Branding & Style Guide

Version 1.0 Jun18

Anglican Diocese
of Adelaide

Contents

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of Adelaide

About the Branding and
Style Guide and how to use it.

Welcome to the Branding and Style guide for the Anglican Diocese of Adelaide. This document outlines the positioning and design guidelines for our various logos. The contents of these guidelines cover all elements of the brand required for its consistent and most effective application. These guidelines were created for employees of Diocesan Office, but we hope it is helpful for others too.

It is through this guide we ensure the Anglican Diocese of Adelaide presents itself consistently and professionally, and that you have the appropriate know-how and tools to produce communication that meet these standards.

These guidelines should act as the first point of reference for all those involved in the development of communication material for the Anglican Diocese of Adelaide or any material that bears one or more of it's logos.

This Branding and Style Guide is a living, breathing document. It is important to note that these guidelines will expand, evolve and change over time. Please ensure that you are using the most up to date version.

For further assistance
If you have any questions on this guide or need assistance on how these guidelines should be applied to your communication material, please contact: media@adelaideanglicans.com

Logos and Templates ....

📂 Logos

Colour

Anglican Diocese of Adelaide		JPG	ada_logo.jpg
		PNG	ada_logo.png
		EPS	ada_logo.eps
Diocesan Shield		JPG	ada_shield.jpg
		PNG	ada_shield.png
		EPS	ada_shield.eps
Diocesan Avatar		JPG	ada_web.jpg
		PNG	ada_web.png
		EPS	ada_web.eps
Archbishop's Mitre		JPG	Apb_Mitre.jpg
		PNG	Apb_Mitre.png
		EPS	Apb_Mitre.eps

Black & White

Anglican Diocese of Adelaide		JPG	ada_logo_bw.jpg
		PNG	ada_logo_bw.png
		EPS	ada_logo_bw.eps
Diocesan Shield		JPG	ada_shield_bw.jpg
		PNG	ada_shield_bw.png
		EPS	ada_shield_bw.eps
Archbishop's Mitre		JPG	Abp_Mitre_bw.jpg
		PNG	Abp_Mitre_bw.png
		EPS	Abp_Mitre_bw.eps

📂 Stationery Templates

Letterhead	Docx.	ada_letterhead.docx
Letterhead (Email)	Docx.	ada_letterhead_email.docx
With Compliments Slip	Docx.	ada_with-comps.docx
Envelope	Docx.	ada_envelope.docx
Abp Letterhead (Email)	Docx.	abp_letterhead_email.docx
Abp Envelope	Docx.	abp_envelope.docx
Business Cards	adelaideanglicans.com/business-cards	

📂 Templates

PowerPoint Template (Standard)	ppt.	ada_presentation_standard
PowerPoint Template (Wide)	ppt.	ada_presentation_wide
DC Agenda Item	Docx.	General - DC Template
PFRC Agenda Item	Docx.	General - PFRC Template

Logo of the Anglican Diocese of Adelaide

Anglican Diocese of Adelaide

Shield

Blue Bar

Logotype

X

X

Anglican Diocese of Adelaide

X
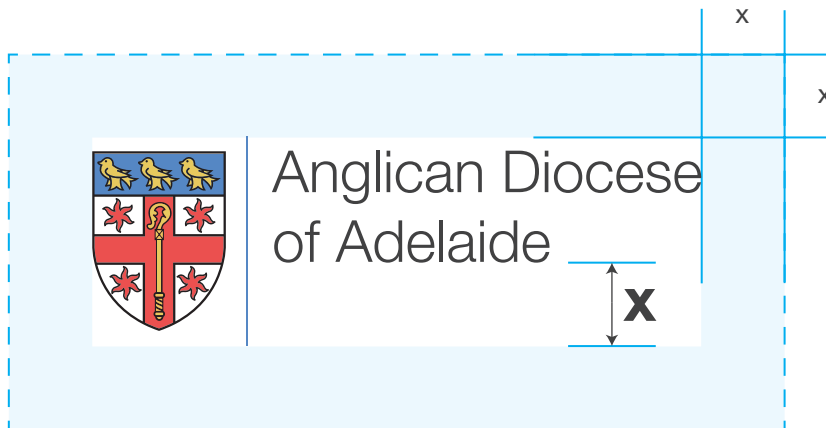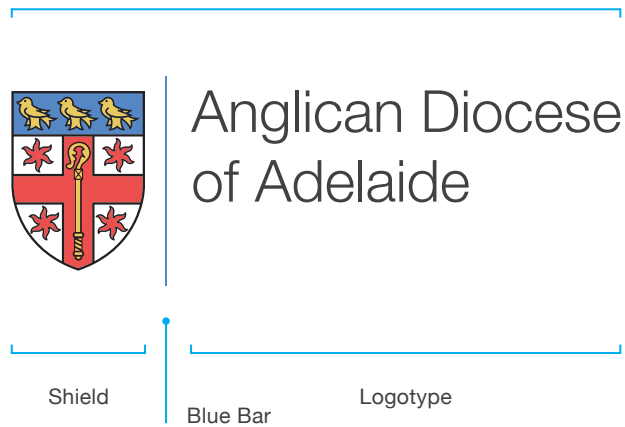
Logo Elements

The Anglican Diocese of Adelaide logo is a visual representation of the brand, and its integrity must be maintained at all times.

The logo is comprised of the Diocesan shield and logotype custom set in Helvetica Neue light. These two elements are separated by a narrow 'Blue Bar' that exceeds the height of the Diocesan Shield.

