DIOCESE OF TRURO

BRAND TOOLKIT
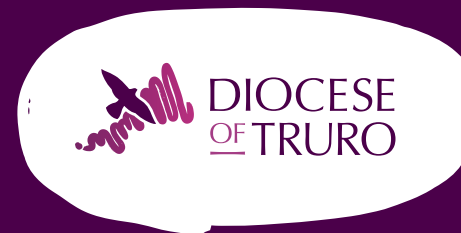## DEC 2024

LOGO VERSIONS

We have two versions of the logo available, to be chosen to suit the space available. These are available as 'White Background ONLY' for use on a white background, or 'Non-White Background' for use on over colour/imagery.

DIOCESE OF TRURO

White Background ONLY - Horizontal

DIOCESE OF TRURO

Non-White Background - Horizontal

DIOCESE OF TRURO

White Background ONLY - Vertical

DIOCESE OF TRURO
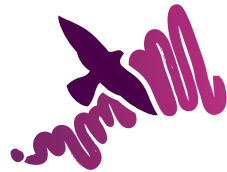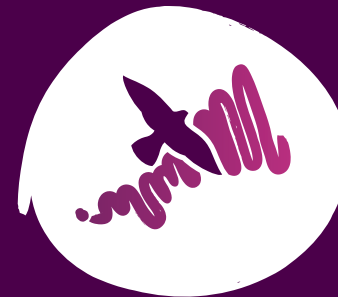
Non-White Background - Vertical

ICON VERSIONS

The icon is available separately for when the full logo isn't visible, or the name is already available (such as on social media).
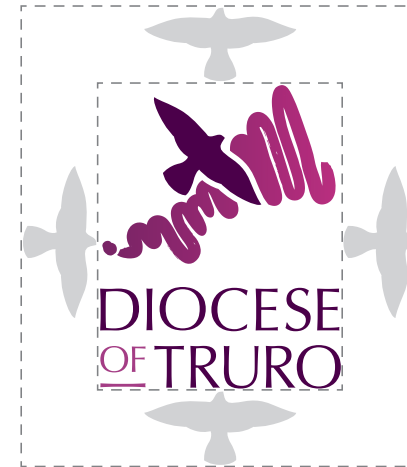

White Background ONLY - Icon

Non-White Background - Icon

LOGO CLEAR SPACE

When using the logo, on a white background, in a layout make sure you keep the clear space illustrated below, this will ensure the logo is clear and easy to read. The logo files include the clear space to save all the measuring!
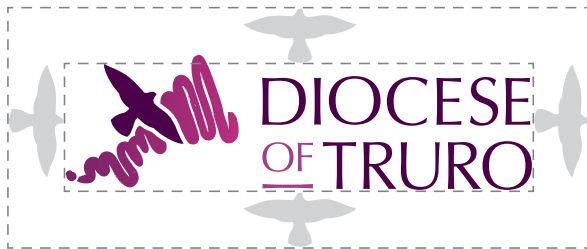
MINIMUM SIZES

The logo must not be used smaller than the minimum sizes below...

Min width **25mm**

Min width **13mm**

Min width **9mm**

Min width **36mm**

Min width **26mm**

Min width **14mm**

LOGO USE

USE RULES

The full version of the logo must always be used without any editing.

LOGO POSITIONING

The Diocese of Truro logo should appear in either the top right or bottom right corner when used on documents and graphics. When used on a white background the clear space must be retained. When the 'Non-White Background' version is used this can sit directly over the top of images.

Clear Space
The logo clear space must be kept around the logo.

Minimum Size
The logo must not be used smaller than the minimum size specifications.

Positioning
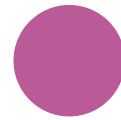The distance from the edge of the page should be no less than 8mm.

OUR COLOURS

PRIMARY COLOUR PALETTE

Purple
C:51 **M:**100 **Y:**0 **K:**59
R:75 **G:**0 **B:**74
#4B004A

Pink
C:25 **M:**80 **Y:**12 **K:**0
R:191 **G:**86 **B:**146
#be5691

Dark Grey
C:0 **M:**0 **Y:**0 **K:**95
R:40 **G:**40 **B:**40
#333333

PRIMARY GRADIENT

Dark Gradient
C:56 **M:**99 **Y:**29 **K:**14
R:122 **G:**36 **B:**103
#7A2467

Light Gradient
C:27 **M:**95 **Y:**18 **K:**0
R:187 **G:**48 **B:**127
#BB307F

SECONDARY COLOUR PALETTE

Heading text, lines and backgrounds
can use these colours. These are to
be used sparingly to add impact.

