Our Logos

We have three leading full colour Primary Logos:
1. Diocese of Salisbury Logo
2. Making Jesus Known Logo
3. Window only

Primary Logos — Full colour

Diocese of Salisbury
Making Jesus Known

1. DOS/MJK Logo
2. DOS Logo
3. MJK Logo

Secondary Logos — Single colour (available in Blue, Black and White)

Blue

Black

White

Clear area and minimum size

It is best practice to leave adequate clear space around the logo to maximise legibility. Recommended minimum size is 15mm high. Do not alter any elements of the logo.

There are both RGB versions available for screen use and CMYK versions for print.

Our Colours

We have a vibrant range of colours within our logo which are inspired by liturgical colours. Although we have many colours we lead with Blue where possible.

Primary Colours

- **Blue**: C82 M64 Y0 K0
  - RGB: R140 G194 B246
  - Hex: #D6B6F0
- **Purple**: C44 M64 Y0 K0
  - RGB: R198 G198 B198
  - Hex: #E5E5E5
- **Green**: C0 M40 Y0 K14
  - RGB: R24 G117 B210
  - Hex: #7FD3A2
- **Yellow**: F77F0F
  - RGB: R255 G167 B0
  - Hex: #FA7000
- **Grey (Black 30%)**: C82 M6 Y100 K0
  - RGB: R24 G117 B210
  - Hex: #EFE2F9

Secondary Colours

- **Sky Blue**: C0 M0 Y0 K30
  - RGB: R174 G109 B225
  - Hex: #00A745
- **Purple 50%**: C0 M0 Y0 K0
  - RGB: R255 G167 B0
  - Hex: #FFEDCC
- **Yellow 10%**: C0 M0 Y0 K0
  - RGB: R198 G198 B198
  - Hex: #E5F6EC

Our Typeface

Our typeface is called DM Sans. It is an open source Google font and can be downloaded [here](#). We use two weights, Bold and Regular.

Headline

DM Sans Bold

Body copy

DM Sans Regular
USING THE DIOCESAN LOGO

Types of Logo

The logo folder has been split into two sub-folders, ‘print’ and ‘digital’. ‘Print’ is known as CMYK, and ‘digital’ as RGB, as a reference to the colour codes they use. Whilst on screen when designing the logos will look the same, behind the scenes they are slightly different. Making sure that the correct type of logo is used, ensures that when printed (for example as documents, flyers, posters, leaflets etc...) or displayed digitally (such as in a PowerPoint, video, on websites etc...), it looks the way it should.

Which Logo Should I Use?

- **The full colour logo with ‘Diocese of Salisbury’ and ‘Making Jesus Known’ is our preferred logo and the aim should be to use this logo where possible.**

- **We acknowledge that there are times when using the simpler logo with just ‘Diocese of Salisbury’ will be required, however the preference is that this is still done in full colour.**

- **We do allow the use of single colour logos where appropriate and/or to help save on printing costs. Three options are available for this, black, white, and blue, and the colour which stands out the most clearly in each respective design is the logo which should be used. Most of the time, this will be black or white.**