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.
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 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.
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.
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.
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.

**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

Diocese of Rochester called together

Diocese of Rochester called together

Diocese of Rochester called together

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

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Registered Charity No. 249339

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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
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.
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 palate.
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.
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