Powerpoint
When representing the brand in
Powerpoint these colours are to
be used, they are slightly darker to
ensure clear readability on screen.

Orange
C:0 **M:**38 **Y:**93 **K:**0
R:251 **G:**170 **B:**44
#FBAA2C

Green
C:35 **M:**0 **Y:**100 **K:**0
R:178 **G:**210 **B:**53
#B2D235

Blue
C:59 **M:**0 **Y:**19 **K:**0
R:89 **G:**198 **B:**209
#59C6D1

Dark Orange
C:31 **M:**82 **Y:**100 **K:**23
R:147 **G:**65 **B:**34
#934122

Dark Green
C:61 **M:**15 **Y:**100 **K:**40
R:73 **G:**114 **B:**41
#497229

Dark Blue
C:83 **M:**30 **Y:**29 **K:**21
R:6 **G:**118 **B:**139
#06768B

Powerpoint Orange
C:6 **M:**48 **Y:**100 **K:**0
R:234 **G:**148 **B:**26
#EA941A

Powerpoint Green
C:50 **M:**9 **Y:**100 **K:**0
R:143 **G:**183 **B:**30
#8FB71E

Powerpoint Blue
C:68 **M:**17 **Y:**24 **K:**0
R:75 **G:**167 **B:**186
#4BA7BA

BRAND TOOLKIT

TYPOGRAPHY INTERNAL

TREBUCHET

When the main brand typeface is not available, when creating documents in-house for internal use or due to the document being passed elsewhere as a live file (shared working files and presentations), you can use Trebuchet.

Titles – Titles should be clear, concise and should stand out from the rest of the content. Bold, 16px, using a secondary colour.

Main Content – Regular, 10px with extra line spacing, using the primary dark grey.

Extras – The bold weight and secondary colour palette can be used to break up information.

Trebuchet Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

Trebuchet Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

Genis ape et aut vollita sperum

Utem consed maxime nihil ipsam nemodis temporio et placcatur, te volupta temolup taquat ditiasp ienimet que aturian imaxim et, iliandio inciunt lautectatiam re voluptatia et doluptiam quosam alisti ne et et veratqui que et hillectestet ex excerem quas nulpa dis cusam, sit alit arum facipsam, si cust, ut utemosa ndandel enimusdae volupta quatur simus, aliqui core molupta. Utem consed maxime nihil ipsam nemodis temporio et placcatur, te volupta temolup taquat ditiasp ienimet que aturian imaxim et.

Dellibustio qui dellori berepero volo erest quam alisqui quatet:
- Fugiaerumqui derum litatum fugia nim que cus.
- Et mi, qui omnimin cus, exernam, natur si di nes dolorer.
- Uptaquaspici omnimintis eniminc torecer chicae. sit untur?

TYPOGRAPHY OUTWARD FACING

LEAGUE GOTHIC & ANDES ROUNDED

Where possible for print and digital materials Andes Rounded should be used with League Gothic used for headings and pull out text.

Titles – League Gothic Regular, 20px+ always using a colour rather than grey.

Intoduction – Andes Rounded Light, 14px on 19px using a dark secondary colour.

Main Content – Andes Rounded Light, 10px on 14px using the primary dark grey.

Pull Out Conent – Andes Rounded Bold, 10px on 14px using a bright secondary colour.

Contact Information – Andes Rounded Light for text and Bold for address/phone, 9px on 14px with the address/phone using a dark secondary colour. All in caps.

LEAGUE GOTHIC REGULAR

Andes Rounded Light

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

Andes Rounded Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

AQUAM FUGA NEMET AB

Nem et ab ipsam ius debis a veni at hicimus et, odignatus magnis at offic tet labo. Esedi quatur sus dolorep eratempori.

Perspistibus audae laudic te niam eatiis net harum faccusa niminiasFaccatum, cus, veria et pe porepe la volorum sit hilique corenimo dio is dolestrum quiam expel im exerio. Et quae sequian denimosam con nonesed igente quodit eatquis sequis essit, consediatia ipsumquam experovit liquam, tent, consed exeris volorpora.

