

DIOCESE OF ROCHESTER

STYLE GUIDE



BRAND GUIDELINES

AN INTRODUCTION

Expressing our values and presenting a coherent and accurate sense of our identity as a diocesan family

These guidelines aim to give us confidence in how we present our shared values and priorities as found in our refreshed Called Together strategy.

Within this strategy, our vision is that we will: Grow, Enrich and Resource.

From this vision flow our five priorities. They are to:

Enable each church to be mission-minded

Helping resource parishes to understand their community and to build assurance in people that they can tell their own story of God's love in Christ; that there is a time and a place to share this with others.

Help children, young people and adults live out everyday faith in Jesus

Whether a person is drawn to lay or ordained ministry in the Church, or is called to living out their faith right where they are.

Support loving service in local communities

Understanding that our mission is to the whole person and every initiative to meet human need is a sign of the coming kingdom of God.

Speak and respond to the prophetic voice of justice and peace

To speak up for justice, to speak up for peace, and to be open to hear the prophetic voice ourselves, for the Church has much it needs to put right.

Protect creation's life for future generations

As part of our prophetic calling, we commit to speak about our role in caring for God's creation, to work for the protection of the natural world and to equip Christians and churches to care for it.

BRAND GUIDELINES

PURPOSE OF STYLE GUIDES

The purpose of this style guide is to help diocesan officers and staff to be consistent in the way we speak about our shared mission and ministry – both visually and through the language we use

What is a Style guide?

Put simply, it is a set of rules (but the fun kind). They are not meant to limit creativity but provide a framework that shows users how to create and apply our diocesan visual and linguistic identity consistently. Following this guide will us help to ensure that every time someone interacts with diocesan communications, they always see the same cohesive and professional style that portrays something of the diocese strategic vision.

Who should use them?

Anyone responsible for producing, sourcing or using diocesan materials should follow these guides.

We have tried to keep these guidelines as simple as possible so everyone can understand, but the communications team is here to help you apply them to suit your needs.

HOW WE LOOK

VISUAL IDENTITY

HOW WE LOOK

OUR LOGO

There are two diocesan logos, consisting of the traditional Rochester Diocesan crest and 'R, and a combined, modern logo with our vision strapline.

The combined Called Together logo should be used on all communications.

In circumstances where the strategic strapline is not needed or appropriate you may use our diocesan logo.

Typically, logos are positioned left aligned but, in some cases the logo may be positioned differently to suit the design and format.

Where possible, the diocesan logo should lead when sitting next to other organisations or branding. The logo must be obtained from an original source, preferably a digital file.



Called Together diocesan logo



Diocesan logo

HOW WE LOOK

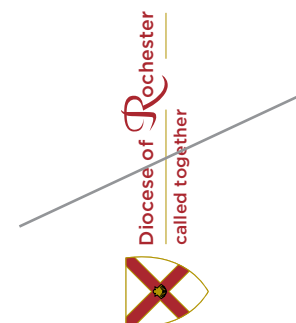
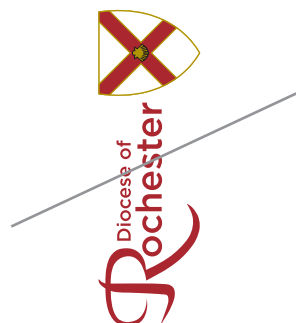
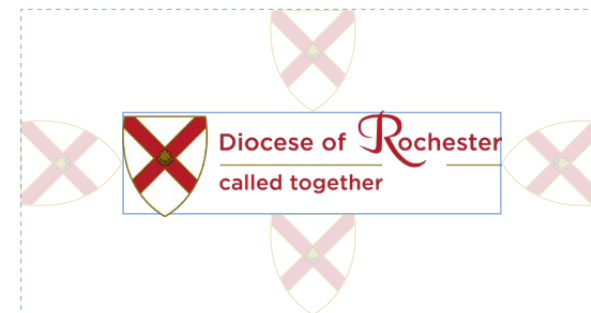
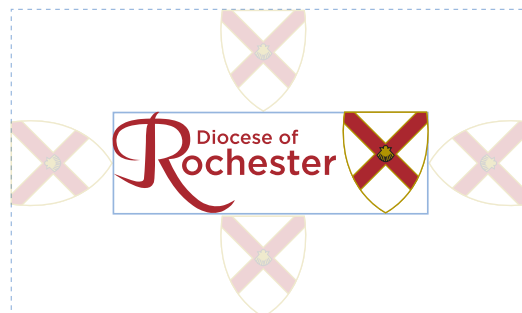
EXCLUSION ZONES

