



The Church of England  

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Diocese of Ely

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# Identity guidelines

Edition 2 – October 2015

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## Message from Bishop Stephen

I have taken a keen interest in the development of the expression of our identity for paper, email and website. I am committed to it, even though it no longer involves a mitre. What we gain is a clean and clear blend of image and text which tells people very straightforwardly who we are and what our location is. We are praying to be generous and visible Church of England people in the Diocese of Ely.

Preserving the crest with its crowns says even more important things about us. In heraldry, the symbol of the crown is foremost a reminder of the sovereignty of God. Specifically, the diocesan crest goes back at least to the thirteenth century and was a deliberate reminder of our link with Etheldreda, a queen as well as a saint. We are the sons and daughters by adoption of Our Sovereign Lord. With Etheldreda and all the saints of Ely, we are part of the royal priesthood founded through the victory of Christ.

March 2015

A handwritten signature in black ink, reading "Stephen Ely". The signature is written in a cursive style with a cross at the beginning of the first word.

## **Introduction**

The logo of the diocese forms the baseline element of our visual identity and, as such, is a crucial asset in promoting public recognition and brand awareness.

As the visual identity appears on all communications that represent the Diocese of Ely, it is essential that we have a robust system for establishing professionalism and consistency in look, feel and tone.

These guidelines are designed to help us present our identity in a consistent way in all the materials we need to produce. They apply to print and digital media – both internal and external facing.

If you have any queries or need help with any aspect of these guidelines, please contact Communications Department on 01353 652728 or [sarah.williams@elydiocese.org](mailto:sarah.williams@elydiocese.org)

## The Diocese of Ely logo

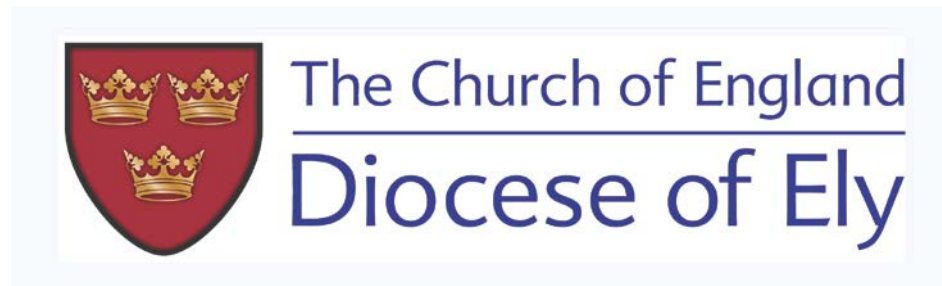
Our logo tells us that:

we are the Church of England

we are the Diocese of Ely.

It consists of two primary elements – our crest and the name of the diocese. The logo positions us within the family and personality of the national Church and builds upon the strength of the long history of Christian presence in the diocese.

It is used to identify official communications of the diocese, both internal and external facing. These include correspondence, publications, advertising, marketing materials, presentations, and digital platforms.



There is one official logo representing the Diocese of Ely. (With the single exception of the Department for Education which also uses a logo for schools.)

The complete logo must be used at all times. It is available in full colour or in monotone.

The crest alone is used on some templates, including minutes, briefing notes, etc. but only for internal facing documents.

The exception to this is where the crest alone is used as the icon for the database on all office desktops. It is also used as the favicon for the website.

The strapline for the diocese is 'we pray to be generous and visible people of Jesus Christ'. As these words represent our agreed vision (the essence of who we are and what we live by), the strapline symbolizes our diocesan signature. Therefore it should be used on all official communications, including printed stationery, online templates, in correspondence, emails, and especially in publicity and marketing materials, etc. Use where possible on other documentation.

The logo should always be reproduced from a digital master. It is available in the following file formats:

Eps: professional usage      Jpeg: desktop publishing      Gif or png: digital usage

The logo formats can be found on the website (communications).

## Positioning and sizing

The look of our logo is an important part of its recognition value. Therefore it is vital that the sizing and positioning of the logo be consistent. It should not be redrawn, digitally manipulated or altered.

