Diocese of Leicester & Leicester Cathedral

Brand and Style guide
Overview

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

Brand Colours/Colour Palette

Minimum size 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: #49004F, Pantone 262c
- Red: #DA1C5C, Pantone 1935c
- Orange: #F7931E, Pantone 1375c
- Lime green: #D7DF23, Pantone 388c
- Dark grey: #3A5354, Pantone 445c
- Green: #39B54A, Pantone 361c
- Leaf green: #6F8137, Pantone 7748c
- Aqua: #00A3A6, Pantone 320c
- Light grey: #D9D9D9, Pantone Cool Gray 1c
- Blue: #2B275A, Pantone 2748c
Minimum size and exclusion zone

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 alternative 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 addresses
don’t need to be preceded 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 preceded 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

- PANTONE 202C
  - Process: C0 M0 Y0 K80
  - On-screen: R88 G89 B91
  - # 58595B

- 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
Richard III Visitor Centre

Visual Identity Guidelines

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Richard III

Brand Identity - Isolation Area

The Richard III Visitor Centre identity should always be surrounded by a minimum area of space. The area of isolation ensures that other visual elements do not encroach on the identity. The area is defined by using the height of the Logotype characters which is referred to as X.

A margin of clear space equivalent to X is drawn around the identity to create the invisible boundary of the area of isolation.

exclusion zone is taken from the two lines of text

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
Pioneers

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

Shaped by God: Mustard Tree