We are the Church of England in Herefordshire, south Shropshire and some parishes in Worcestershire, Powys and Monmouthshire.

Our worshipping community is made up of 12,800 people of all ages and backgrounds.

Nearly 8,000 people attend a service each Sunday and nearly 12,000 children attend one of our 78 schools and academies.
I warmly commend this Style Guide to you. I trust you will embrace and use it in all of the materials you produce and share. It can help to unify and strengthen our message within the communities of the villages, towns and the city we serve.

By clearly identifying our materials, publications and events, it will foster a greater understanding of what the diocese does and a sense of belonging for our church communities and church schools.

The Style Guide contains a wealth of information, tips and templates to greatly improve our approach to communications.

Please do your utmost to adhere to the Style Guide.

Rt Revd Richard Jackson, Bishop of Hereford
Introduction

If you are writing or producing materials on behalf of the Diocese of Hereford, these guidelines will help you maintain and strengthen our identity as a diocese and as part of the Church of England.

We are in a world crowded with different faiths or none, different Christian denominations, and many competing thoughts and ideas. How we present ourselves has to be engaging, relevant and clear. These guidelines and the single diocesan style support this.

Our messages and our materials reach thousands of people each week. We are quite a complicated organisation. We are spread over more than 400 churches in parishes, benefices and deaneries with nearly 80 church schools, some of which are all part of our multi-academy trust, The Diocese of Hereford Multi-academy Trust, Hereford office and Bishop’s office.

The term 'diocese' is a difficult concept for non-churchgoers to understand, so our style emphasises our membership of the Church of England.

This Style Guide, associated colour palette, templates and fonts provide us all with a framework to reinforce our message, while enabling churches, offices and departments to express themselves and contribute to our identity through words, colours, graphics and images.

A consistent style and colour will connect us, make our work more tangible and allow people to identify and build a relationship with us.

For advice or support on implementing the Style Guide, please contact the communications department.

Sarah Whitelock
Communications Director
These guidelines illustrate the correct use and consistent application of the Diocese of Hereford identity.

The specifications set out in these guidelines are mandatory and cannot be changed or modified in any way.

The Diocese of Hereford identity is the face of the diocese. As such it is important that the proper elements and specification are used.

The logo shown above is the preferred ‘Diocese of Hereford’ core logo and should be used wherever possible.

The logo should never be modified in any way and these guidelines should be followed.

The logo is made up of three elements: the name, the device and the strapline.

To maximise their impact, they have a fixed relationship that must remain consistent.

The core logo should always appear in:

The name, device and strapline:
Purple - Pantone® 2597c,
The arrow and starcross: Gold - Pantone® 7751c

The logo must be seen on everything the Diocese of Hereford produces, from publications to stationery and banners. It must always be applied consistently, in the Diocese of Hereford palette. It should not be redrawn, digitally manipulated or altered.

The logo must always be reproduced from a master file. This is available in eps and jpeg format.

EPS: all professionally printed publications.
Jpeg: Microsoft programmes.

The logo files are available from the communications section of our website or by contacting the communications office. Comms@hereford.anglican.org

Please refer to all sections of these guidelines to ensure the logo is used correctly in all applications.
Alternative Secondary logos

The logo shown above is the alternative ‘Diocese of Hereford’ logo with strong Church of England link.

The Church of England logo should be used as an alternative to the primary Diocese of Hereford logo. This logo clearly identifies that we are part of the Church of England. Please note this should not be used together with the primary logo.

The logo should never be modified in any way and these guidelines should be followed.

The logo is made up of three elements: The Church of England icon; The Church of England name and the Diocese of Hereford name.

To maximise their impact, they have a fixed relationship that must remain consistent.

The core logo should always appear in:

The Church of England name, device and Diocese of Hereford name:
Purple - Pantone® 2597c,
The separation line: Gold - Pantone® 7751c

The secondary inline logo may be used as an alternative to the primary logo where space is restricted; for example a website header.

The logos shown must always be applied consistently, in the Diocese of Hereford palette. Logos should not be redrawn, digitally manipulated or altered.

The logos must always be reproduced from a master file. These are available in eps and jpeg format.

EPS: all professionally printed publications.

Jpeg: Microsoft programmes.

The logo files are available from the communications section of our website or by contacting the communications office.

Comms@hereford.anglican.org

Please refer to all sections of these guidelines to ensure the logos are used correctly in all applications.
Our colour palette

Primary Brand Colours

Spot Colour
- Pantone colours are specifically produced inks which are standard throughout the world.

   The preferred reproduction effect is Pantone® 2597 and Pantone 7751®

Four Colour Process
- The Diocese of Hereford logo can be simulated when necessary by use of the four colour process.

   These values are used in principally CMYK applications and should not be changed or modified.

Web Safe Colours
- To ensure good colour match across a range of monitors there is a need to work with a reduced palette of 216 colours, also known as ‘web safe colours’.

   This allows the simplest monitor to view colours as intended.

   Do not change or modify any of the values given.