The logo must always be positioned on the left hand side. It can appear top or bottom, but always aligned left, with an appropriate margin to the page edge at the top/bottom and left hand sides. Any exceptions to this must be raised with the Communications Department on a case-by-case basis.

The logo does not have a maximum reproduction size. However it must be clearly visible and reproduced consistently. For this reason a minimum size has been established. This size is 45mm.

When increasing or decreasing the size of the logo, do not compress or expand it, always scale up or down **in proportion**.

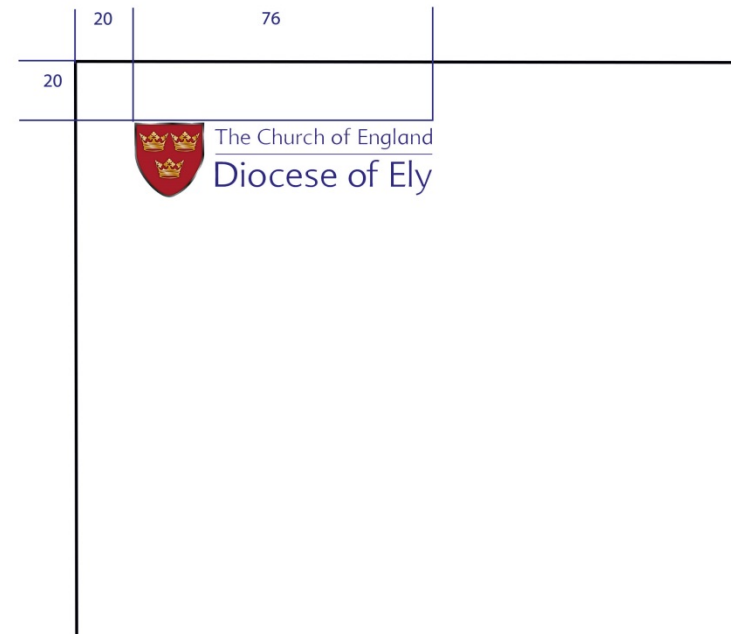
Suggested sizes for standard paper:

**A4 76mm**

**A5 45mm**

**DL 45mm**

**A3 105mm**



## Fonts

Any of the following fonts may be used:

### Myriad Pro



AbcdefghijklmnOPQRSTUVWXYZ1234567890!@#£%&

**AbcdefghijklmnOPQRSTUVWXYZ1234567890!@#£%&**

The quick brown fox jumps over the lazy dog.

### Arial



AbcdefghijklmnOPQRSTUVWXYZ1234567890!@#£%&

**AbcdefghijklmnOPQRSTUVWXYZ1234567890!@#£%&**

The quick brown fox jumps over the lazy dog.

### Gill Sans



AbcdefghijklmnOPQRSTUVWXYZ1234567890!@#£%&

**AbcdefghijklmnOPQRSTUVWXYZ1234567890!@#£%&**

The quick brown fox jumps over the lazy dog.



## **Typography** (see editorial style guide)

Across all communications

*Italics* should only be used where necessary in distinguishing text within a paragraph (see also editorial style guide).

Underlining should only preferably be used to indicate a website or email address. Do not underline headings.

Times New Roman and **Comic Sans** fonts should never be used.

## Readability

Lower case letters, with their ascenders and descenders, make it easier on the eye to process word formations.

UPPER CASE LETTERS HAVE NO VARIATION OR DISTINCTION IN OUTLINE AND THEREFORE MAKE IT HARDER TO READ.

Do not use upper case in body copy, except for sentence case.

## Alignment

Headings and related details are centred on internal facing documents, ie office templates.

All body text should be aligned-left; not justified. Indent lead paragraph, if appropriate, as part of a design.