Logo Safe Zone

The integrity of the brand is important, therefore the defined safe zone maximises our visual presence.

The safe zone is a defined area around the logo where no other graphical element, such as text or imagery may intrude into.

- This area (**X**) is equal to the height between the base of the logotype and the base of the 'Blue Bar'.

- The '**X**' height changes proportionally to the size of the logo.

Colour Specifications

Using a consistent colour palette helps build brand awareness and recognition.

The Anglican Diocese of Adelaide colour palette consists of four primary colours. For consistency, only use the exact colour specifications outlined here.

For Printed material, use the 4-colour process (CMYK) breakdown for each colour. For on-screen applications use the RGB or HEX breakdown.

Logo Versions

The full colour logo is the preferred version; it should be used whenever possible.

On occasions where there are colour restrictions or it is impractical to use the logo in full colour, please use the mono black option.

Both versions of the logo are available in vector format (Adobe Illustrator EPS), which may be scaled up or down to a desired size without compromising image quality.

Diocesan Blue	#5586c3	C 69	R 85
		M 41	G 134
		Y 1	B 195
		K 0	

Diocesan Gold	#e6c75e	C 7	R 230
		M 16	G 199
		Y 74	B 94
		K 3	

Diocesan Red	#e94f4e	C 1	R 233
		M 84	G 79
		Y 68	B 78
		K 1	

Black	#000000	C 0	R 0
		M 0	G 0
		Y 0	B 0
		K 100	

White #ffffff   Logotype is 90% Black

Full Colour version

Mono Version

Pantone®	CMYK	RGB	HEX
413 C	9/5/12/14	199/198/187	#C7C6BB
415 C	22/14/23/38	146/147/136	#929388
418 C	38/26/40/72	85/87/76	#55574C
274 C	100/100/7/38	48/45/99	#302D63
2945 C	100/53/2/16	0/94/152	#005E98
285 C	90/48/0/0	43/116/183	#2B74B7
2695 C	91/100/8/59	49/40/82	#312852
267 C	82/97/0/0	97/57/139	#61398B
2587 C	58/76/0/0	132/95/161	#845FA1
7623 C	0/97/87/53	145/45/41	#912D29
1805 C	5/96/80/22	180/55/60	#B4373C
199 C	0/100/72/0	216/41/73	#D82949
7484 C	94/14/78/60	19/91/66	#135B42
7726 C	0/100/93/29	0/127/71	#007F47
354 C	81/0/92/0	61/170/75	#3DAA4B
7408 C	0/29/100/0	243/186/22	#F3BA16
116 C	0/14/100/0	245/203/8	#F5CB08
122 C	0/11/80/0	245/210/88	#F5D258

Secondary Colour Palette

A range of seconday colours have been specified to support the primary palette. These colours can be used to add personality to designs and to differentiate between communication items.

• Avoid using too many seconday colours on any design.

Incorrect Use

To maintain the integrity of the Anglican Diocese of Adelaide logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines.

The examples shown here illustrate possible misuse of the logo that should be avoided.

(a) Do not stretch, compress or distort the shape of the logo.

(b) Do not alter the colour of any part of the shield or logotype.

(c) Do not add any graphic style or embellishments to the logo.
i.e drop shadows, strokes, inner or outer glow.

(d) Do not place the logo on a high contrast, coloured or textured background or photograph.

(e) Do not place text or imagery within the safe zone of the logo.

(f) Do not alter the logo typeface.

(g) Do not rotate, invert or pivot the logo.

(h) Do not change the proportions or rearrange the elements of the logo.

(i) Do not change the opacity or use the logo as a watermark.

(a)

(b)

(c)

(d)

(e)

(f)

(g)

(h)

(i)
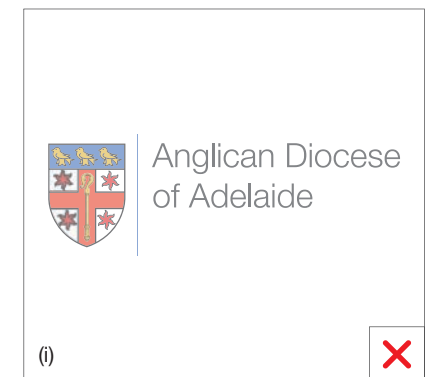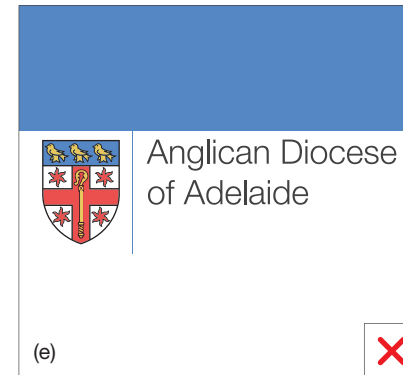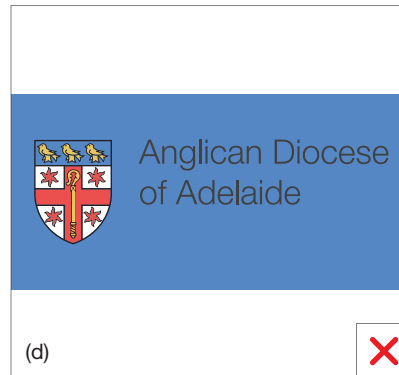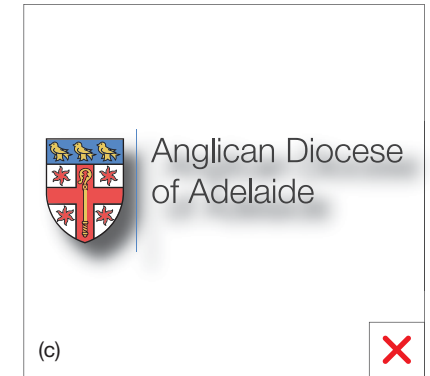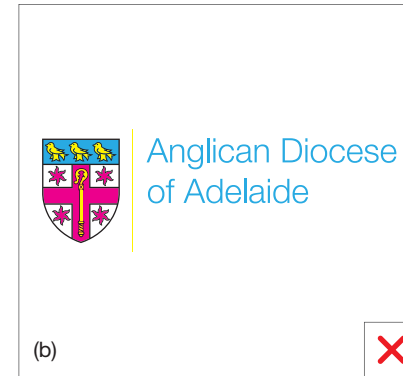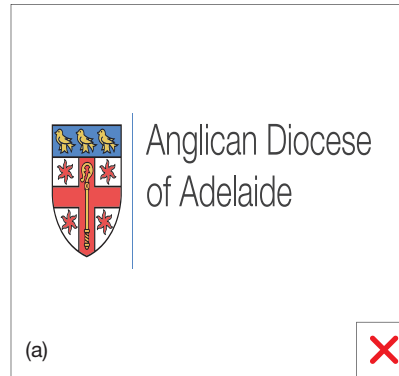
Width to Height ratio
20:7

