Diocese
in Europe

Brand Tool Kit

Introduction

Time for a change. Re-branding for a digital age

The Diocese of Europe brand is how we identify and distinguish ourselves in people's minds. Millions of people are now connected to digital devices as their primary means to access information. The Diocese in Europe brand needs to be able to support this now and in the future. Our brand needs to work for this digital age. So, we have created a modern design that will work across all platforms, digital and traditional.

Our brand identity is not just a logo. It's all the visible elements of the Diocese in Europe. It is a design scheme composed of a number of core elements that come together to create a distinctive look and feel that makes the Diocese in Europe instantly recognisable.

The following pages guide you through the core elements and provide everything you need to create professional communication materials.

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Logo

Logo

Symbol

Logotype

Symbol

The Diocese in Europe symbol is linked with the Diocese in Europe website. It is a smaller representation of the brand for the browser and for the mobile interfaces.

Take into account that the symbol is not the brand logo and should never replace the logo.

It can be used as 32×32px.

Logo variations

Logo

Use this logo whenever possible.

Horizontal

Use this logo when space is limited in a horizontal format.

Vertical

Use this logo whenever there is limited space in a vertical format.

Reversed

Use this logo whenever possible on a blue background

Rev Horizontal

Use this logo when space is limited in a horizontal format on a blue background.

Rev Vertical

Use this logo whenever there is limited space in a vertical format on a blue background.

All logo files are available at **europe.anglican.org/brand**

Clear space area

An exclusion zone around the logo has been created to protect its integrity and make sure the logo is easy to read.

To define this area, measure the width of the letter ‘E’ and use this ‘E’ measure to create the boundary of clear space around the logo.

E = Clear space minimum

Logo sizes

MINIMUM SIZE

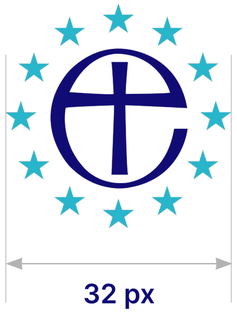
Never use the logo any smaller than the minimum sizes specified here. The minimum size of all logo variations is always determined by the width of the symbol.

Digital: 32 pixels wide

Print : 12 mm wide

Diocese
in Europe

Diocese
in Europe



Diocese in Europe

Incorrect usage of the logo

Do not distort the proportions of the logo in any way.

Do not change the colours of the logo.

Do not outline the logo.

Do not rearrange the logo elements.

Do not add a shadow to the logo.

Do not use the logo on other colours than the ones specified in the brand guidelines.

Do not use the logo on images.

Do not crop the logo.

Primary colours

The primary colours for the Diocese in Europe Logo are navy and sea blue. Navy is our link to The Church of England and sea blue is our link to the European Union; the colour is a combination of the yellow and blue of the European Union Symbol.

These colours should be used in all communication.

NAVY HEX: **#100B74** RGB: **16, 11, 116** CMYK: **100/100/15/10** Pantone: **Reflex Blue C**	**TINTS:**	**80%**	**60%**	**40%**	**20%**
SEA BLUE HEX: **#29B6CC** RGB: **41, 182, 204** CMYK **70/5/20/0** Pantone **631 C**	**TINTS:**	**80%**	**60%**	**40%**	**20%**
WHITE HEX: **#FFFFFF** RGB: **225, 225, 225** CMYK: **0/0/0/0** Pantone: **White**					

Extended colour palette

Secondary colours - purple, rose, green, and black, compliment the primary colours and extend the palette to give more design options and range. Secondary colours should never overpower the primary colours.

Avoid using 100% black for anything else other than body copy.