The clear space (exclusion zone) around the visual identity is shown

The crest can be used as a guide to the clear space around the logo where other elements should not encroach.

Examples of clear space are shown in sample applications below with the exclusion zones overlaid.

Do not stretch, compress or rotate logo.



HOW WE LOOK

COLOUR & SIZING

Primary identity, variants and smallest sizing of the diocese logo

The appropriate logo should be used for core brand applications. When the primary identity is placed on a single coloured background, you may use a white version of the logo.

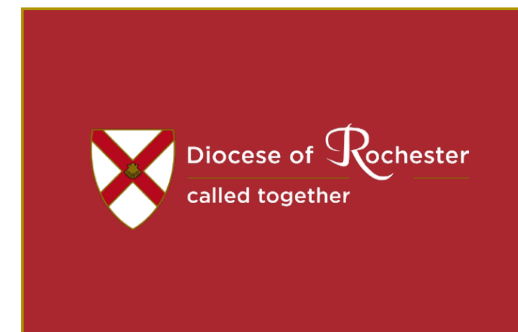
As with all brand identity systems, there are circumstances where variants are required for use with imagery, at smaller sizes and online.

There is no maximum size at which the logos can be reproduced, although care should be taken to ensure that it is appropriate to the application. When reproducing at large sizes, the EPS vector file should be used. Speak to the communications team if you need any help with this.

For both versions of the logo please bear the following minimum sizes in mind. If a size is required that is smaller than these sizes, please revert to the secondary variants.