   These swatches are a four colour process simulation and should not be used to match screen colours

Pantone® 2597c

CMYK
C=82
M=100
Y=0
K=0

RGB
R=87
G=37
B=130

Hex value
#572582

Pantone® 7751c

CMYK
C=3
M=20
Y=81
K=18

RGB
R=204
G=181
B=74

Hex value
#CCB54A
The complementary colour palette is for use in more extensive documents, such as reports, guide books or magazines. In all other instances the primary colour scheme must be adhered to.
Masterlogo colour variations

Primary 2 colour masterlogo:
Pantone® 2597 / Pantone® 7751

2 colour reversed masterlogo:
White / Pantone® 7751
Masterlogo colour variations

SECONDARY 2 colour masterlogo:
Pantone® 2597 / Pantone® 7751

2 colour reversed masterlogo:
White / Pantone® 7751

SECONDARY 2 colour masterlogo:
Pantone® 2597 / Pantone® 7751

2 colour reversed masterlogo:
White / Pantone® 7751
In situations where the logo needs to be shown but the background image is complicated, where the logo will not stand out against the background or when overlaying the logo onto film footage please use the white reversed version of the logo. Always make sure the logo is legible.
Masterlogo mono variations

In situations where the logo needs to be shown but the background image is complicated, where the logo will not stand out against the background or when overlaying the logo onto film footage please use the white reversed version of the logo. Always make sure the logo is legible.
The minimum recommended size for the master logo is 50mm wide.

Anything below this and the logo begins to lose clarity.

In exceptional circumstances when it has to be used below this size an alternative is available which does not include the strapline. This alternative should never be used below 20mm wide.

The PRIMARY masterlogo (with and without straplines), SECONDARY Inline logo and The Church of England Diocese of Hereford logo should always have breathing space. This can be determined by the height of the ‘D’ of Diocese, as shown in the diagrams above.
Masterlogo do nots

- Do not put the masterlogo or inline logo in a box or any other shape with a border.
- Do not alter the relationship between any of the core elements.
- Do not move any of the core elements.
- Do not use the masterlogo in other colours or variations (that have not been specified in these guidelines).
- Do not distort the masterlogo by stretching or compressing.
- Do not put the masterlogo on an overly complicated background where it becomes illegible.
The Diocese of Hereford also uses an alternative device where appropriate.

**The additional device is the Starcross:** This icon may be used in isolation in either the roundel format or on its own; it may also be used with the strapline ‘Inspiring each Generation’, it must always be reproduced from a master file. These are available in eps and jpeg format.

- **EPS:** all professionally printed publications.
- **Jpeg:** Microsoft programmes.

The logo files are available from the communications section of our website or by contacting the communications office.

**Comms@hereford.anglican.org**

Please refer to all sections of these guidelines to ensure the logo is used correctly in all applications.

![The Starcross roundel](image1)

![The Starcross](image2)

**Inspiring each Generation**

**The Starcross strapline**
Inspiring each Generation

The Starcross and strapline ‘Inspiring each Generation’

Pantone®

2597c

CMYK

C=82
M=100
Y=0
K=0

Hex value

#572582

RGB

R=87
G=37
B=130

Pantone®

7751c

CMYK

C=3
M=20
Y=81
K=18

Hex value

#CCB54A

RGB

R=204
G=181
B=74
Starcross
mono variations

The additional device of the Starcross and the strapline ‘Inspiring each Generation’ should always have breathing space and must not be distorted by stretching or compressing - always scale the additional device and strapline in proportion.
Typography

Our brand typeface is Museo Sans as used in the ‘Diocese of Hereford’ masterlogo. This font is used for all commercially printed applications.

For typing letters, powerpoint presentations and internal documents use Segoe UI as the default font, this is a standard font in Windows and is available in a variety of weights.

For online applications including the website use Source Sans Pro.

Keep typography simple. Do not overcrowd layouts and do not use too many type sizes.

Use weight and colour to draw emphasis.

For body copy in leaflets and other marketing materials always use Museo Sans 300; for headings use Museo Sans 900; for main subheadings use Museo Sans 100 and for a bold subheading use Museo 500 or 700, or the equivalent Segoe UI font in internal documents.

For commercially printed materials

**Museo Sans 900 (Main headlines)**

| abcdefghijklmnopqrstuvwxyz | 0123456789  
<table>
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**Museo Sans 700 (headings and sub headings)**

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**Museo Sans 500 / italic (bold subheadings)**

| abcdefghijklmnopqrstuvwxyz | abcdefghijklmnopqrstuvwxyz  
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**Museo Sans 100 / italic (main subheading below bold headline e.g. as shown in Inspire!)**

| abcdefghijklmnopqrstuvwxyz | abcdefghijklmnopqrstuvwxyz  
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**Museo Sans 300 / italic (body text of commercially printed marketing materials)**

| abcdefghijklmnopqrstuvwxyz | abcdefghijklmnopqrstuvwxyz  
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</table>
For internal documents

For internal publications and non commercially printed items please use the font Segoe UI.

**Segoe UI Black (Main headlines)**

`abcdefghijklmnopqrstuvwxyz`
`0123456789`
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`

**Segoe UI Bold (headings and sub headings)**

`abcdefghijklmnopqrstuvwxyz`
`0123456789`
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`

**Segoe UI Semibold/ Semibold italic (bold subheadings)**

`abcdefghijklmnopqrstuvwxyz`
`0123456789`
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`

**Segoe UI Regular / italic (body text of commercially printed marketing materials)**

`abcdefghijklmnopqrstuvwxyz`
`0123456789`
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`

**Segoe UI Light / italic (main subheading below bold headline e.g. as shown in Inspire!)**

`abcdefghijklmnopqrstuvwxyz`
`0123456789`
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`
For online applications

For online applications including the website use Source Sans Pro.

**Source Sans Pro Black (Main headlines)**

<table>
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<th>abcdefghijklmnopqrstuvwxyz</th>
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**Source Sans Pro (headings and sub headings)**

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**Source Sans Pro Semibold/ Semibold italic (bold subheadings)**

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**Source Sans Pro Regular / italic (body text of commercially printed marketing materials)**

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**Source Sans Pro Light / italic (main subheading below bold headline e.g. as shown in Inspire!)**

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All logo files are available from the Diocese of Hereford Communications team.

Comms@hereford.anglican.org