Bit int laborpore, tempor ad quaepel lignim fuga. Ut harchicae sus net in eum aceaque omniam, cus estem remquias volorporunt venis maximpor minvel uptatium que prorunt voluptas sin repudanda volores ipsam hilit odi blabo. Ut exerum ut vel eserumentis que porerep erfercia iur audi net plabore nient.

FOR MORE INFORMATION CONTACT A N ONYMOUS

A-N-ONYMOUS@GMAIL.COM

BRAND TOOLKIT

SUB-BRANDS INTRO

There are a number of sub-brands within the Diocese of Truro brand family. These sub-brands have their own logos and requirements for usage. Some of these sub-brands have their own elements of differentiation from the primary brand. The sub-brand files provided allow for use on a white or coloured background.

Please note: These sub-brands are for use within the diocese, or direct area of sub-brand influence, if a document is being used at a national level the Diocese of Truro primary logo should be used.

Usage
These logos are only to be used in the full logo versions supplied, they must not be altered. They must be used in either the top right or bottom right corner of a document, or graphic.

Clear Space
The logo clear space must be kept around the logo (this is built into the files available).

Positioning
The distance from the edge of the page should be no less than 8mm.

SUB-BRANDS EDUCATION LOGOS

The Education sub-brand has it's own primary logo, as well as a set of logo versions that include it's partnership with other projects and sub-brands.

Please note: These logos are not to be used in combination with any other Diocese of Truro logos, if there is a combination not available please contact communications to discuss this.

Primary Sub-brand

All Versions

SUB-BRANDS EDUCATION BRAND

The Education sub-brand makes use of the Illustrative icon as well as an additional colour palette for use alongside the Diocese of Truro colours. These are only for use with the Education sub-brand brand and logo.

COLOUR PALETTE

Education Lime
C:18 M:0 Y:74 K:0
R:255 G:226 B:93
#E0E15D

Education Turquoise
C:65 M:0 Y:34 K:0
R:81 G:188 B:182
#51BBB6

Education Violet
C:53 M:47 Y:10 K:0
R:138 G:136 B:181
#8A87B5

Education Dusk
C:26 M:41 Y:16 K:1
R:196 G:161 B:182
#C4A1B6

Education Pink
C:1 M:60 Y:0 K:0
R:238 G:135 B:182
#EE87B5

Education Yellow
C:2 M:10 Y:73 K:0
R:254 G:223 B:91
#FEDF5A

Education Orange
C:0 M:59 Y:97 K:0
R:240 G:127 B:15
#EF7F0E

Education Red
C:6 M:82 Y:35 K:0
R:224 G:75 B:113
#E04B70

Education Blue
C:71 M:48 Y:4 K:0
R:88 G:123 B:185
#587BB8

Education Sand
C:18 M:19 Y:39 K:2
R:215 G:200 B:164
#D6C7A4

Education Green
C:53 M:0 Y:55 K:0
R:134 G:196 B:143
#86C48F

Education Purple
C:53 M:72 Y:0 K:0
R:143 G:91 B:161
#8E5AA1

BRAND TOOLKIT

SUB-BRANDS CREATION CARE LOGOS

The Creation Care sub-brand has it's own primary logo, as well as a set of logo versions that include it's partnership with other projects and sub-brands.

Please note: These logos are not to be used in combination with any other Diocese of Truro logos, if there is a combination not available please contact communications to discuss this.

Primary Sub-brand

All Versions

BRAND TOOLKIT

SUB-BRANDS CREATION CARE BRAND

The Creation Care sub-brand makes use of the word tags as well as an additional colour palette for use alongside the Diocese of Truro colours. These are only for use with the Creation Care sub-brand brand and logo.

COLOUR PALETTE

Creation Care Green
C:50 **M:**3 **Y:**100 **K:**0
R:149 **G:**190 **B:**32
#95BD1F

Creation Care Blue
C:75 **M:**35 **Y:**0 **K:**0
R:57 **G:**140 **B:**203
#398BCB