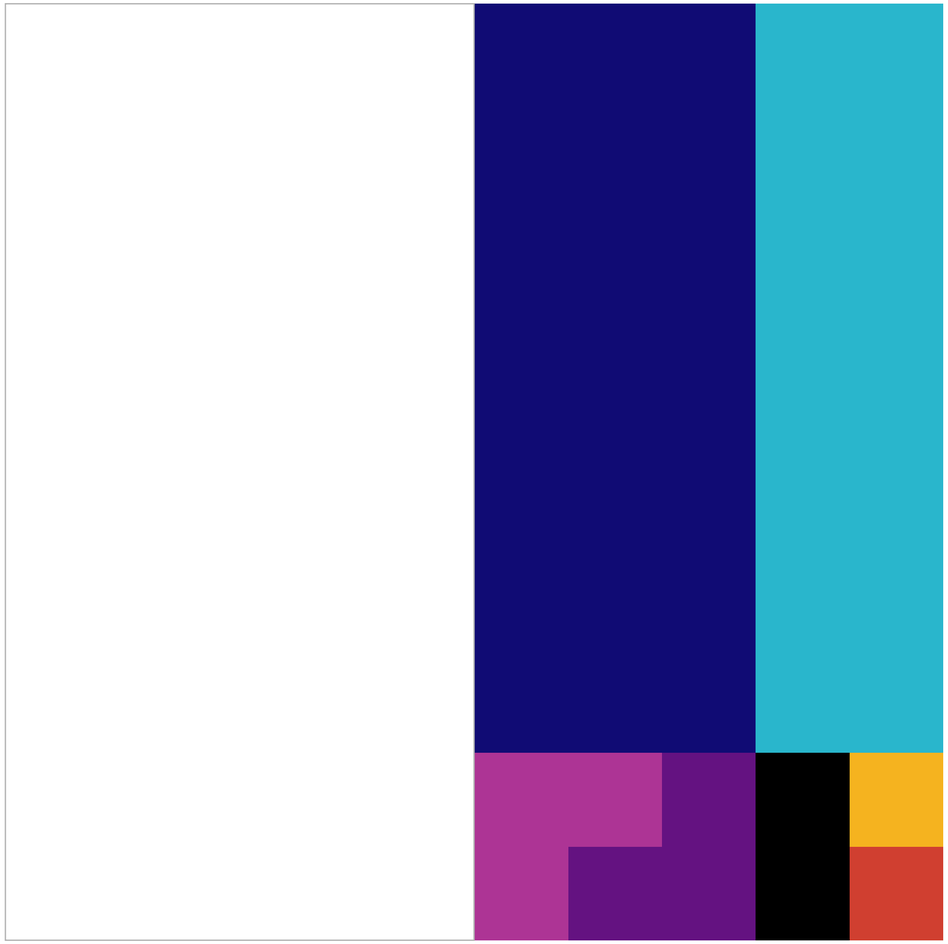
Accent colours - red and gold, contrast the primary colours and can be used to highlight important information. These colours should be used sparingly and never alone.

PURPLE HEX: **#641281** RGB: **100, 18, 129** CMYK: **75/100/15/5**	**TINTS:**	**80%**	**60%**	**40%**	**20%**
ROSE HEX: **#AD3495** RGB: **173, 52, 149** CMYK: **35/95/0/0**	**TINTS:**	**80%**	**60%**	**40%**	**20%**
BLACK HEX: **#000000** RGB: **0, 0, 0** CMYK: **0/0/0/100**	**TINTS:**	**80%**	**60%**	**40%**	**20%**

RED HEX: **#D03F30** RGB: **208, 63, 48** CMYK: **10/90/95/0**	**GOLD** HEX: **#F5B31F** RGB: **245, 179, 31** CMYK: **0/30/100/0**

Colour usage

Colour use ratios on individual pages, spreads, layouts and even full communications can vary. The important thing to remember is that white and primary blues should be the predominant colours overall. When viewing all the pieces the Diocese in Europe creates the balance of colour should feel close to what's seen here.



Primary typeface: Inter

Inter is a friendly, simple typeface, good for everything from headlines to text.

Inter Light, Regular and Medium should only be used in body copy, never in headlines.

Inter Bold, Extra Bold and Black should be used for headlines, sub-headlines and body copy.

Maximum combination of three weights. Use only the specified font variations as indicated on the right. This will ensure enough flexibility while retaining brand consistency across various applications.