Primary logo version



White logo on single coloured background



Logo on image background



Minimum sizing for primary logo

Print applications

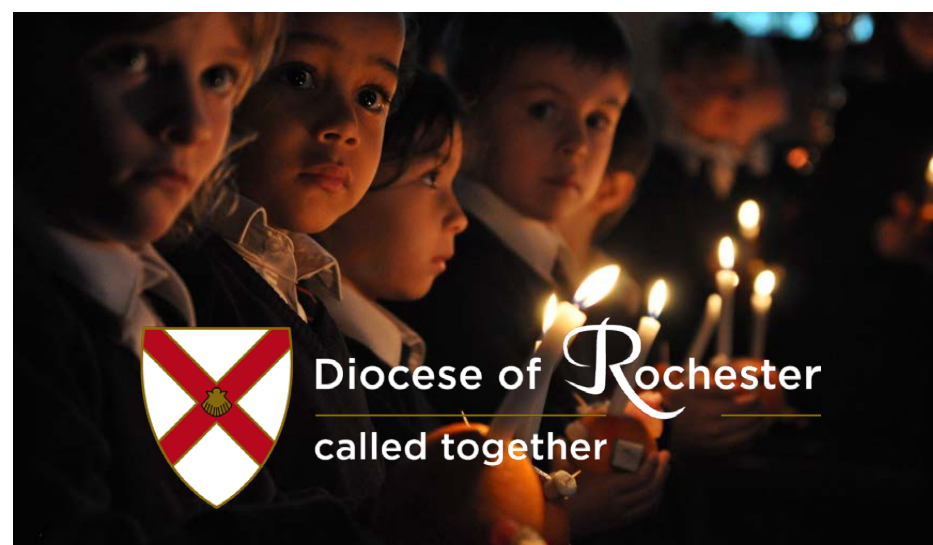
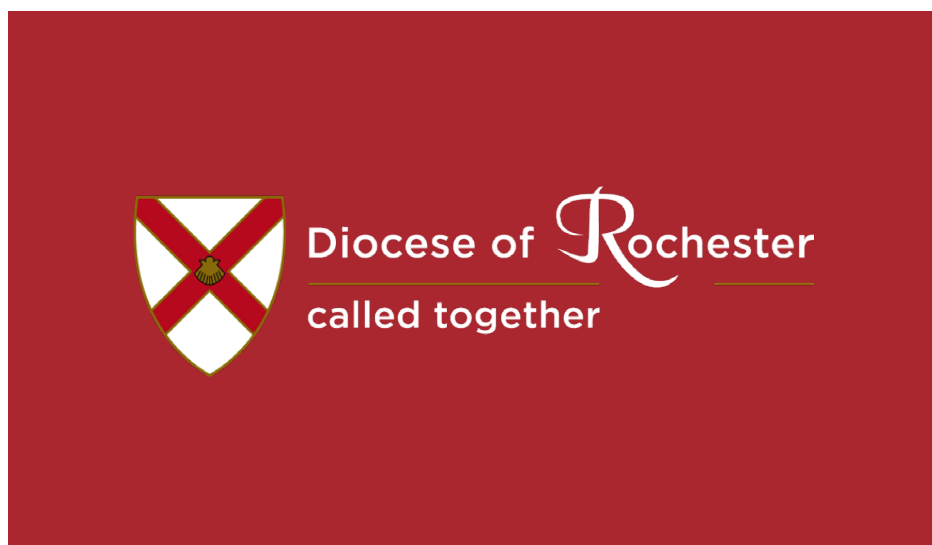
Minimum size is 12 mm high

Digital applications

Minimum size is 90 pixels wide
These sizes are for the absolute minimum application for legibility.

LOGO USEAGE

Example of using the combined diocesan and Called Together diocesan logo



HOW WE LOOK

TONE OF VOICE

HOW WE LOOK

tone of voice

As a diocese we are speaking to a variety of different people and groups at different times.

Largely we are engaging with people directly involved in parish life, but each will be on different journey of engagement or familiarity with how the diocesan teams work and support them, church process, and function.

They will also all be on a unique stage in their journey of faith. We may be engaging with external partners and organisations – both religious and non-religious. How we present ourselves is important in serving the needs of these different audiences. Having a degree of consistency helps build trust and relationships.

The following guidelines provide some overriding principles which should help anyone looking to create content for either one of our social media channels, campaign, document, or letter.

Tone of voice

Friendly but informative

Many people who engage with us are looking for advice, support, and guidance on particular matters. We are aware that we have a role as a trusted conduit for information. Informative does not mean dictatorial or condescending, but clear and approachable. We think about how we present information and detail, whether online, in a document or in letters, to ensure it is easy to engage with. We aim to avoid jargon but explain it where required.

Conversational but professional

We want to develop connections with our audiences to help create a sense of community and joint effort across the Diocese. This means we show interest in the activity of others; we share stories; we ask questions; and we engage in an amiable manner. Conversational does not mean overly familiar, but open. Our audiences expect a standard of professional conduct, but we want to take opportunities to break down barriers and build relationship.

Encouraging and affirming

We use language that affirms and celebrates the efforts of individuals, parishes, and staff teams. We recognise that everyone has a unique calling and gifts from God. So, we take opportunities to offer thanks, and to acknowledge all forms of calling both lay and ordained. We aim to reflect the wide range of settings to be found within the diocese, from churches, chaplaincies, to community projects, schools.

Key words and phrases

- Diocesan family
- We are called together to...
- Family of faith
- Across a variety of settings

HOW WE LOOK

SOCIAL MEDIA



Facebook is our primary home for engaging with our key audiences

It is where we share most of our content and messaging such as news articles and stories, videos, and other campaigns. It's also where we engage most with parishes.

