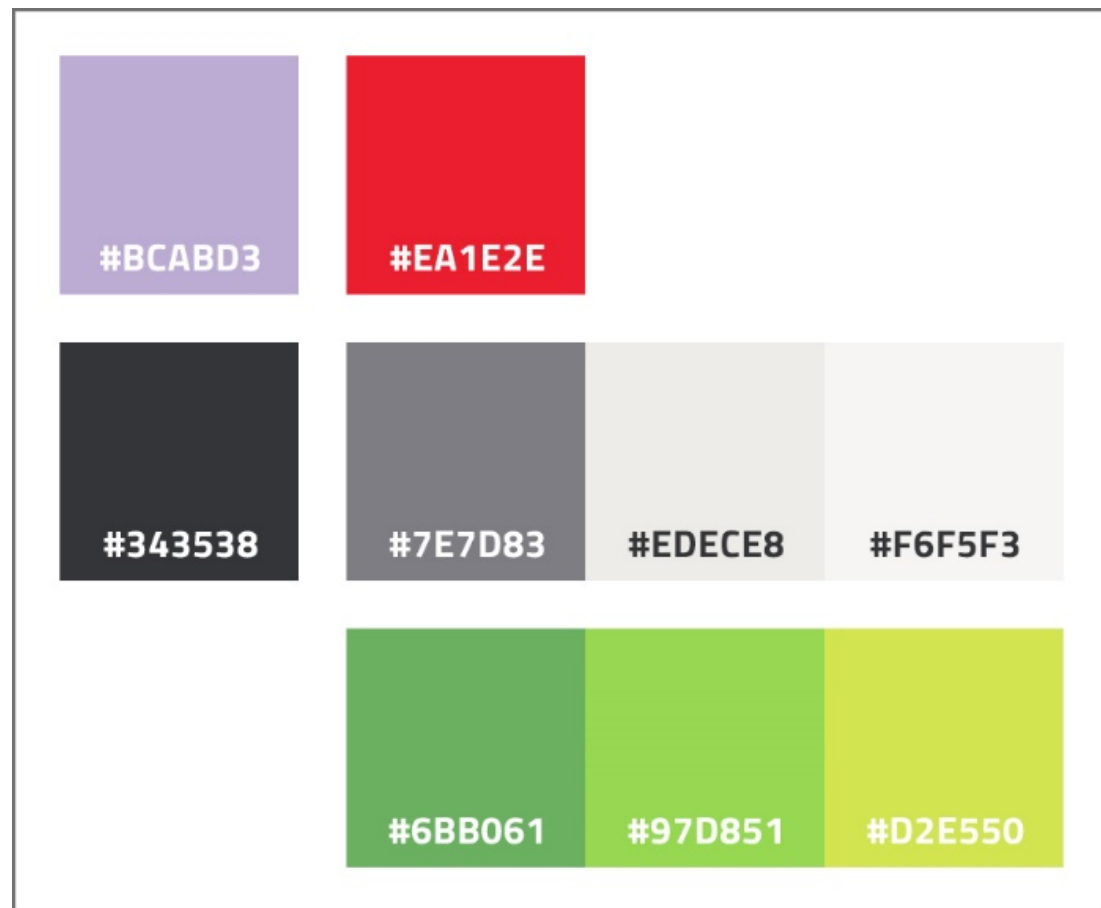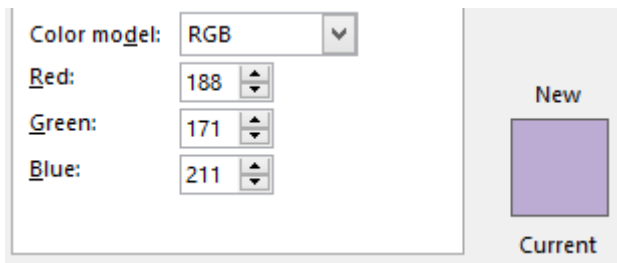
JAMES ATKINSON // DIGITAL MEDIA ADVISER

jatkinson@cofe-worcester.org.uk

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Colour palette

The colours are based on those used on the website. They include a base palette of greys with a highlight red based on the colours of the Diocesan shield; a Church of England purple highlight and a colour scheme of greens that we use on the website to denote different sections.

#BCABD3

#EA1E2E

#343538

#7E7D83

#EDECE8

#F6F5F3

#6BB061

#97D851

#D2E550

Color model:	RGB
Red:	188
Green:	171
Blue:	211

New

Current

Church of England purple is useful for producing documents that need to be particularly official or related to a national project.