Inter is an open source font which can be downloaded and used for free at the link below:

fonts.google.com/specimen/Inter

Light
abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ
0123456789(?!”%#@ /&:;,.*)

Regular
abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ
0123456789(?!”%#@ /&:;,.*)

Inter Medium
abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ
0123456789(?!”%#@ /&:;,.*)

For body copy use only

Bold
abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ
0123456789(?!”%#@ /&:;,.*)

Extra Bold
abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ
0123456789(?!”%#@ /&:;,.*)

Black
abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ
0123456789(?!”%#@ /&:;,.*)

For headline, sub-headline and body copy use

Secondary typeface: Arial

If it is not possible to access or embed Inter in digital applications, Arial can be used as an alternative.

Arial should never be the first choice of font, and should only be used when there is no alternative.

Arial is a system font and should be available on any Mac or PC.

Regular

abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ
0123456789(?!”%#@ /&:;,.*)

For body copy use only

Bold

abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ
0123456789(?!”%#@ /&:;,.*)

For headline, sub-headline and body copy use

Co-branding

FIG. 1

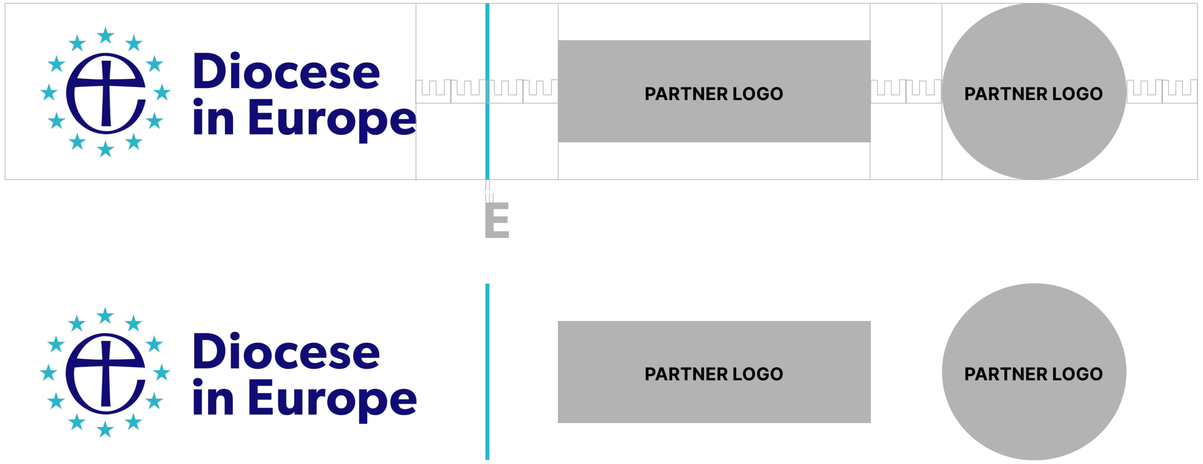
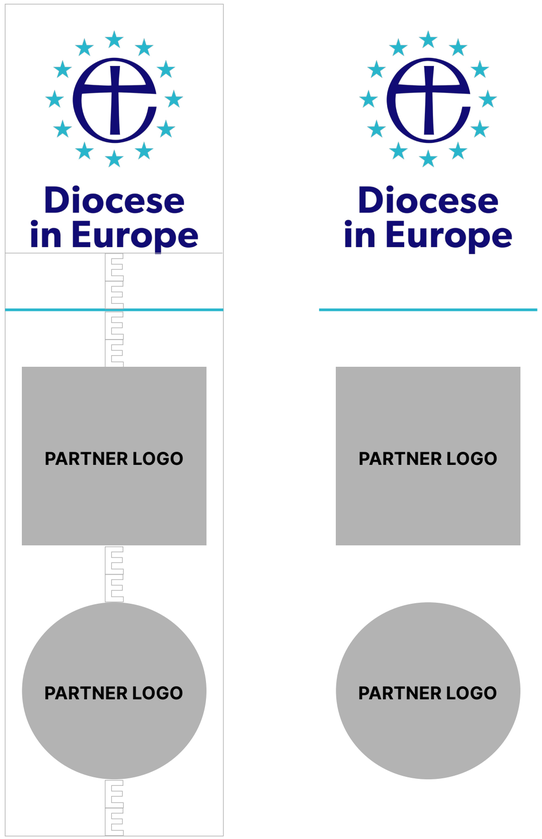


FIG. 2



When creating co-branding the logos should be sized in a manner to be of visual balance in weight. Once scaled the logos should be seperated with 2 Es between them and the dividing line. The dividing line is half the width of the stem in the ‘E’.