We have a very engaged and two-way style on Facebook – we actively like, share and comment on parish news feeds. We also acknowledged comment and response to our post. We respond to questions and comments on our posts in as timely and as respectful a manner as possible.



Twitter is our more 'outward' facing channel

It is where we link with other organisations, partners, and the media. We adapt content we may have shared on Facebook to recognise this difference, which means we may present the same content differently and actively use tagging to bring it to the attention of certain individuals and groups.

It is where we tend to amplify and signpost to the content and campaign of others, particularly those that tie in with our own key aims, objectives, and concerns.

We do not forget however that it is where some of our clergy and lay leaders are and so it is useful channel to respond to questions and queries, take the temperature on an issue, as well as signpost to information.

HOW WE LOOK

TYPOGRAPHY

TYPOGRAPHY

FONT FAMILY

For typography we primarily use the Open Sans, Gotham and Lato font families

Open Sans is a contemporary and clean font with many font weights.

It's modern, is web safe and is an established sans serif typeface. It is designed to be used ideally at large sizes.

Gotham is a geometric sans-serif typeface family featuring four widths, eight weights, and separate designs for screen display and a rounded version.

Lato has semi-rounded letters which give it a feeling of warmth, while the strong structure provides stability and seriousness.

Futura only to be used in
TOGETHER MAGAZINE

FONTS

Open Sans
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890_--&£!()?/""'*:;,.



For use in print media

Verdana
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890_--&£!()?/""'*:;,.



For use in print media
only where Open Sans
isn't available (i.e. in Word
or Powerpoint documents)

Gotham
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890_--&£!()?/""'*:;,.



For use by designers in
professional publications
especially for headlines,
billboards, advertising etc

Lato
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890_--&£!()?/""'*:;,.



For use on the website

TYPOGRAPHY

TYPOGRAPHIC DESIGN

Typographic design should be applied using the following rules. Although specific, these details for setting type are given as a guideline only. Within certain formats there may need to be some flexibility

Colour

Type should be set to our recommendations within this document, using the colour combinations from our brand palette.

Tinting of body copy is acceptable at 90% black for certain publications.

Weight

In print communications we use the bold font of Open Sans for main titles. Regular font weight is used along side the bold weight to accent copy or highlight important information.

Alignment

Type should be generally ranged left in all uses. Call to actions or different formats can be set to centred.

Style

Manipulating the typefaces is prohibited – stretching, condensing, outlining and drop shadow should be avoided.

To further drive for simplicity, we do not to punctuate our headlines (apart from a question mark) – it just looks more modern, clean and simple.

We do not hyphenate headlines and sub-headings, just to keep things simple.

Spacing

Where at all possible we adjust the spacing between individual characters manually (this is called tracking). Tracking should be set to -20pt for all body text.

Sizing

The smallest size permitted is 6 pt. This should only be for certain print uses such as legals. There is no upper size limit (format appropriate).

Word spacing

Headline ratios:

Headlines (often set in Open Sans or Gotham for professional publications) should have equal word spacing to font sizing. ie 24pt type in all caps has a spacing values of 24pt.

Set headlines in CAPS and **BOLD** where appropriate (see next page).

Sub-headlines:

Should ideally have a word spacing value of +3. So 18pt type the leading would be set on 21pt.

Set subheads in regular.

For body copy:

Should ideally have a word spacing value of +3. So 10pt type would be set on 13pt. For editorial, leading values can increase to +4 for ease of reading.

Set body copy in regular.

Above 28pt word spacing can be adjusted manually.

TYPOGRAPHY

TITLES

Some recommended headline styling in all communications

Headlines should be typed in sentence case.

Use ALL CAPS and **BOLD** for information copy or being informative and lowercase for more emotive or informal language. You can use different font weights to give variants to styling.