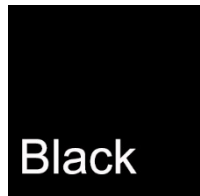
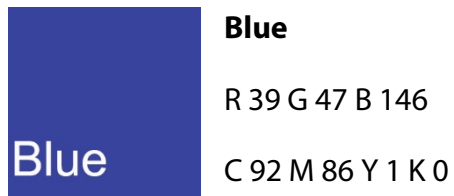
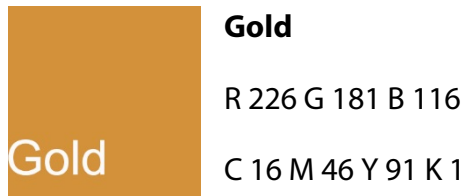
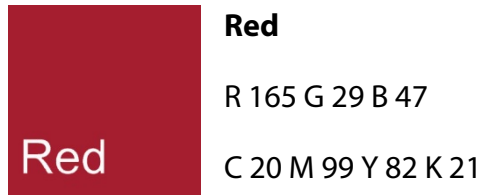
The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

## Logo colours

The base colours of the logo are red, black and gold with blue. These colours form the core of the colour palette.

Never recolour the logo.

Here are the RGB and CMYK references.



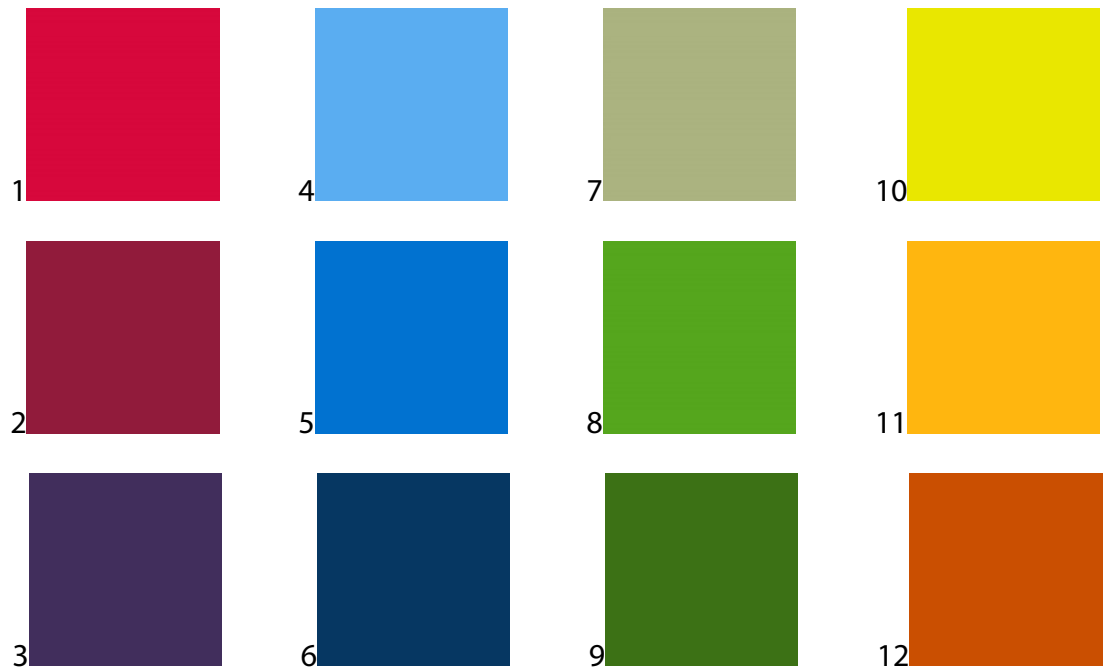
## Colour palette

This palette is offered to provide a range of colours to complement the core colours of the logo.

When choosing colour it is important to consider text legibility. Choose colours from the palette which will best project the information clearly, effectively and complement any chosen images. There should always be a good contrast between text and its background colour. Dark type on a white or very light background is the most legible. White type should only be used on a very dark background.