Wherever possible arrange the logos on a horizontal axis and place the Diocese of Europe logo on the left to give it prominence. See Fig. 1.

In a vertical layout with limited space it is possible to use the vertical version of the logo and it at the top. See Fig.2.

Stationery - letterhead

Diocese in Europe

13 December 2022

Anne Personne
Company Name
123 New Street
Anytown, County, Postcode

Dear Anne,

SUBJECT: TITLE OF THE LETTER

Lorem ipsum dolor sit amet, ligula suspendisse nulla pretium, rhoncus tempor fermentum, enim integer ad vestibulum volutpat. Nisl rhoncus turpis est, vel elit, congue wisi enim nunc ultricies sit, magna tincidunt. Maecenas aliquam maecenas ligula nostra, accumsan taciti. Sociis mauris in integer, a dolor netus non dui aliquet, sagittis felis sodales, dolor sociis mauris, vel eu libero cras.

Ac dolor ac adipiscing amet bibendum nullam, lacus molestie ut libero nec, diam et, pharetra sodales , feugiat ullamcorper id tempor id vitae. Mauris pretium aliquet, lectus tincidunt. Porttitor mollis imperdiet libero senectus pulvinar. Etiam molestie mauris ligula laoreet, vehicula eleifend. Repellat orci erat et, ultricies sollicitudin amet eleifend dolor nullam erat, malesuada est leo ac. Varius natoque turpis elementum.

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Yours sincerely,

Name Surname
Title, Designation

14 Tufton Street, London, United Kingdom, SW1P 3QZ | +44 20 7898 1150 | **europe.anglican.org**

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Registered in England Number 106580 | Charity Commission: Registration Number 250186

All stationary templates are available at **europe.anglican.org/brand**

Stationery - project template

Diocese in Europe

Title of the project

Lorem ipsum dolor sit amet ligula

Anne Personne - 16 December 2022

Subtitle

HEADING 1

To get started right away, just tap any placeholder text (such as this) and start typing.

A. Heading 2

i. To easily apply any text formatting you see in this outline with just a tap, on the Home tab of the ribbon, check out Styles.
ii. For example, this paragraph uses Bulleted Body style.

B. Heading 2

i. To easily apply any text formatting you see in this outline with just a tap, on the Home tab of the ribbon, check out Styles.
ii. For example, this paragraph uses Bulleted Body style.

HEADING 1

To get started right away, just click any placeholder text (such as this) and start typing.

To apply any text formatting you see on this page with just a click, on the Home tab of the ribbon, check out Styles.