Sentence case – Open Sans

Be warm, emotive,
informal and inviting

All caps – Open Sans

**BE FUNCTIONAL,
INFORMATIVE
AND TOTALLY
DIRECTIONAL**

All caps – Gotham

**BE FUNCTIONAL,
INFORMATIVE
AND TOTALLY
DIRECTIONAL**

TYPOGRAPHY

EMAIL

Email footers should always
be as shown

Jaonna Bloggs

Job title to go in here job title job title to go in here job title

T: 01634 000000

M: 00000 000 000

Please note: My office-based hours are flexible but I am contactable on my mobile or email.



Diocese of Rochester
called together

Diocese of Rochester, St. Nicholas Church, Boley Hill, Rochester, ME1 1SL

The Rochester Diocesan Society & Board of Finance is a company limited by guarantee.
Registered in England No. 140656
Registered Charity No. 249339

Verdana 12pt

Verdana bold 12pt

Verdana 12pt

Verdana 12pt

Verdana 11pt Verdana 11pt Verdana 11pt Verdana 11pt Verdana 11pt Verdana 11pt Verdana 11pt Verdana



Diocese of Rochester
called together

Verdana 11pt

Verdana 10pt Verdana 10pt Verdana 10pt Verdana 10pt Verdana 10pt Verdana 10pt Verdana 10pt

Verdana 10pt Verdana 10pt

Verdana 10pt Verdana 10pt

HOW WE LOOK

DOCUMENTATION

TYPOGRAPHY

DOCUMENTATION

It is important to present a standardised look across all communications, whether internal or external

All our documents and presentations should be consistent and adhere to these brand guidelines.

Letterheads

When composing a letter use Verdana font only.

>> [Download Called Together diocesan logo Word template](#)

>> [Download diocesan logo Word template](#)

Compliment slips

>> [Download Called Together diocesan compliment slip](#)

>> [Download diocesan logo compliment slip](#)

Documents

When producing a document / guidelines use Verdana font only.

Documents must always start with the cover page.

>> [Download Called Together diocesan document template](#)

>> [Download diocesan logo document template](#)

Powerpoint Presentations

When producing a Powerpoint Presentation use Verdana font only. Presentations must always start with the cover page.

>> [Download Called Together diocesan Powerpoint template](#)

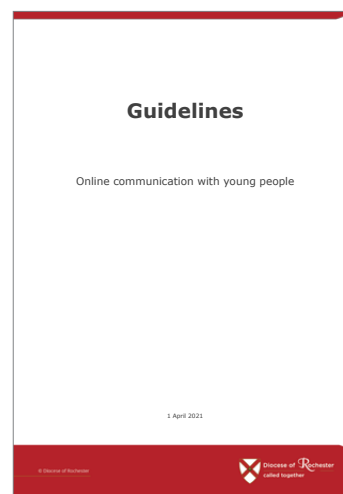
>> [Download diocesan logo Powerpoint template](#)



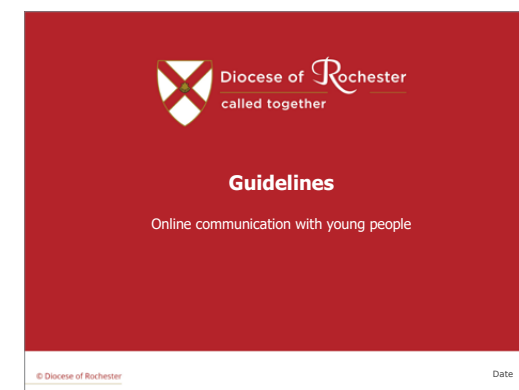
Letterhead



Compliment slip



Documents



Powerpoint presentations

HOW WE LOOK

COLOUR PALETTE

COLOUR PALETTE

BRAND COLOURS

An adjusted colour palette gives a bold, sophisticated feel to our diocesan communications

Our **primary colour palette** uses the colours based on the original logo crest.

