

The Diocese of Bristol is rebranding

This means we're going to make all our documents and communication consistent and modern. Good idea, eh?

This process will affect all those who represent the Diocese directly; not parishes necessarily but certainly those who work in Diocesan Offices or who produce any documentation on behalf of the Diocese itself

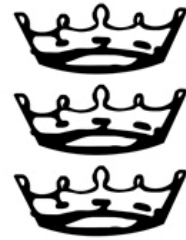


Diocese of Bristol | Brand style guide

Creating communities of wholeness with Christ at the centre

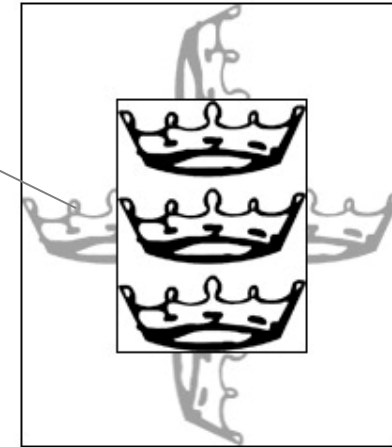
The Diocesan logo

The Diocesan logo should be used, except in very specific cases, in the form shown here



This logo represents the mother brand of the Diocese. Sub-branding is acceptable only when (1) the mother brand is clearly referenced as the overall brand and (2) where sub-branding is of tangible use

Leave an empty zone around the Diocesan logo at least as wide as half of one crown



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Using the logo

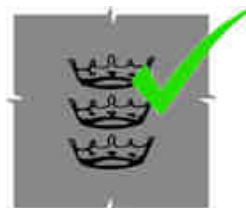
To help maintain consistency, keep customisation to a minimum



Use the brand colours specified below



As well as the default black on white, black (or white) on grey is fine



Do not place the logo on a 'similar' blue



Do not place the logo on an unspecified colour, or change the logo colour itself



Do not use pixelated or low-resolution logo art



Do not distort

Typography

The Diocese of Bristol's branding typefaces will be Gill Sans and Arial

Use Gill Sans for titles, headers and footers. Use Arial for body copy and emails

Branding font – headline

Gill Sans MT
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
0123456789

Gill Sans MT Italic
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
*abcdefghijklmnopqrstu**vw**xyz*
0123456789

Gill Sans MT Bold
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
abcdefghijklmnopqrstuvw**xyz**
0123456789

Branding font – body copy

Arial
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
0123456789

Arial Italic
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
*abcdefghijklmnopqrstu**vw**xyz*
0123456789

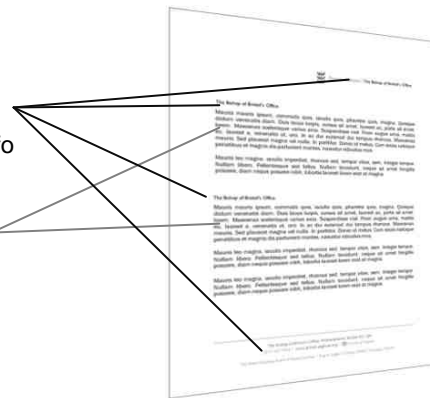
Arial Bold
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
abcdefghijklmnopqrstuvw**xyz**
0123456789

Arial Black
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
abcdefghijklmnopqrstuvw**xyz**
0123456789

For documents;

Gill Sans header, titles and footer info

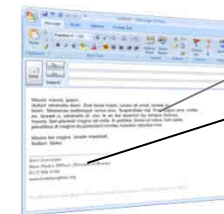
Arial body copy



Emails;

Arial body copy

Gill Sans signature info



Colour palette

The colour palette shown here describes all Diocese of Bristol branding colours in their hexadecimal and Red Green Blue formulations. Avoid using any others

Primary
For all Diocesan materials and stationery

Hex: 008ad7
Red: 0
Green: 138
Blue: 215

Hex: 7fc4eb
Red: 127
Green: 196
Blue: 235

Secondary
For use when primary is too vivid

Hex: 8bafdf
Red: 139
Green: 175
Blue: 223

Hex: b7d9fe
Red: 183
Green: 217
Blue: 254

Tertiary

Hex: 2bc322
RGB: 43,195,34

Tertiary

Hex: d7b700
RGB: 215,183,0

Tertiary

Hex: f0540f
RGB: 240,84,15

Tertiary

Hex: 4f4730
RGB: 79,71,48

White
25% (Light Grey)
50% (Mid Grey)
75% (Dark Grey)
Black

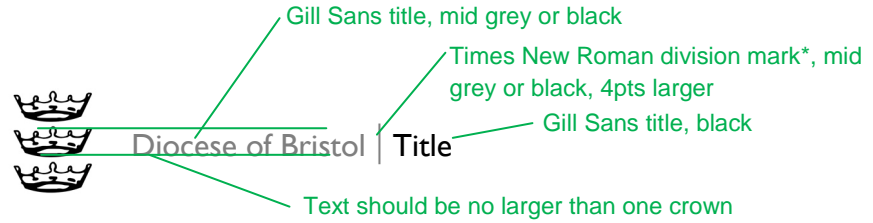
Tertiary colours are meant to be an accent, a punch of colour, and should never be represented as primary colours. They are designed to complement the primary blue, not each other