Heading 3

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Heading 3

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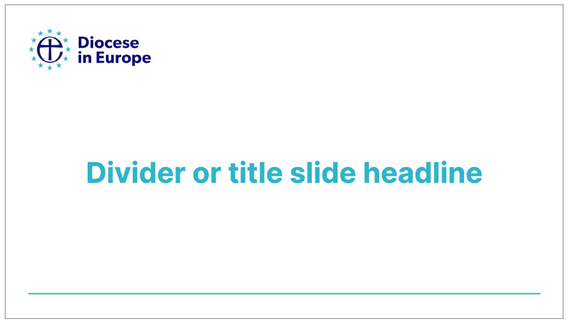
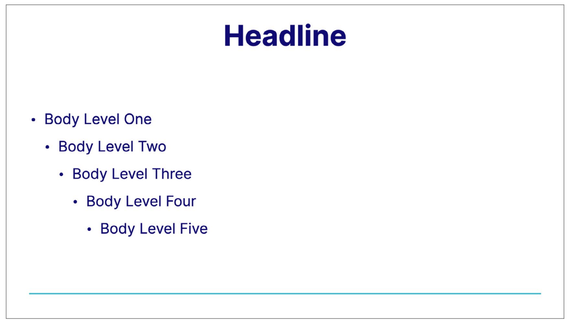
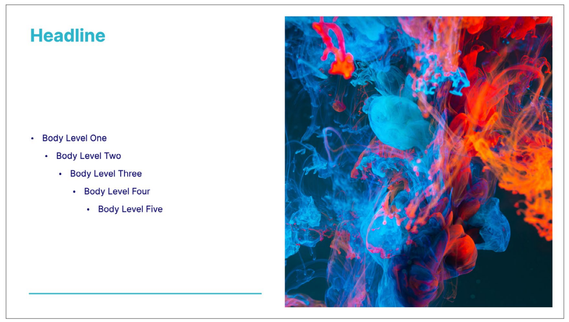
Habitasse platea dictumst quisque sagittis. Arcu cursus vitae congue mauris rhoncus aenean vel elit. Odio facilisis mauris sit amet massa vitae tortor. Fermentum et sollicitudin ac orci phasellus egestas tellus. Pellentesque pulvinar pellentesque habitant morbi tristique. Nunc sed id semper risus in hendrerit gravida. Nam aliquam sem et tortor consequat id porta nibh venenatis. Maecenas pharetra convallis posuere morbi leo urna molestie. Id interdum velit laoreet id donec ultrices. At tempor commodo ullamcorper a lacus vestibulum. Duis ultricies lacus sed turpis.

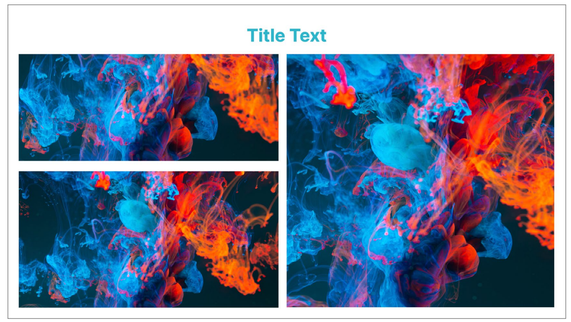
All stationary templates are available at **europe.anglican.org/brand**

Stationery - presentation template









All stationary templates are available at **europe.anglican.org/brand**

Glossary

Brand: A unique set of differentiating promises communicated through a name and its related identifier that link a product, service, or company to its customers.

CMYK: The CMYK acronym stands for Cyan, Magenta, Yellow, and Key (Black): those are the colours used in the printing process.

Font: A complete set of characters in a given type style.

Layout: The visual arrangement of graphic elements on a page.

Logo: A brand name rendered in a dedicated type treatment, sometimes accompanied by a stylised symbol, all set in a fixed configuration.

Logotype: The logotype, also known as a “word mark”, is a brand name styled as a logo.

Lower case: The smaller form of an alphabetical letter, as opposed to a capital letter.

Pixel (px): A minute area of illumination on a display screen In digital imaging, a pixel is the smallest item of information in an image.

Point (pt): A standard typographic unit of measure.

PMS: The PMS acronym stands for Pantone Matching System and is a universal colour matching system used primarily for printing.

RGB: The RGB acronym stands for Red, Green and Blue: representing the colours to be used on a computer display

Sans serif: A typeface without serifs (the short, decorative lines appearing at the top and bottom of the strokes of each letter). Arial is an example of a sans serif typeface.

Serif: The short, decorative lines appearing at the top and bottom of the strokes of letters in typefaces such as Times New Roman.

Solid colour: Colour applied without shading or tinting.

Spread: Facing pages of a book, magazine or other printed material. The full view of a document or publication when it is opened out flat.

Symbol: A shape or sign used to represent something such as an organisation.

Tint: Any of various lighter or darker shades of a colour.

Title case: When the leading letter in a sentence is capitalised. Also writing a word with its first letter as an upper case letter and the remaining letters in lower case.

Typeface: A complete set of typographic characters of a single design, including its various weights and styles.

Typography: The use of type, including its selection, specification and relationship to a given layout.

Contact

For everything from high resolution print-ready artwork to detailed implementation advice, we’re here to help you get it right first time.

Get in touch
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Title
079 000 0000
name@dioceseineurope.com