



BRAND GUIDELINES

Introduction

The purpose of these guidelines is to explain the use of the new brand style for God for All and to reinforce consistent application of the visual elements in all communications.

This includes publications, advertising, promotional material, internal and external communications and all other marketing materials, both online and offline.



Definitions

Visual Identity

An umbrella term not only for the **God for All** logo but how any branded item looks and feels.

Branding

A look and feel created by consistent application of the logo and design.

Pantone

Corporate brand name for a universal colour specification.

CMYK breakdown

C = Cyan, M = Magenta, Y = Yellow and K = Black.
A four colour breakdown of a specified colour will be shown in percentages from 0% to 100%.
This is when a colour has to be reproduced when printing full colour communications.

RGB breakdown

R = Red, G = Green, B = Blue
The three colour breakdown is used when specifying colours for screen communications such as a website. An RGB colour is shown using a range between 0 and 255.

Mono

Single colour.

Clear space

The exclusion zone around the logo or icon - where no text is allowed.

Font

A set type of one particular style and size.

Body copy

A term for the main 'typeset block' of text found on a page. This is typically found under a heading.

The Logo

The God for All logomark uses four interlocking leaf shapes or quatrefoil to represent each of the themes. The word quatrefoil means “four leaves”, from Latin quattuor, four, plus folium, a leaf. Quatrefoils are found in art, architecture, heraldry and traditional Christian symbolism. The interlocking leaf shapes use the theme colours to create a white cross at the centre. This emphasises that God is at the heart of the vision refresh. The combined shapes make a complete logomark which signifies wholeness and completeness. The leaf shapes represent growth, vitality and perfection. The God for All logotype uses a sans-serif typeface. The word ‘God’ is a larger point size and reemphasises the key message that God is at the heart of God for All.



Standard Logo



Reversed Logo



Landscape Logo



Reversed Logo Landscape



ARTWORK

The logo can be downloaded in various formats from www.godforall.org.uk/branding

The reversed logo should always appear on the purple background.

Colours

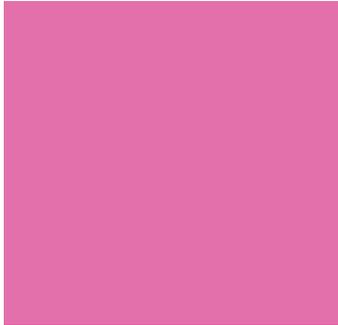
Purple



C75 M75 Y40 K30
R71 G66 B91
HEX #47425B
Pantone 5265



Pink



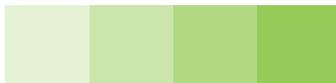
C5 M70 Y0 K0
R202 G111 B168
HEX #CA6FA8
Pantone 183



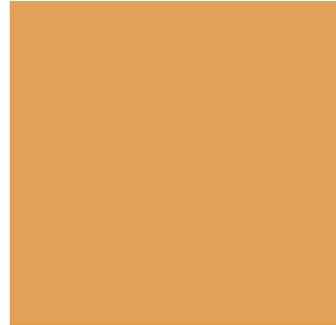
Green



C45 M0 Y85 K0
R166 G201 B97
HEX #A6C961
Pantone 366



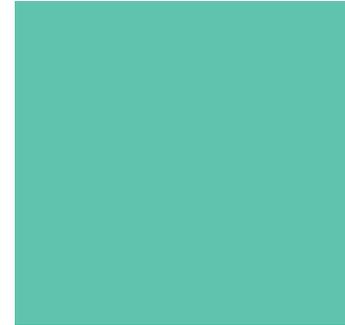
Orange



C10 M40 Y75 K0
R209 G160 B93
HEX #D1A05D
Pantone 714



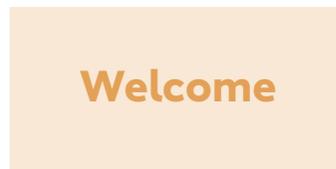
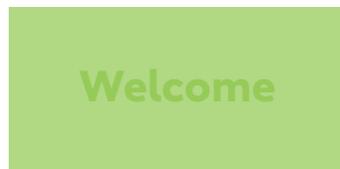
Aqua



C60 M0 Y40 K0
R133 G194 B173
HEX #85C2AD
Pantone 319

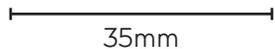


You can use these colours in tints as well. Please ensure that readability is maintained should text and other elements are placed over the top of tinted areas.



Logo Usage

MINIMUM SIZE



For print the minimum size for the logo is as follows:

A5 and below	35 mm
A4	40 mm
A3	50 mm
A2 and over	60mm

The logo should never be reproduced at a size less than 35mm wide.

EXCLUSION ZONE



The 'exclusion zone' is the clear space that surrounds the logo.