When designing a suite of related publications, choosing one consistent colour combined with a selection of alternatives from the palette, will help you create a family feel and inter-relatedness across the literature. The RGB and web safe references for the colour palette are:

Colour	Desktop printing	Web
1	R=214 G=8 B=59	d6083b
2	R=144 G=28 B=59	901c3b
3	R=66 G=46 B=93	422e5d
4	R=90 G=173 B=240	5aadf0
5	R=0 G=114 B=207	0072cf
6	R=6 G=55 B=98	063762
7	R=170 G=179 B=128	aab380
8	R=85 G=166 B=29	55a61d
9	R=60 G=114 B=21	3c7215
10	R=233 G=231 B=0	e9e700
11	R=255 G=182 B=15	ffb60f
12	R=203 G=79 B=0	cb4f00



## Templates and layouts

A series of online templates are available for office staff to use for various communications materials. These include letterheads, minutes, briefing notes, web-based documents such as advice papers, and so on. The correspondence templates are designed to be self-populating per user and department.

### Letterhead

The diocesan A4 letterhead is available as a digital template or a hard copy. The template version is available with both full colour logo and with monotone logo.

Use the monotone logo if the document is to be used for photocopying in black and white.

Body text should be aligned left.

Use one space between sentences.

The preferred left margin is 2cm.

The preferred line space is 1.15 lines.

The preferred font size is 12pt.

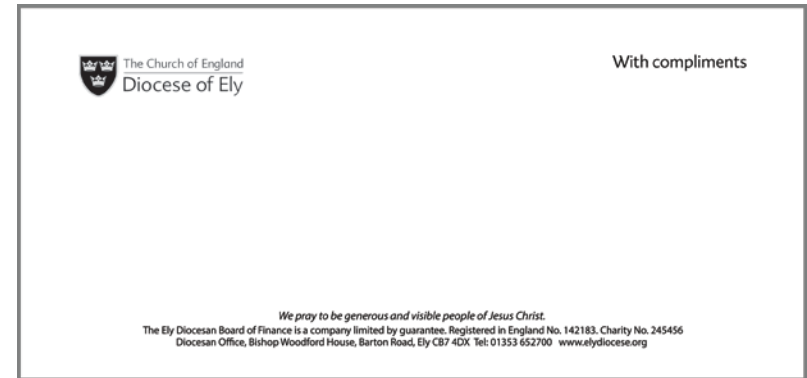
Do not indent paragraphs – unless part of design for a poster or brochure, etc.



## Compliment slips

Printed copies of a general compliment slip are available from the stationery department.

They are sized at 210mm x 99mm.



## Business cards

Business cards are available to all staff that have representational roles.

They are sized at 55mm x 85mm.

Contact Communications to order for your department.



## Job advertisements

Job adverts should always use the monotone logo.

It should be aligned left.

Content should follow diocesan editorial house style and conventions.

## Publicity materials

Departments, boards or councils may wish to further identify themselves with the logo on publicity materials specific to their area.

Use name of office, council, etc. only under name of diocese, not under crest.

Use advert light in diocesan blue to match. Text is 12pt.

Text should be placed outside of the logo exclusion zone.



## Job title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Closing date: Monday 12 June

Interviews: Tuesday 27 June

For further information, please visit the website:  
[www.elydiocese.org/vacancies](http://www.elydiocese.org/vacancies)



## Email signature

This is the recommended method of presenting contacting information and our diocesan office details at the foot of an email.

It can be edited in Outlook by clicking on File – Options – Mail – Signature.

Name  
Job title  
Diocese of Ely

Tel  
Email address

[www.elydiocese.org](http://www.elydiocese.org)

[www.facebook.com/elydiocese](http://www.facebook.com/elydiocese)

<https://twitter.com/DioceseofEly>

Ely Diocesan Board of Finance

Company limited by guarantee Number 142183. Charity Number 245456. Registered in England & Wales.

Registered Office: Diocesan Office, Bishop Woodford House, Barton Road, Ely CB7 4DX Tel: 01353 652700

*We pray to be generous and visible people of Jesus Christ.*

## Contact

For further information, or help and support on using the visual identity, please contact:

Sarah Williams  
Diocesan Communications Manager & Bishop's Press Officer  
Diocesan Office  
Barton Road  
Ely  
Cambridgeshire CB7 4DX

Tel: 01353 652728 / 07957 522178

[sarah.williams@elydiocese.org](mailto:sarah.williams@elydiocese.org)