Minimum Print and Digital Size

Anglican Diocese of Adelaide   12mm   50px

Horizontal alignment

Anglican Diocese of Adelaide   x   LOGO
x

Vertical alignment

Anglican Diocese of Adelaide   x
x
LOGO

Size & Scaling

- To maintain print legibility, it is recommended that the logo be reproduced no smaller that 12mm in height.

- Do not make the logo smaller than 50px high in digital executions.

- The height of the logo is measured by the height of the narrow blue bar the separates the shield and the logotype.

- There is no maximum recommended size.

- Ensure a width to height ratio of 20:7 is maintained when scaling the logo.

Co-branding

- When the logo needs to sit alongside an additional supporter or partner logo, size, placement and relevance need to be considered. The Anglican Diocese of Adelaide logo should always be placed on the left or on top.

- When placed horizontally, the logos should have their centre points aligned vertically.

- When placed vertically, logos will be aligned by their left edges.

- The logos should be of the same visual size and a proper safe zone (**X**) needs to be maintained around each logo.

Print Fonts

Helvetica Neue is the primary typeface selected for the Anglican Diocese of Adelaide.

- Only four weights of Helvetica Neue should be used (each with an italic): Light, Regular, Medium and Bold.

Minion Pro has been selected as our seconday typeface. Minion Pro can be used in conjunction with the primary typeface or by itself where it is more appropriate to use a serifed font.

- In all communication material, the minimum size that type should be set at is 8.5pt. Only disclaimers, footnotes and some stationary text should be a smaller type size.
- If a document is being professionally set by an in-house designer or external agency - the font size may be smaller and more font weights may be applied, however, legibility must be considered.
- Arial and Times New Roman are to be used as subsitute fonts where Helvetica and Minion Pro are not available.

C	0
M	0
Y	0
K	100

All text should be set to black

Helvetica Neue
AaBbCcDdEe123

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
@#$%^&*()_+-=[]{};'\,./:|<>?

Helvetica Neue font weights.

Light	AaBbCcDdEe123
Regular	AaBbCcDdEe123
Medium	**AaBbCcDdEe123**
Bold	**AaBbCcDdEe123**

Secondary Typeface

Minion Pro
AaBbCcDdEe123

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
@#$%^&*()_+-=[]{};'\,./:|<>?

Minion Pro font weights.

Regular	AaBbCcDdEe123
Medium	AaBbCcDdEe123
Semibold	**AaBbCcDdEe123**
Bold	**AaBbCcDdEe123**

Font Substitutes for non Mac computers:

Arial
AaBbCcDdEe123

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
@#$%^&*()_+-=[]{};'\,./:|<>?

Times New Roman
AaBbCcDdEe123

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
@#$%^&*()_+-=[]{};'\,./:|<>?

Open Sans

AaBbCcDdEe123

Open Sans font weights.

Light   AaBbCcDdEe123
Regular   AaBbCcDdEe123
Semibold   **AaBbCcDdEe123**
Bold   **AaBbCcDdEe123**

Roboto Slab

AaBbCcDdEe123

Open Sans font weights.

Thin   AaBbCcDdEe123
Light   AaBbCcDdEe123
Regular   AaBbCcDdEe123
Bold   **AaBbCcDdEe123**

Web Fonts

Our primary typeface, **Open Sans** is used for body text and some headlines.

https://fonts.google.com/specimen/Open+Sans

The secondary typeface, **Roboto Slab** is mostly used for headings.

https://fonts.google.com/specimen/Roboto+Slab

H1   Heading 1 is Open Sans 40px

H2   Heading 2 is Roboto Slab 32px

H3   Heading 3 is Roboto Slab 28px

H4   Heading 4 is Roboto Slab 20px

Body   body text is Open Sans 16px

Text Formatting

Text Formatting for Letters and Documents

- Left align all lines of text for headings and copy.