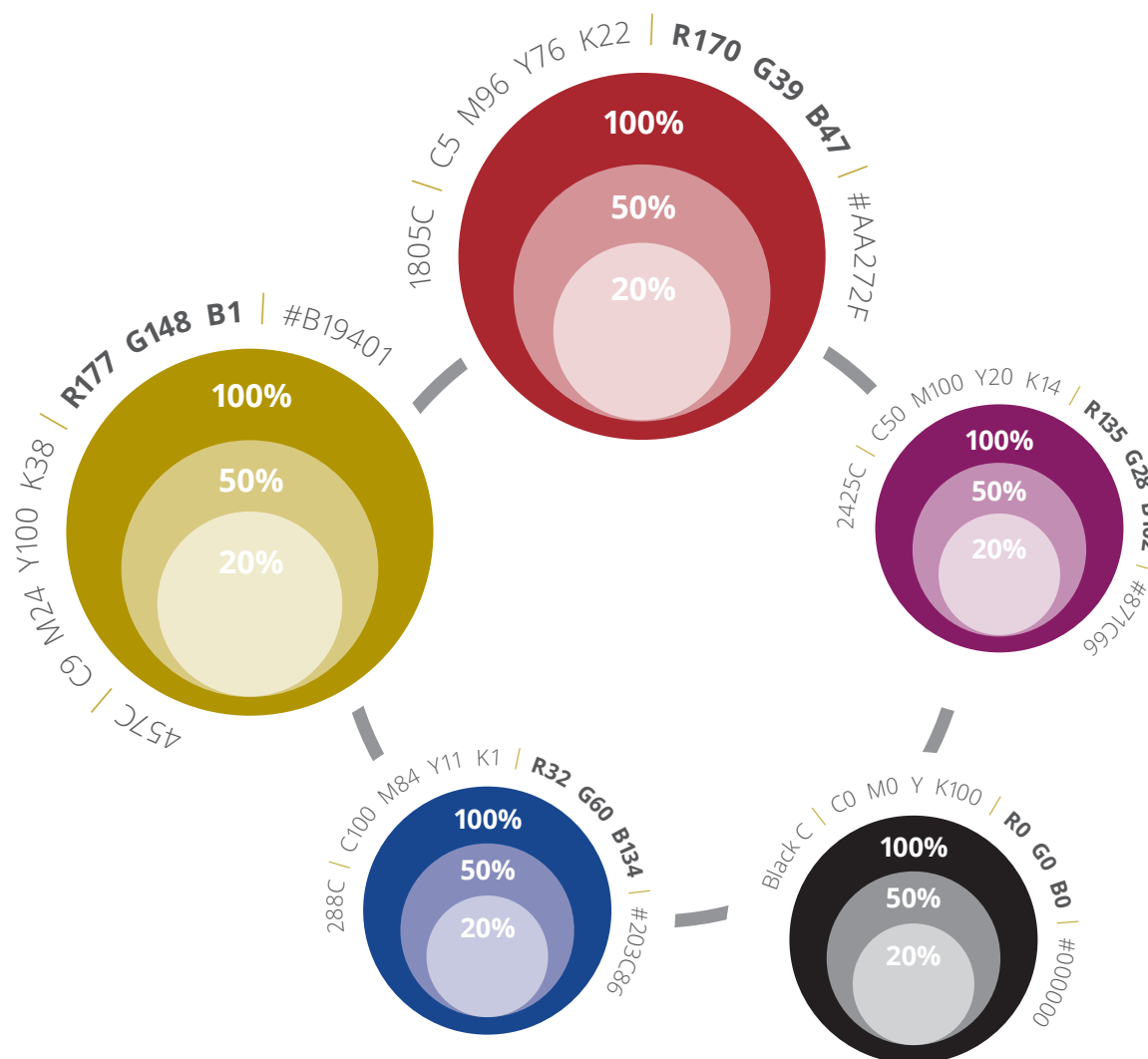
Our **secondary colour palette** add purple, blue and black to the colour palette and is designed to extend the colour options and to complement the existing colours.