Color model:	RGB
Red:	234
Green:	30
Blue:	46

New

Current
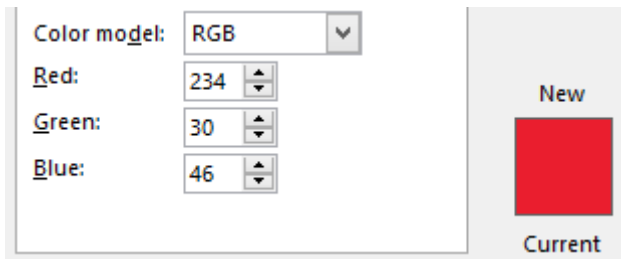
Diocesan red can be used as a highlight colour and has often been used in our publications in the past.

Color model:	RGB
Red:	52
Green:	53
Blue:	56

New
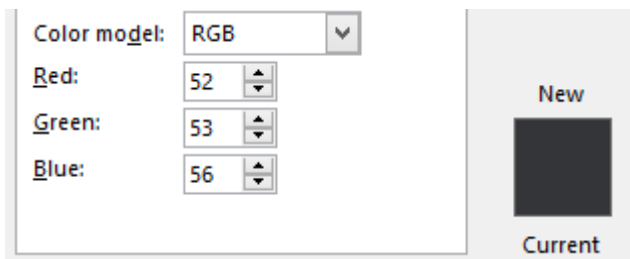
Current

Dark grey is the default colour for body text, as seen in this document. It is also used as a shading colour for titles.

Color model: RGB

Red: 126

Green: 125

Blue: 131

New

Current

Grey can be used with versatility to provide some contrast to the dark grey where needed, perhaps for sub-headings.

Color model: RGB

Red: 237

Green: 236

Blue: 232

New

Current

Light grey is used on our website as a background colour, it shouldn't be used for text.

Color model: RGB

Red: 246

Green: 245

Blue: 243

New

Current

Off white can be used instead of pure white for text on dark backgrounds, and is commonly used to add nice contrast on our website. You may wish to substitute for pure white if using the greens as the shading background, though.

Green is the darkest of these three shades which were introduced as green is a colour often associated with Worcester, and as a palette of three presents the rural aspect of Worcestershire.

On the website this shade of green is used for the Faith & Life section, and also News.

Light green is used on the website to denote the People & Places section as well as the Events section (although each events type will have its own colour).

Not sure it works very well as text against white, unlike the main green above.

Yellow-green on the website represents the Mission & Ministry section and also Resources.

Again, probably better as a shading colour rather than a text colour, unless putting against the dark grey.

Typeface

The font we are going to use for headings and titles from now on is called **Titillium Web**. You can download this font for free as it is a Google font.

http://www.google.com/fonts#UsePlace:use/Collection:Titillium+Web

An obvious consideration here is that most users will not have it installed, so it is no use for documents created in Office unless you are saving them as a PDF.

If you are going to create an Office document or similar then use the body text as the title too. The font we are using for body text is **Trebuchet MS**. This is installed on most computers by default.

Here is a guide for how to use the typefaces:

Heading 1

Heading 2

### Heading 3

Heading 4

Heading 5

Body text is in Trebuchet MS, using the dark grey colour. 12px is fine for most uses.

[Hyperlinks](#) can be in any colour. Red is an obvious one as it stands out. It's a good idea to underline links so it's obviously a link but it's not always necessary.

> *"Quotes can be in Titillium Web with a highlight border on the left to help them stand out from the page."*

- Bullet lists
- How about a line?
- Seems fine.
- Slightly indented too.
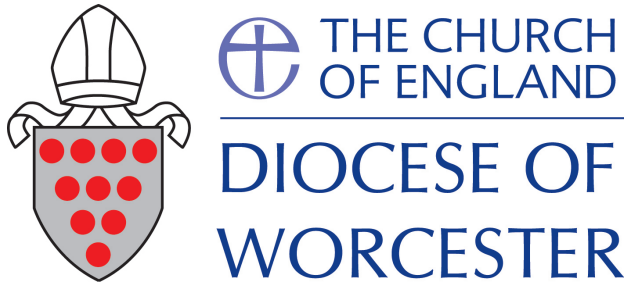
Logos

We have two main logo identities, the Diocesan shield and the Church of England logo. These should always be used together as shown here.

Kingdom People

with variations for Stewardship, Buildings for Mission and Calling Young Disciples.

The CofE logo

The Church of England logo is extremely versatile as it so plain.