- When the Diocesan logo is used, align the left margin to the 'blue bar' in the Diocesan Logo.

Headlines	Helvetica Neue	Bold	13pt
Subheadings	Helvetica Neue	Bold	10pt
Body Text	Helvetica Neue	Regular	10pt
Captions	Helvetica Neue	Light	9pt

Text Alignment	Left
Line Spacing	1.12pt
Paragraph Spacing	6pt

Left align all lines of text

1.12 Text Line Spacing

6pt spacing

6pt spacing

Anglican Diocese of Adelaide

Meeting:	date
Agenda Item	item
Report:	Title
Recommendation:	*That Diocesan Council …….*
Action Required	For decision/noting

Background

The Anglican Church of Australia is a member church of the of churches over which the Archbishop of Canterbury presi activities of missionaries of and settlers from the Church of teaching and practice.

The formal establishment of the Church of England as a na Pope, was the work of King Henry VIII in the third decade o were political, but under Queen Elizabeth, Anglicanism as a from that of other communions, both Catholic and Protesta doctrinal formularies - the Book of Common Prayer and the settled form, date from Elizabeth's reign. Although it took a culminating in the English Civil War, the final settlement wh Charles II remained true to its Elizabethan Settlement.

While elements of Church life in pre-reformation England a Anglican, features, Anglicanism as such originates at the R development out of, not a reaction against, historic English
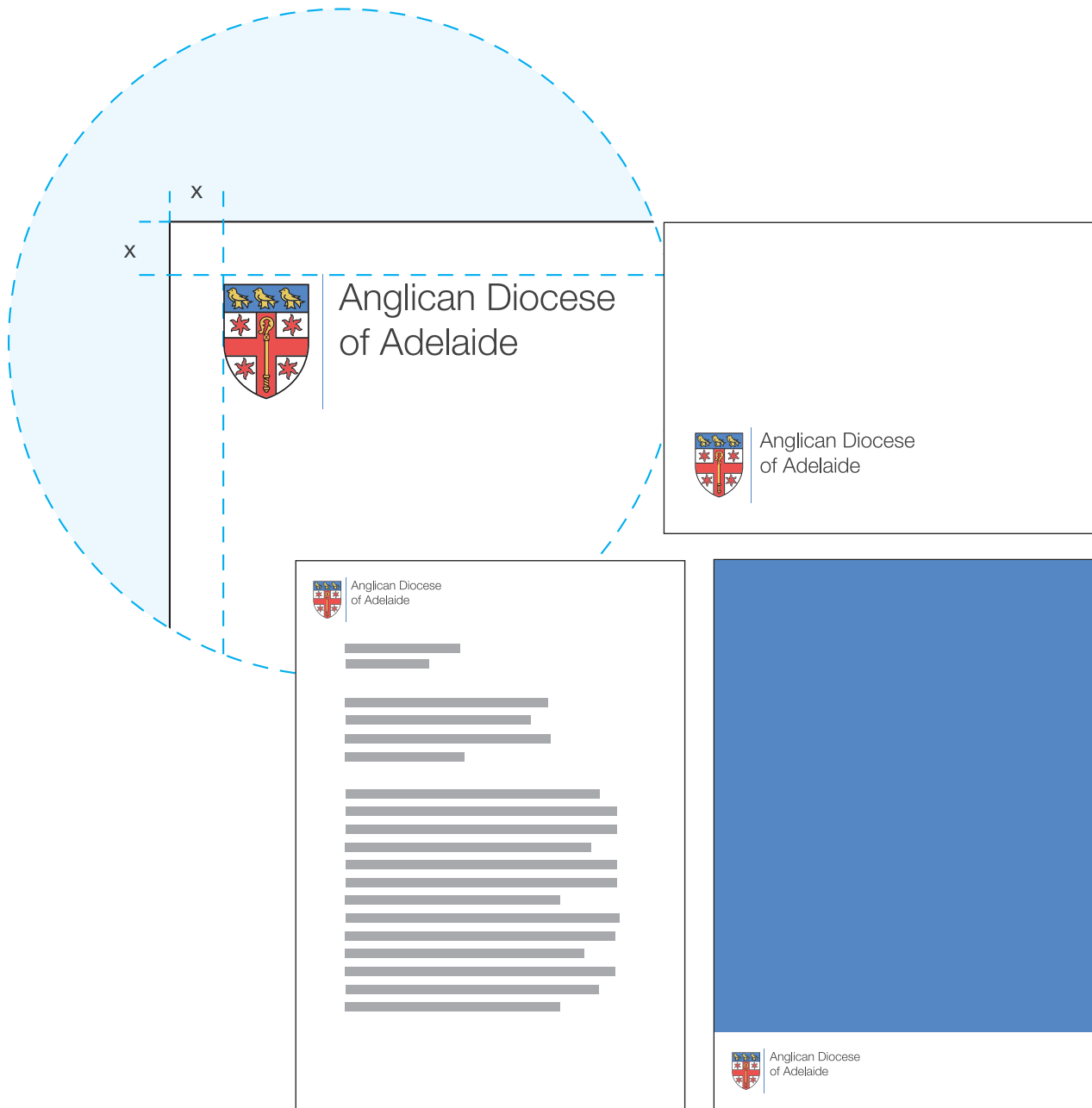
Logo Positioning

Consistent positioning of the logo is a very important part of our design language.

- The Anglican Diocese of Adelaide logo should always be positioned either in the top left or bottom left of the page. In some situations, the logo may be aligned to the centre of the page, this should only be considered by a professional in-house designer or external agency.