Tints of these colours is acceptable where deemed appropriate. Some example tints are shown (right).

For printing internally or for documents that will be emailed or appear online, use the RGB colour breakdown as highlighted in bold on each colour swatch (right).

For producing documents for professional printing use the CMYK colour breakdown.

For website use, use the web safe (#) colour breakdown.



HOW WE LOOK

VISUAL ASSETS

VISUAL ASSETS

ICONS

A custom iconography suite has been created to complement our warm, active and approachable brand

Creating a set of icons for the strategic areas. These can be used as visual elements when creating communications.

Limiting fonts to Open Sans in all communications and continuing to use the expanded colour palette.

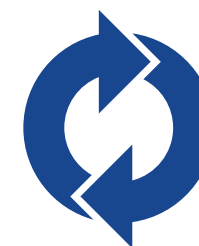
ICONS



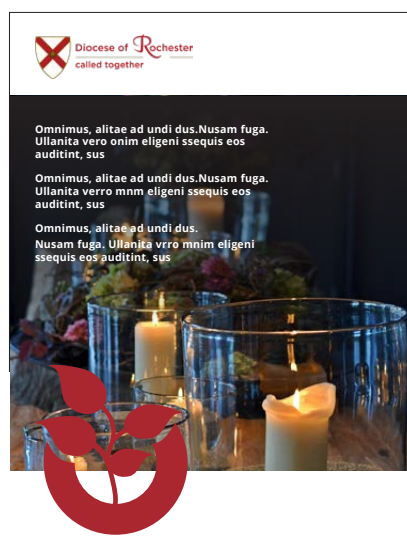
Grow



Enrich



Resource



HOW WE LOOK

IMAGE MESSAGING

HOW WE LOOK

PHOTOGRAPHIC MESSAGING & IMAGE SOURCING

Photography should aim to reflect our diocesan vision and values. Where possible, imagery should portray people in community, expressing our vision of transformation – worshipping, preaching, serving, welcoming and sharing life together

Audiences have woken up to the over-used clichés of stock imagery libraries. Whilst there are many quality free stock image sites out there, there is nothing more compelling than commissioning photography and documenting the life of our diocese and its activities. This is especially true when the subject matter is people. Make sure you check what photos we already have available for us in our in-house image library. The images we use should demonstrate a community feel and align with our brand style and values.

Here are a few suggested and contemporary websites here for those occasions when you don't have imagery from around the diocese and are looking for that all important supporting image.

pexels.com
stock1.adobe.com
freelyphotos.
unsplash.com
join.deathtothestockphoto.com
picjumbo.com
thepatternlibrary.com
getrefe.tumblr.com
jaymantri.com
publicdomainarchive.com

The use of 'clip art' style imagery is strictly prohibited. If an image is required to complement text, please use suitable photography or on-brand commissioned illustrations or iconography.



HOW WE LOOK

PHOTOGRAPHY EXAMPLES



Prayer or reflective?
Hope or kindness?
Emotive or emotional?



HOW WE LOOK

IMAGE FRAMING

When commissioning and sourcing photography, please consider the appropriate framing or cropping required for your project

Where possible please frame photography allowing for negative space which can be later used for text and messaging. Images may be cropped or edited to suit the desired layout. You may find it helpful to apply the rule of thirds to your subject or image composition as displayed here.

To make text more readable, graduated colour tints can be used.



VISUAL GUIDELINES

CONTACT

Our brand is maintained and managed by the communications team.

For further advice and information, please contact:

Jennifer Ross (jennifer.ross@rochester.anglican.org / 01634 560000)

Communications Manager and Bishop's Media Adviser

Katerina Gerhardt (katerina.gerhardt@rochester.anglican.org / 01634 560000)

Communications Assistant