Diocese of **Leicester** & Leicester **Cathedral**

Brand and Style guide

Diocese of
Leicester
Shaped by God

Overview

The logos:
- *Diocese of Leicester*
- *Leicester Cathedral*
- *St Martins House*
- *Cathedral Gardens*
- *Bishop of Leicester*
- *Board of Education*
- *Launde Abbey*

Brand ColoursColour Palette

Minimum slze and exclusion zones

Logo Do's and Don'ts

Adding additional dimensions

Fonts, Typography and writing style

Sub brand specific elements:
- *Leicester Cathedral and King Richard III*
- *Pioneers*
- *Shaped by God*

The purpose of the Brand Guidelines is to provide rules for coherent communication of the Leicester Cathedral and King Richard III brand. This document outlines an identity standards and applications system in three parts.

The first part contains a group of identity elements specifically designed to identify the Leicester Cathedral and King Richard III brand.
The second part contains regulations and examples specifying acceptable employment of the graphical elements.
The third part defines the look and feel of the brand and presents sample applications for use in brand communications.

Consistency is paramount to the success of the identity. Consistent use of the mark and supporting elements will build brand equity and resonance.

Use only original vector artwork for reproduction of these marks. Elements and marks may not be altered electronically or manually, nor can they be stretched, outlined, given drop-shadows or enclosed in shapes that appear to be an organic part of the element.

The logos

Greyscale logos can also be used on other coloured backgrounds where the red or purple will clash.

Colour palette

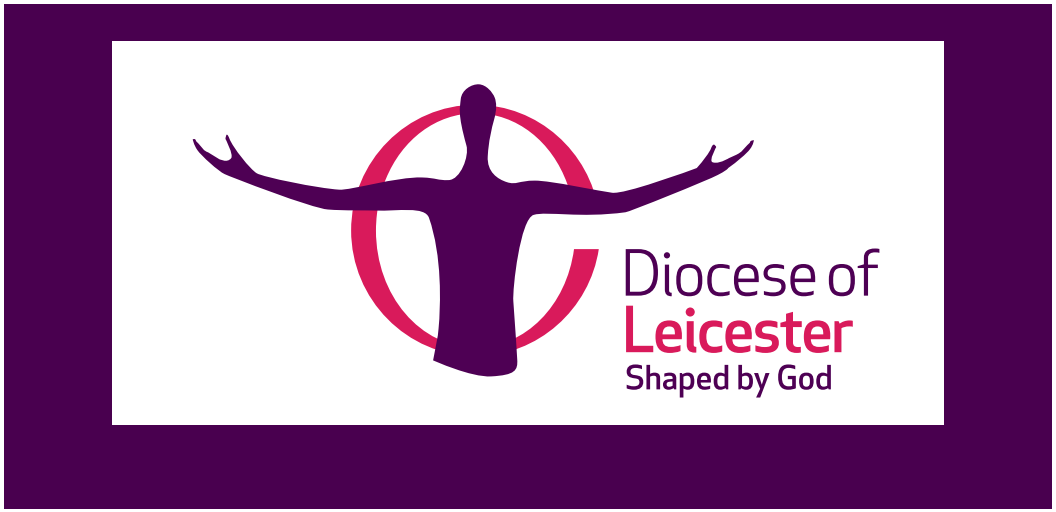
main purple 58/100/0/55 : 73/0/79: 49004F	Pantone 262c	green 75/0/100/0 : 57/181/74: 39B54A	Pantone 361c
red 10/100/50/0 : 218/28/92: DA1C5C	Pantone 1935c	leaf green 60/34/100/12 : 111/129/55: 6F8137	Pantone 7748c
orange 0/50/100/0 : 247/147/30: F7931E	Pantone 1375c	aqua 85/0/35/10 : 0/163/166: 00A3A6	Pantone 320c
lime green 20/0/100/0 : 215/223/35: D7DF23	Pantone 388c	light grey 0/0/0/20 : 204/204/204: d9d9d9	Pantone Cool Gray 1c
dark grey 71/45/49/42 : 58/83/84: 3A5354	Pantone 445c	blue 100/100/25/25 : 44/100/91: 2b275a	Pantone 2748c