- The logo should try to be an equal distance from the two closest edges whilst maintaining the appropriate safe zone (**X**) around the logo.

see 'Logo Safe Zone' on page 5

x

x

Anglican Diocese
of Adelaide

Anglican Diocese
of Adelaide

Anglican Diocese
of Adelaide

Anglican Diocese
of Adelaide

Stationery

Letterheads

Example of the generic A4 letterhead template.

- Templates are provided for letters to be printed onto pre-printed letterheads and a template with letterhead graphics already applied for letters to be sent via email.

- See page 10 for details on text formatting for letters and documents.

Format:	A4 (210x297mm)
Stock: Printed F/Colour (CMYK) on 120gsm	
Top Margin:	40 mm
Bottom Margin:	40 mm
Left Margin:	25 mm
Right Margin:	25 mm

For Diocesan Letterhead templates and others, see page 4

Body Text

Font: Helvetica Neue Regular

Font Size: 10pt

Line Spacing: 1.12

Space After: 6pt

Footer

Font: Helvetica Neue Light

Font Size: 8pt

Leading: 13pt

Black: 90% Black

Colour: Diocesan Blue

25mm · 25mm · 40mm

Anglican Diocese of Adelaide

Ref: Initials 000/00/00

7 August 2017

Mr Bob Smith
Entity
Address
Adelaide SA 5000

Dear Bob,

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

It is a long-established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose.

Yours faithfully,

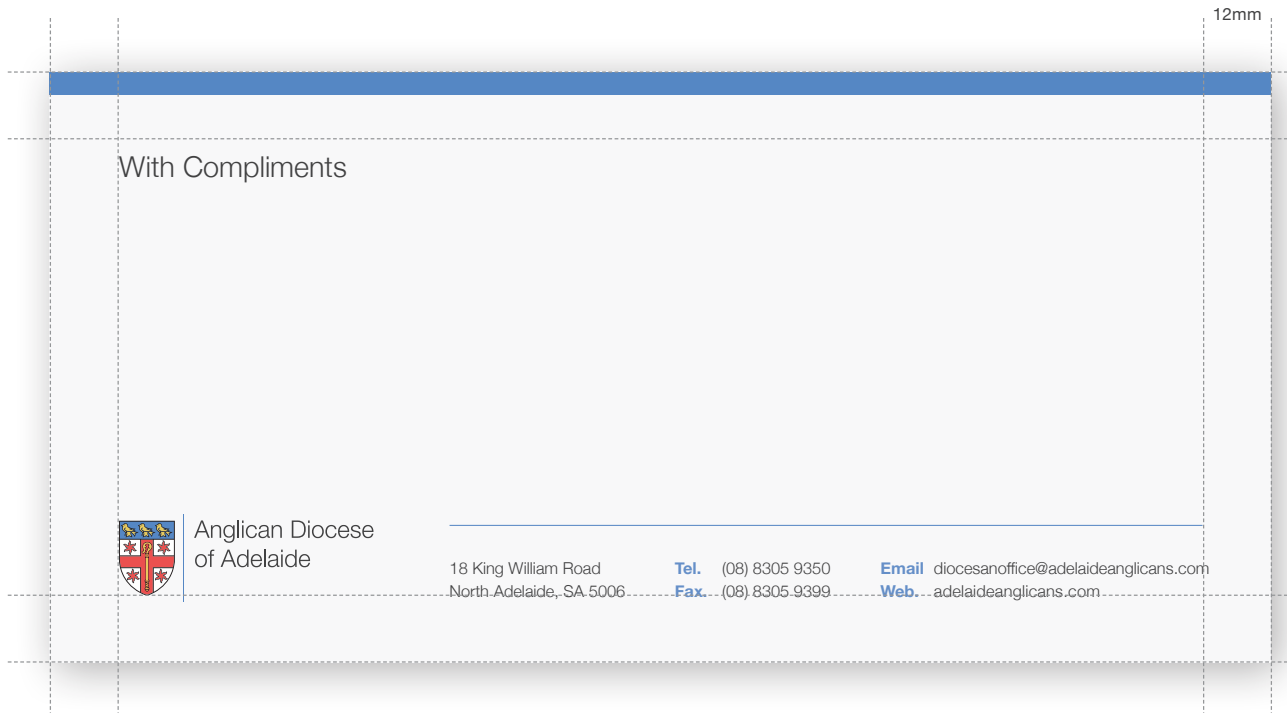**Name Surname**
Position Title

The Synod of the Diocese of Adelaide of the Anglican Church of Australia Incorporated   ABN 63 198 215 958
18 King William Road, North Adelaide SA 5006 **Tel** +61 8305 9350 **Email** office@adelaideanglicans.com **Web** adelaideanglicans.com

12mm

12mm

With Compliments

Anglican Diocese
of Adelaide

18 King William Road   **Tel.**   (08) 8305 9350   **Email** diocesanoffice@adelaideanglicans.com
North Adelaide, SA 5006   **Fax.**   (08) 8305 9399   **Web.**   adelaideanglicans.com

With Compliments

Font: Helvetica Neue
Light

Font Size: 14pt

Colour: 90% Black

Contact Details

Font: Helvetica Neue
Light / Bold

Font Size: 8pt

Leading: 11pt

Stationery

With Compliments Slip

A template is available to print onto pre-printed
with compliments slips.