Logo titles

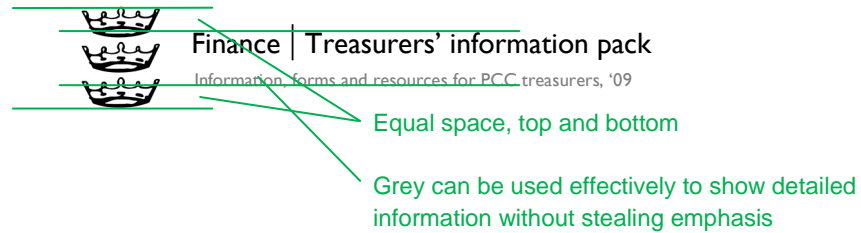
A page title beside the logo can look effective; here is a simple guide to keeping titles looking consistent

Where a title has two or more lines of text, try to 'balance' the vertical position of the title with the logo

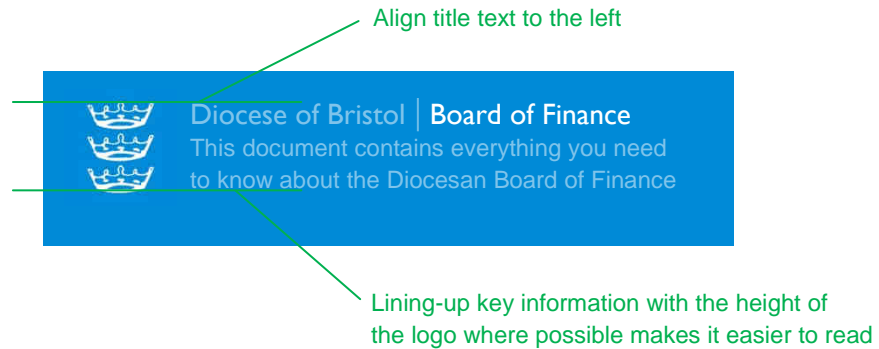
Single line example;
Black and white



Double line example;
Black and white



Multi line example;
Colour

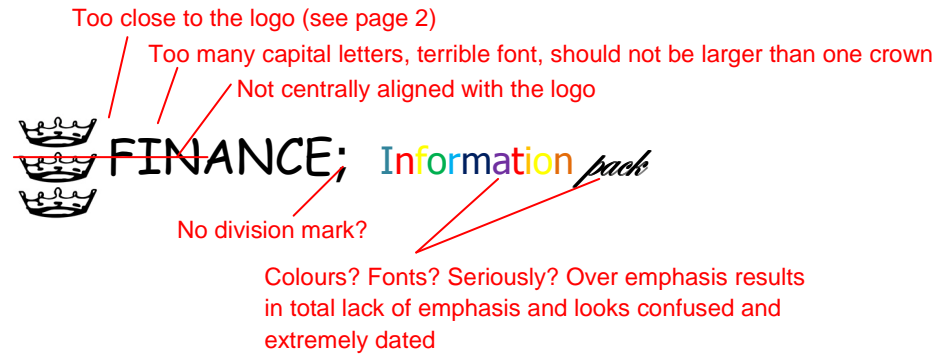


* The reason this division mark is not in the Gill Sans font is simply the shape; the Times New Roman mark is more elegant. Using the mark in this way prevents the need to draw a line between title elements

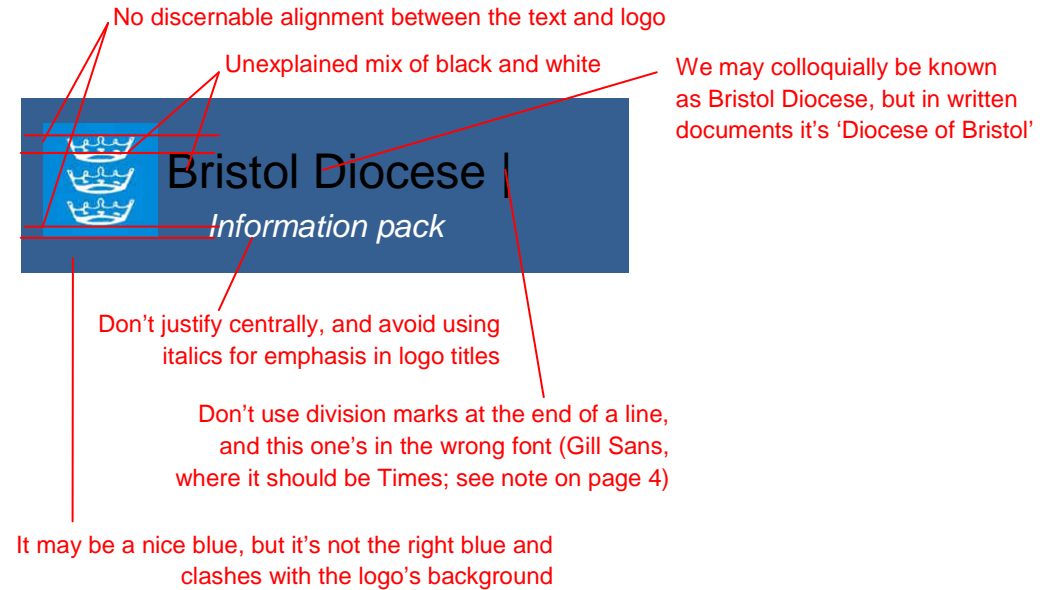
Things to avoid

A classic mistake is to try and emphasise many different graphic or text elements. By adding more colours, sizes and fonts the opposite is achieved; text becomes harder to read and all emphasis lost

Single line example;
Black and white



Multi line example;
Colour



Get in touch!

If you have any questions, or would like help developing your own documents to be consistent with those of the Diocese, get in touch!

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