To ensure that the logo remains clear and has impact, nothing should ever appear inside the exclusion zone. The exclusion zone around each side of the logo should be equal to the height of the G in God.

LOGO PROPORTIONS & USAGE

Always ensure that logo is reproduced at 100% aspect ratio for both height and width.



God for All

Sub Brands

An important part of the God for All branding is the sub brands. The four themes' logomarks use icons within the leaf shapes. The icons are: Follow Daily – heart, Care Deeply – hand, Speak Boldly – speech bubble and Tread Gently – world globe. Each theme is associated with a colour – pink, green, orange and blue.



ARTWORK

The sub brands can be downloaded in various formats from www.godforall.org.uk/branding



Typography

PRIMARY FONT

The primary font used in the God for All branding is called Carnero. This font is available in various weights and can be used for both headings and body text.

Carnero - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !"£\$%^&*()+

Carnero - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !"£\$%^&*()+

Carnero

is available in the following weights:

{ Light, *Light Italic*
Book, *Book Italic*
Regular, *Italic*
Semi Bold, *Semi Bold Italic*
Bold, *Bold Italic*
Black, *Black Italic*

Point of contact for the typeface usage please email
Communications@CarlisleDiocese.org.uk

SECONDARY FONT

Montserrat can be used were the primary font is not available. This font is available in various weights and can be used for both headings and body text.

Montserrat - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !"£\$%^&*()+

Montserrat - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !"£\$%^&*()+

Montserrat

is available in the following weights:

{ Regular, *Italic*
Semi Bold, *Semi Bold Italic*
Bold, *Bold Italic*
Extra Bold, *Extra Bold Italic*

Available free from
www.fontsquirrel.com/fonts/montserrat

God for All

Typography

SECONDARY FONT

Libre Baskerville can be used to add variety for headings - do not use this font for body text

Libre Baskerville

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !”£\$%^&*()+

Libre Baskerville

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !”£\$%^&*()+

Libre Baskerville

is available in the following weights:

{ Regular
 Italic
 Bold

Available free from

<https://www.fontsquirrel.com/fonts/libre-baskerville>

Typography Examples

9pt LIBRE BASKERVILLE

CHAPTER HEADING

24pt CARNERO BOLD

This is a heading

14pt CARNERO BOLD

Subheading

9pt/13pt CARNERO REGULAR

Ro es magna nos deste ea accus dolorum endi bero dolupta epellor eperum repudis ut quunt earumque asperio necabor iosapid quiaes audi quist, volupti nctotatum esequam facerest, odit lit, officitiis etum aut aut volest, electotas essit, aut re vel min rerfererunt odipsa quae vent eariosam, comnisit volorendi rehenim rem et quiatur asprienis vendici istion res eum laut reperit quates dem eument laturio. Nam reicism re necatempor sit pera dolupti to bla idelique nusant ellabore volupta conetur, ipsunto eria inum que quodisit poratet hilleni hillupt atiore voloressint, conempos volupienda a voluptur molorion cum harciust rerunt qui remquatum il.

9pt/13pt CARNERO BOLD

2pt RULE ABOVE & BELOW

Ipsunto eria inum que quodisit poratet hilleni hillupt atiore voloressint, conempos volupienda a voluptur molorion cum harciust rerunt qui remquatum il.

9pt LIBRE BASKERVILLE ITALIC

Earumque asperio necabor iosapid quiaes audi quist, volupti esequam facerest, odit lit, officitiis.

Print Use



PRINTED MATERIAL GUIDELINES

Any printed media should use the typeface Carnero. Body copy should be no smaller than 8 point, but ideally 9 or 10 point in either the Light or Regular weight. Heavier weights (Semi Bold, Bold, Black) can be used to emphasise small amounts of text but should not be used excessively within body copy.

Online & Screen Use



WEBSITE GUIDELINES

The website should tie in with printed media as closely as possible, to reinforce God for All visual identity. The website should use the Montserrat for headings and body text. Libre Baskerville can also be used to add variety for headings.

For accessibility purposes it is necessary to ensure that there is sufficient contrast between text and the background.

The font size should be resizable to allow people with limited vision to easily change the text size. The default size should be one that is aesthetically correct, allowing for a reasonable amount of information to be displayed at once but is still readable by the majority of people.

Font decoration should be kept to a minimum. To emphasise text it should be emboldened rather than italicised, and underlining should only be used for links. Links should be underlined wherever possible and visited links should change colour.

EMAIL COMMUNICATIONS

Rather than use Carnero for email communication (which is unlikely to be available on a recipient's computer) it is best to use Arial.





*“Releasing the whole people of God
for the whole mission of God for the
transformation of Cumbria in the
name of Jesus.”*