Format:	DL (210x100mm)
Stock: Printed F/Colour (CMYK) on 120gsm uncoated	
Top Margin:	12 mm
Bottom Margin:	12 mm
Left Margin:	12 mm
Right Margin:	12 mm

Stationery

Business Cards

1	Name	Helvetica Neue Regular 15pt
2	Position	Helvetica Neue Regular 9pt
3	Body text	Helvetica Neue Light 8.5pt/12pt
4	Logo	40mm x 14mm
5	Title	Helvetica Neue Regular 12pt
6	Side Bar	4mm 'Diocesan Blue'

To request a set of business cards, complete the form at: adelaideanglicans.com/business-cards

1 2 3 4

Name Surname
Ministry & Parish Support

T (08) 1234 5678
M 0400 123 456
E email@adelaideanglicans.com

Anglican Diocese of Adelaide

18 King William Road
North Adelaide, SA 5006
adelaideanglicans.com

3

Diocesan Office Staff Cards

4mm

6mm

6mm

5

6

The Rev.
Name Surname

T (08) 1234 5678
M 0400 123 456
E email@address.com.au

Anglican Diocese of Adelaide

Rector
Church Name

6mm

Clergy Cards

18

Anglican Diocese
of Adelaide

18 King William Road, North Adelaide, South Australia, 5006

Stationery

Diocesan Branded Envelopes

Format:	DL+ (220x110mm)
Stock: Printed F/Colour - Plain Strip Seal - Secretive	

Bishops Office Envelopes

Format:	C6 (162x114mm)
Stock: Printed F/Colour - Plain Strip Seal - Secretive	

*For the Diocesan Office and Bishops Office
branded envelope templates and others,
see page 4*

Anglican Diocese of Adelaide
18 King William Road
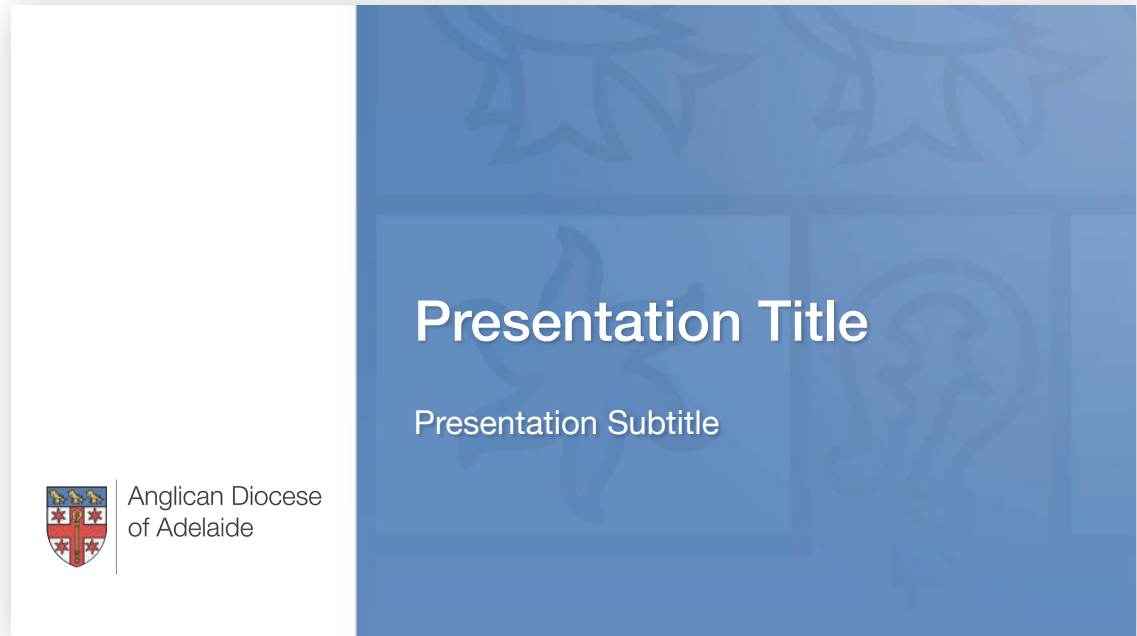North Adelaide SA 5006

