

Christenings, Weddings, and Funerals branding: a guide for churches



Introduction

The 'Christenings', 'Weddings', and 'Funerals' logos (see above) are like an identity badge which makes everything the Church of England does in relation to these occasional offices, or life event services, recognisable. They have a 'family resemblance' in their design, while being distinct from each other with the use of different colours, wording and, in the case of Weddings, 'flourishes'. When repeatedly and consistently seen in association with all the great things the Church offers, this 'brand' becomes meaningful, positive and trustworthy. The brand helps to reinforce positive relationships.

At churchsupporthub.org Church of England churches now have access to high quality, branded resources that help to promote the ministry and mission opportunities of christenings, weddings and funerals.

Church of England churches can browse a wide range of high quality branded printed items such as cards, leaflets, and posters at churchprinthub.org. Churches can customise the majority of the items with their own contact details, service times and other information as appropriate, then purchase them and have them delivered to their door within three to five working days.

The guidelines within this document are for those times when a church wishes to use the logos on their own items, such as service sheets, in presentations, on letterheads, or in publicity material.

Consistency is key when using the logos, so this guide offers ideas of how to use them and how to keep related church materials always looking their best.

Where can I use the Christenings, Weddings, and Funerals logos?

Any printed, projected, or web based literature, information, or publicity in relation to a Church of England christening, wedding, or funeral service may carry the appropriate logo.

These may include:-

- Service sheets
- Digital presentation (PowerPoint®, Keynote®, ProPresenter®, SongPro™, MediaShout®, OpenSong, VideoPsalm, etc) and/or overhead projection slides/film/acetates used during related worship, information, or notices.
- Letters to your contacts regarding these services
- Parish websites about these services – on the relevant christenings, weddings, and funerals pages
- In parish newsletters where an item or article refers to Church of England christenings, wedding, or funerals
- In publicity items relating to these services – for example you may want to put up a board or banner outside the church when a christening is happening. The logo could be used in this instance

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Which variant should I use?

The first variant is the option most commonly used. The logo in full colour, with a transparent background, placed on a white page, document, or slide. The second variant is for single colour print runs; the logo, in black, is to be sat on a white page, document, or slide. The final variant is for use when a page, document, or slide uses the core colour as its background, here the logo is white and in some cases includes transparent detailing so that the core colour shows through.



Are there any places I may not use the logos?

Yes. Please don't use the logos in isolation on materials that contain no information about either christenings, weddings, or funerals. For example it would not be appropriate to put the logos on a newsheet or letterhead that does not mention anything at all about christenings, weddings, or funerals.

The logos represent the Church of England occasional offices, so should not be used on material that relates only to other denominations. Material publicising related ecumenical events may carry the logos, providing a Church of England church is involved in the event, and providing there is no objection from the other churches involved. Consult your ecumenical colleagues' advice/opinion before creating designs, and bear in mind that too many logos can look overwhelming.

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Do the logos have to be placed in a particular position on a page?


There are no strict rules about this, but if it is possible to place the logo in a centred position, (as it is on many of the full colour printed materials), that is preferable. Left or right alignment is still acceptable, and may in fact be better on some documents.

The logo may also be used at the top or bottom, on the front or reverse of a document. There should be at least 5mm of space around the logo so that it does not become confused with other text or images.

Can I change the logos in any way?

There are good reasons why logos cannot be changed – it protects the integrity of the brand, which in turn ensures consistent, recognisable communication every time it is used. It is a national Church of England identity, so national guidelines must be followed to ensure the brand is not lost in many different local contexts.

The only aspect of the logo that may be changed is the size. However, the same ratio must be used; the logo may not be skewed, and the logo may not be reduced to such a point that the text in the logo becomes unreadable.

Do not rotate or flip the logos	Do not skew, shrink, or stretch the logos so that the ratio/proportions are changed	Do not change the colours of the logo, or add, alter, or remove the text	Do not use the logos on a coloured background or image so that the logo becomes illegible
			

In summary:-



- The orientation must never be changed – the logos must always be positioned as they are supplied and never rotated (or reversed!)
- The logos must never be stretched or squashed to fit a certain space. Size must always be increased/decreased proportionally, keeping the ratios intact
- The logo colours must never be changed, text must not be added, amended, or removed from the logo

If the size you require is causing the logo to pixelate please contact us with the dimensions and format you need and we will try to assist you: churchsupporthub.org/contact-us

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What are the branding fonts and colours?

