

Diocese of Guildford

Section One:

Transforming Church, Transforming Lives

This section gives guidance on the usage of the Transforming Church, Transforming Lives logo and visual assets so that it is both legible and easily recognisable. These guides also help ensure consistency for all the vision's communications.

TCTL Diocese Logo

The existing diocese logo has been reworked to incorporate the diocesan vision title **Transforming Church; Transforming Lives**.

Use TCTL Diocese logo on all communications except if the TCTL vision sapling is present and then you can either use a smaller Diocese logo without the TCTL or depending on the design only use the TCTL sapling.

Minimum Sizing

For the sake of legibility, the logo should not be used or reproduced any smaller than the minimum size (10mm high).

Where the logo needs to be produced at a smaller size, the 'Transforming church, Transforming lives' type may be omitted, but in all other instances, the type should be included apart from when the TCTL sapling logo is present.

Exclusion Zone

The purpose of the exclusion zone is to keep it free from the confusion that other elements might cause. No graphic element other than background colour may be placed inside the exclusion zone around the logo area (grey dotted line), which is equal to the height of the C of E roundel element of the logo.

Colour logo



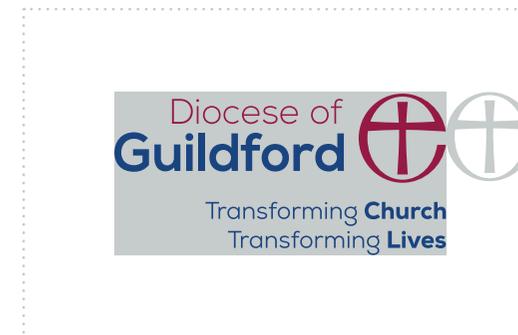
Mono logo



Minimum sizing



Exclusion zone



TCTL Primary Logo

Minimum Sizing

For the sake of legibility, the logo should not be used or reproduced any smaller than the minimum size (10mm high).

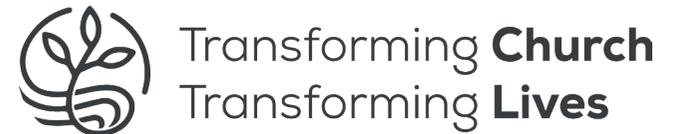
Exclusion Zone

The purpose of the exclusion zone is to keep it free from the confusion that other elements might cause. No graphic element other than background colour may be placed inside the exclusion zone around the logo area (grey dotted line), which is equal to the height of the sapling element of the logo.

Colour logo



Mono logo



Minimum sizing

10mm



Exclusion zone



TCTL Sapling Icon

The TCTL Sapling Icon provides another option when the Primary logo is not appropriate or the three themes need to be showcased..

Minimum Sizing

For the sake of legibility, the icon should not be used or reproduced any smaller than the minimum size (20mm high).

Exclusion Zone

The purpose of the exclusion zone is to keep it free from the confusion that other elements might cause. No graphic element other than background colour may be placed inside the exclusion zone around the icon area (grey dotted line), which is equal to the height of the sapling element of the icon..

Colour Icon



Mono Icon



Minimum sizing

20mm

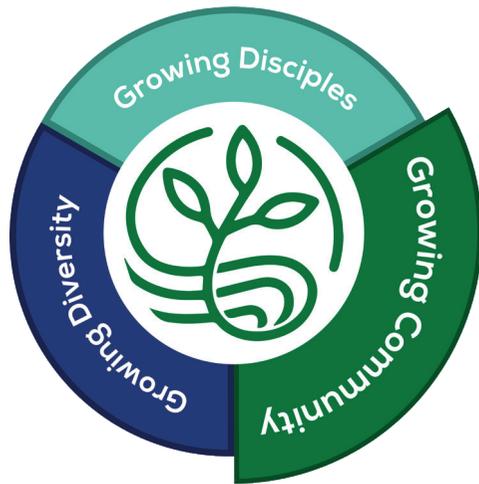


Exclusion zone



Theme Icons

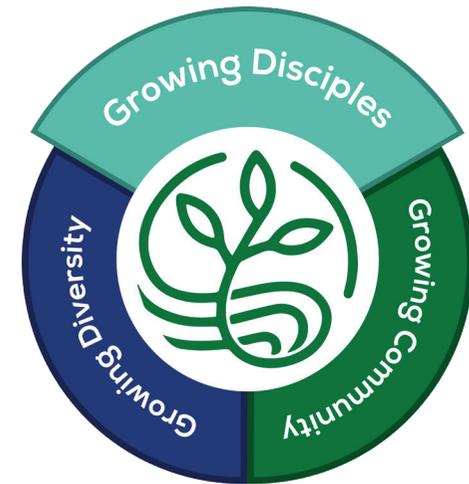
**Growing
Community**



**Growing
Diversity**



**Growing
Disciples**



Theme Icons

Theme icons are to be used to highlight the alternate sections of the TCTL brand.

Minimum Sizing

For the sake of legibility, the logo should not be used or reproduced any smaller than the minimum size (20mm high).

Exclusion Zone

The purpose of the exclusion zone is to keep it free from the confusion that other elements might cause. No graphic element other than background colour may be placed inside the exclusion zone around the logo area (grey dotted line), which is equal to the height of the sapling element of the logo..

Exclusion zone



Minimum sizing

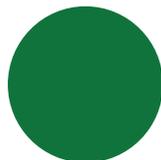
20mm



Colour Palette

Extending the existing colour palette from the logo and diocese website. Vibrant bold colours used as block colour and tints to enhance the use of typography, photography and visual impact.

Primary Colours



Green:
C90 M20 Y100 K20
R0 G111 B50
HEX #006F32

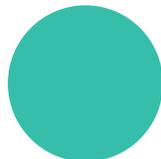


Red:
C30 M100 Y70 K20
R156 G26 B53
HEX #9C1A35



Navy:
C100 M90 Y20 K10
R38 G58 B114
HEX #263A72:

Secondary Colours



Turquoise:
C67 M0 Y41 K0
R73 G184 B169
HEX #49B8A9



Yellow:
C0 M25 Y79 K0
R253 G198 B70
HEX #FDC646



Purple:
C50 M88 Y14 K2
R148 G58 B128
HEX #943A80



Dark Grey:
C77 M68 Y62 K86
R22 G22 B21
HEX #161615



Light Grey:
C9 M6 Y13 K0
R235 G235 B225
HEX #EBEBE1

Typography & Imagery

Titles may be set in Nexa Bold. Nexa Light may be used for subtitles or body text.

Imagery can be used to show activities, ministries and developments from across the Guildford diocese.

Single colour imagery may be used in communication items using the colour palette. Imagery may be used as backgrounds for title text, providing all copy remain legible and the main focus of the imagery is not obstructed.

Typography

Nexa Bold

**AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPp
QqRrSsTtUuVvWw
XxYyZz**

Nexa Light

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPp
QqRrSsTtUuVvWw
XxYyZz

Imagery



Diocese of Guildford

Section Two:

Design Examples







Social accents are to be used to add personality where appropriate. Do not obstruct text, faces or image details with these accents. Use them in the corners of posts or when highlighting words.