Back

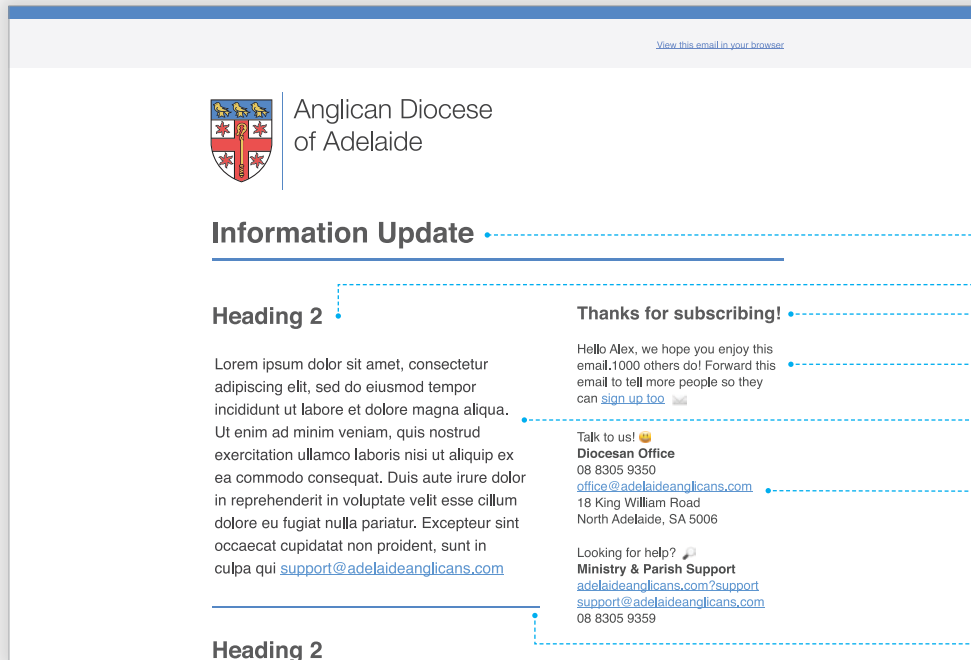Front

19

Templates

PowerPoint Templates

PowerPoint templates are provided to build your presentation onto. We have two Diocesan branded PowerPoint templates available for the creation of presentations. The templates are available in 4:3(standard) and 16:9(widescreen)

The templates include a number of master slide layout options to suit a range of content.

Photography and graphs can be added to the templates to add visual appeal.

*For the Diocesan office PowerPoint template and others, see page 4*

Presentation Title

Presentation Subtitle

Anglican Diocese of Adelaide

Slide Title

Slide body text

Anglican Diocese
of Adelaide

Information Update ●--- ①

--- ②

Heading 2 ●---- ③

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua.
Ut enim ad minim veniam, quis nostrud
exercitation ullamco laboris nisi ut aliquip ex
ea commodo consequat. Duis aute irure dolor
in reprehenderit in voluptate velit esse cillum
dolore eu fugiat nulla pariatur. Excepteur sint
occaecat cupidatat non proident, sunt in
culpa qui support@adelaideanglicans.com

Heading 2

Thanks for subscribing! ●----

Hello Alex, we hope you enjoy this
email.1000 others do! Forward this
email to tell more people so they
can sign up too ✉

Talk to us! 😃
Diocesan Office
08 8305 9350
office@adelaideanglicans.com ●----
18 King William Road
North Adelaide, SA 5006

Looking for help? 🎵
Ministry & Parish Support
adelaideanglicans.com?support
support@adelaideanglicans.com
08 8305 9359

④
⑤
⑥
⑦

To: office@adelaideanglicans.com

Cc:

Subject: Email Signature

Email body.

Employee Name
Position Title

Anglican Diocese
of Adelaide

18 King William Road, North Adelaide, SA 5006
P. +61 08 8305 9350 | M. 1234 567 890 | website

①
②
③
④
⑤

Email

Campaigns

Use the below values as a guide when creating email campaigns.

1	Heading 1	Helvetica Bold 28px
2	Heading 2	Helvetica Bold 23px
3	Heading 3	Helvetica 18px
4	Sidebar	Helvetica 13px / line height: slight
5	Body copy	Helvetica 15px / 1 1/2 line spacing
6	Links	#569ae2 / underlined
7	Divider	Solid 1px / #4c7fbb / 18px padding
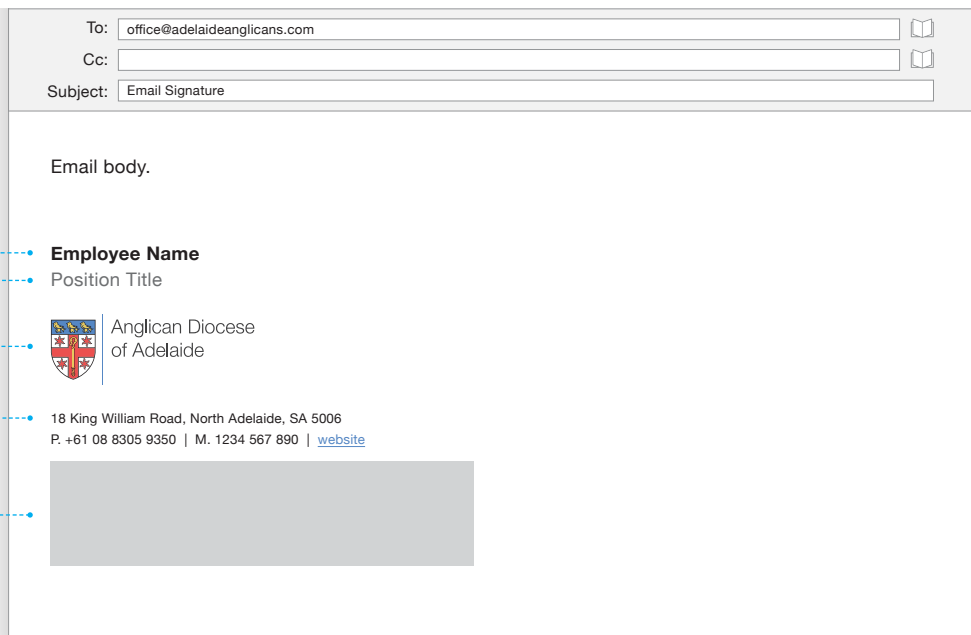
Email Signature

All signatures should be formatted in a consistent way at the end of all emails.

• Email signatures should never be created by individuals. Typeface, colours, hyperlinks and graphics have been carefully chosen to be consistent with our visual identity.