There is no requirement to use the same fonts for headings and body text that are used in the full colour printed materials, and it is worth remembering that some word processing software may not include the correct font anyway. However, for those who wish to reproduce the branding as closely as possible, these are the fonts and some of the colour palettes used in the printed resources:


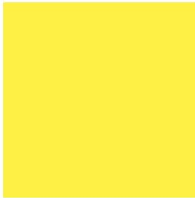
Christenings		
<p>Core colour</p> <div style="text-align: center; margin: 5px 0;">  </div> <p style="text-align: center;">Pantone 2405</p> <p>CMYK</p> <p>C: 34</p> <p>M: 100</p> <p>Y: 0</p> <p>K: 0</p> <p>RGB</p> <p>R: 177</p> <p>G: 18</p> <p>B: 128</p>	<p>Secondary colour</p> <div style="text-align: center; margin: 5px 0;">  </div> <p style="text-align: center;">Pantone 101</p> <p>CMYK</p> <p>C: 0</p> <p>M: 0</p> <p>Y: 79</p> <p>K: 0</p> <p>RGB</p> <p>R: 255</p> <p>G: 240</p> <p>B: 70</p>	<p>Typography</p> <p>Headline - Futura Bold</p> <p style="font-size: 1.2em; font-weight: bold; margin: 5px 0;">ABCDEFGHIJKLMNOPQRSTUVWXYZ</p> <p>Body Copy - Futura light/book</p> <p style="margin: 5px 0;">abcdefghijklmnopqrstuvwxyz</p> <p style="margin: 5px 0;">ABCDEFGHIJKLMNOPQRSTUVWXYZ</p> <p style="margin: 5px 0;">abcdefghijklmnopqrstuvwxyz</p> <p style="margin: 5px 0;">ABCDEFGHIJKLMNOPQRSTUVWXYZ</p>
Hex: #b11280	Hex: #fff046	

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Weddings

<p>Core Colour</p>  <p>Pantone 5415 c/u</p> <p>CMYK C: 65 M: 47 Y: 29 K: 12</p> <p>RGB R: 101 G: 118 B: 142</p>		<p>Typography</p> <p>Headline - Trajan Pro regular ABCDEFGHIJKLMNOPQRSTUVWXYZ</p> <p>Body Copy - Aleo light/regular abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ</p> <p>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ</p>
Hex: #65768e		

Funerals

<p>Core colour</p>  <p>Pantone 158</p> <p>CMYK C: 0 M: 61 Y: 97 K: 0</p> <p>RGB R: 238 G: 123 B: 16</p>	<p>Secondary colour</p>  <p>Pantone 101</p> <p>CMYK C: 0 M: 0 Y: 79 K: 0</p> <p>RGB R: 255 G: 240 B: 70</p>	<p>Typography</p> <p>Headline - Chronicle Display – Semi bold abcdefghijklmnopqrstuvwxyz</p> <p>Body Copy - Futura light/book abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ</p> <p>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ</p>
Hex: #ee7b10	Hex: #fff046	

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Do I need to also use the Church of England logo

Yes. The Christenings, Weddings, and Funerals logos must always be used in conjunction with one variant of the master Church of England logo. The two logos may be used close to each other, or far apart (as they are on this document) but must be visible together in the same document.

The Church of England logo exists to provide a visual identity that all parts of the Church can relate to and 'own'. The Symbol and Namestyle are based on the Christian cross, being distinguished by an encompassing 'e', which implies universality.

It's important that only the scale of the whole logo can be changed; no individual elements of the logo should be altered. You should not use either the symbol or namestyle on its own.

The Church of England logo can be downloaded at: churchofengland.org/media-centre/visual-identity along with information about the brand colours, and further guidance on how best to use the Church of England's visual identity.

Who should I contact if I have questions or suggestions?

Your first point of contact for questions about branding, logos, fonts, colours, and images related to Weddings, Christenings, or Funerals is: churchsupporthub.org/contact-us

For questions regarding the products available from the Church Print Hub, or to ask about an order you have placed, or are thinking of placing, please visit: churchprinthub.org/contact.aspx or call the Church Print Hub customer support team on 0203 004 6631 (you'll find this number in the top right, under the logo, on every page)

If you have any questions about the Pastoral Services Diary, or you have any feature suggestions, or examples of how the Pastoral Services Diary has made a positive impact in your ministry please contact us via: pastoralservicesdiary.org/help

For questions regarding the Church of England, or for help and advice regarding press and media, please contact the Church of England Communications office on 020 7898 1326 or via email cofe.comms@churchofengland.org

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