

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



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 practise 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 M52 YO KO R24 G117 B210 Hex 1875D2 Pantone 285C	Purple C44 M64 YO KO R174 G109 B225 Hex AE6DE1 Pantone 265C	Green C82 M6 Y100 KO R0 G167 B69 Hex 00A745 Pantone 361C	Yellow C0 M40 Y100 KO R255 G167 B0 Hex FAA700 Pantone 1235C	Black C0 M0 YO K100 R0 G0 B0 Hex 000000
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Secondary Colours

Sky Blue C41 M13 YO KO R140 G194 B246 Hex 8CC2F6 Pantone 292C	Purple 50% Hex D6B6F0	Green 50% Hex 7FD3A2	Yellow 50% Hex FFD37F	Grey (Black 30%) C0 M0 YO K30 R198 G198 B198 Hex C6C6C6
Sky Blue 25% Hex E2F0FD	Purple 20% Hex EFE2F9	Green 15% Hex D9F2E3	Yellow 20% Hex FFEDCC	White C0 M0 YO KO R255 G255 B255 Hex FFFFFF

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.