Minimum size and exclusion zone

12.5mm minimum height of logo

exclusion zone is taken from the two lines of text

Logo do’s and don’ts



Don't:

- Use single colour logos
- Use logos on a white block
- Stretch or alter proportions of the logos

Sizes and positioning

Diocese logo to fit 1/4 of portrait page width

A5 - 148mm - logo 37mm
A4 -210mm - logo 52.5mm
A3 - 297mm - logo 75mm (round up from 74.25mm)

In landscape artwork use dimensions as if in portrait.

Page margins

no text or logos placed outside

A5 - 7.5mm all round
A4 - 10mm all round
A3 -15mm all round

If using alterntive size use a guide of 5% of overall width on each edge

Fonts, typography, writing style

Fonts:

Apex New
Palatino linotype (Tracking -25)

Use Arial when Apex New is not available

Style:

- never USE BLOCK CAPITALS
- never hyphenate across lines
- date format Monday 11 April (no need for 'th' or 'st')
- time format 10.30pm / 10pm
- email adresses
    don't need to be preceeded by e: , E: or Email: or any variation
    should be in all lower case 'leccofe.org' not 'LeCofE.org'
- telephone numbers don't need to be preceeded by T: , or tel: or any variation unless accompanied by a mobile or a fax number when a T: and F: should be used.
- Diomail not dio-mail, diomailling
- Revd, not Rev or Rev'd
- Diocese of Leicester, not Leicester Diocese

Sub-brand specific elements

Leicester Cathedral and King Richard III

Font: Gill Sans MT

On King Richard III related documents use gold version of Cathedral logo -

King Richard III Additional Colours

PANTONE 871

Process
C33 M35 Y72 K4
On-screen
R174 G153 B97
#
AC9760

Process
C0 M0 Y0 K0
On-screen
R0 G0 B0
#
FFFFFF

PANTONE BLACK 80%

Process
C0 M0 Y0 K80
On-screen
R88 G89 B91
#
58595B

PANTONE 202C

Process
C0 M100 Y61 K43
On-screen
R142 G0 B46
#
981A32

PANTONE 289C

Process
C100 M64 Y0 K60
On-screen
R0 G43 B92
#
1A2E5A

PANTONE 6125C

Process
C43 M100 Y47 K42
On-screen
R102 G14 B62
#
660F3E

Leicester
Cathedral

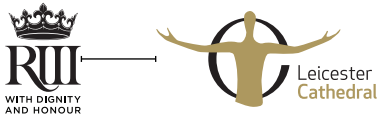
RIII
WITH DIGNITY
AND HONOUR

Leicester
Cathedral

RIII
WITH DIGNITY
AND HONOUR

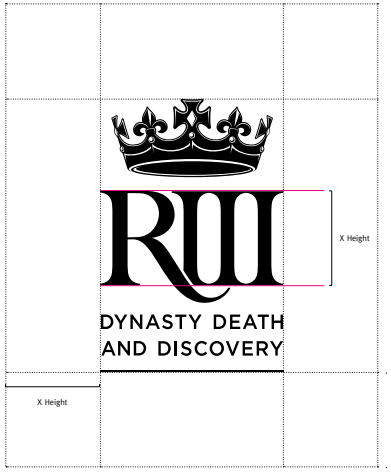
12.5mm minimum height of logo

10mm minimum width of logo



When using logos together minimum distance is one width of the Richard III logo. I.e. if Richard III logo is at 10mm, minimum gap should be 10mm

exclusion zone is taken from the two lines of text



Pioneers

Uses same exclusion zone as main logos.
Taken from the two lines of text

Shaped by God: Mustard Tree