Creation Care Red
C:0 **M:**90 **Y:**55 **K:**0
R:231 **G:**52 **B:**82
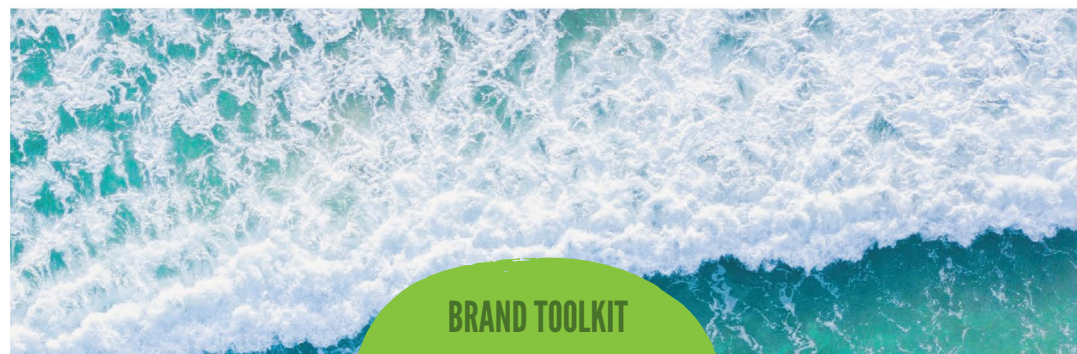#E73352

CUT CARBON **CYCLE TO WORK**

Ok, so some days are pretty hard when it rains, but I get to see more of our beautiful county and more importantly cut my carbon emissions massively.

JANE FENDAL

SPEAK UP **WRITING TO MY MP**

Changes need to be made but I had never realised the impact I can make by voicing my concerns to our local mp.

EZRA HANKLET

CHERISH CREATION **WAR AGAINST WAS**

Seeing the plastic waste washed up on our beaches kicked me into action, sure it takes a little more time but it's amazing how many ways there are to buy AND reduce plastic packaging!

SUZIE DANSON

BRAND TOOLKIT

SUB-BRANDS WITH + FOR LOGOS

The With + For sub-brand has it's own primary logo. It also appears as a partnership logo on other sub-brands.

Please note: This logo is not to be used in combination with any other Diocese of Truro logos, if there is a combination not available please contact communications to discuss this.

Primary Sub-brand

All Versions

SUB-BRANDS WITH + FOR BRAND

The With + For sub-brand makes use of it's own heading typeface to be used alongside the Diocese of Truro brand typefaces. This is only for use with the With + For sub-brand.

TYPEFACE

Honest Mistake Regular

ABCDEFGHIJKLMNOPQRST
UVWXYZ!?£()abcdefghijklm
nopqrstuvwxyz1234567890

Headings

Honest Mistake Regular

This typeface is for use in headings and large pull out text only to ensure readbility. For typeface licensing please contact Communications or purchase through creativemarket.com.

BRAND TOOLKIT

SUB-BRANDS LOGOS

The Diocese of Truro also has a number of smaller sub-brand logos. These use the core Diocese of Truro brand.

Please note: These logos are not to be used in combination with any other Diocese of Truro logos, if there is a combination not available please contact communications to discuss this.

All Versions

THE SAINTS' WAY

The Saints' Way logos must be used over Primary Purple colour.

Primary Logo

Calling Icon

Pioneer Icon

Children Icon

International Icon

Generous Icon

PILGRIM EXPLORERS

A full brand toolkit for Pilgrim Explorers is available on request.

DOCUMENT APPROVAL PROCESS

1

FROM THE START

Ensure you consider your communications' needs prior to your quarterly communications planning meeting. Think about: Who are you talking to? What do you want to tell them? What is the best way to communicate with them?

2

SPEAK TO COMMUNICATIONS

We are here to help. While we would hope to cover everything during our planning sessions, we know unexpected work does come up. In these instances, please speak to communications as soon as possible. The more notice we have, the more options you have.

3

STICK TO THE AGREED DEADLINES

We'll agree dates with you when we complete your quarterly communications planner. However, it is up to you to stick to these dates. If you hit a problem – tell us!

4

CHECK, CHECK AND CHECK AGAIN

You'll have the chance to see a proof of your project. Ensure you check all text, images etc. as you will be asked to sign it off for final proofing and printing.

ARRANGE YOUR OWN

You are welcome to arrange your own design and printing. Please ensure you have provided your designer with a copy of these brand guidelines. If you are sourcing your own printing, make sure your paper and print is of suitable quality. The communications team can advise if you are unsure.

ANY QUESTIONS?

Kelly Rowe
Head of Communications

E Kelly.Rowe@truro.anglican.org
T 01872 360033

BRAND TOOLKIT