1	Name	Helvetica Neue Bold 12pt
2	Position Title	Helvetica Neue Regular 12pt
3	Logo	370 x 130px
4	Contact	Helvetica Neue Regular 10pt
5	Ad	600 x 150px

Diocesean Shield

Using the Diocesan Shield separately

Size & Scaling

To maintain print legibility, it is recommended that the Shield be reproduced no smaller that 12mm in height.

Do not make the Shield smaller than 50px high in digital executions.

Ensure a width to height ratio of 3:4 is maintained when scaling the Shield.
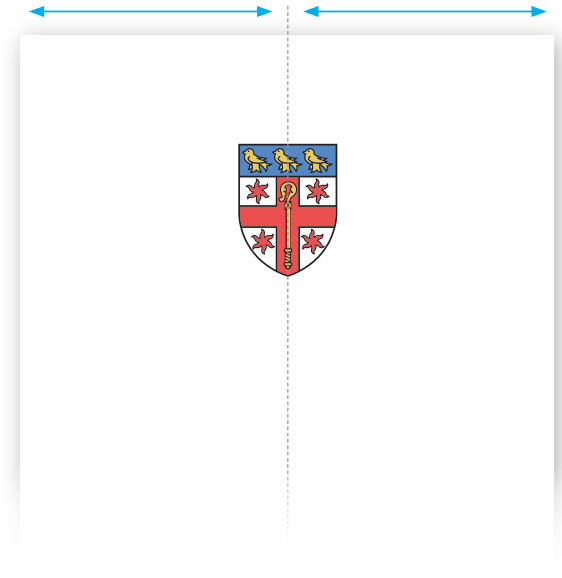
Safe Zone

The safe zone around the Shield is equal to the height of the horizontal blue section of the shield. No other graphical element such as text or imagery may intrude into this space.

Page Positioning

When the Shield is used in place of the Diocesan logo, the Shield should always be aligned to the centre of the page, either in the top or bottom third of the page. Care should be given to make sure that the Shield is not placed too close to the top edge of the page.
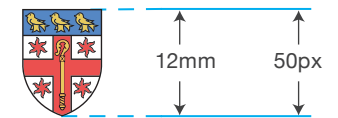

25% of total height

22%

16%

37%

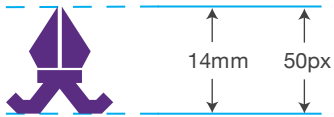Width to Height ratio

3:4

Page Positioning

X

X

X

Safe Zone

12mm

50px
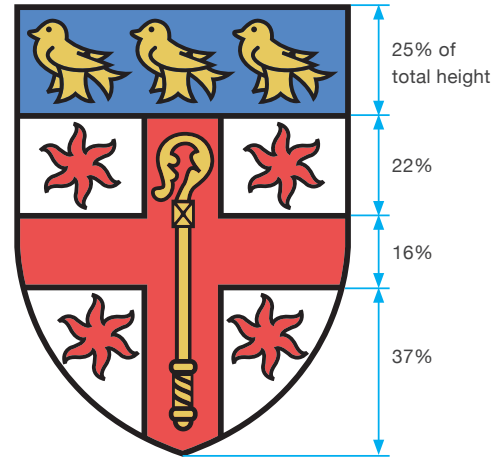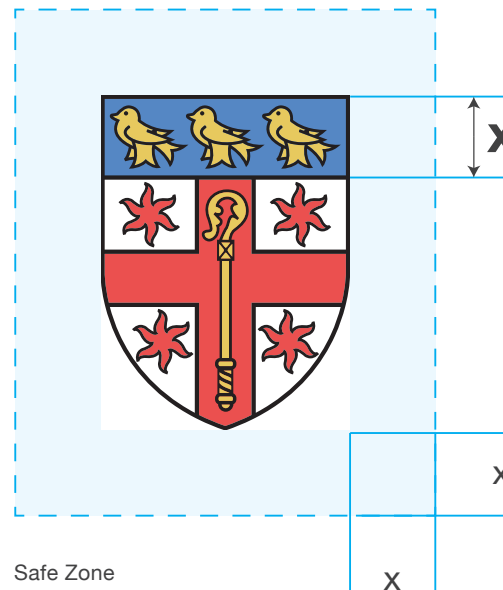
Minimum Size

Width to Height ratio

⌐⌐ **1:1**

14mm 50px

Minimum Size

X

X

X
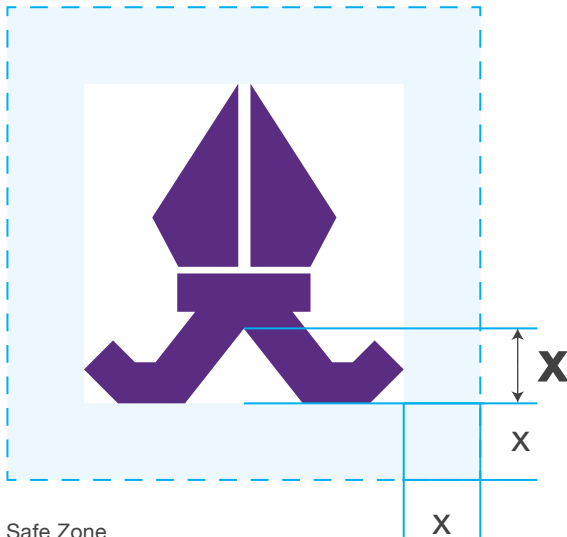
Safe Zone

Bishops Mitre

C	81	R	90
M	100	G	44
Y	11	B	131
K	2		

#5A2C83

Pantone 268 C
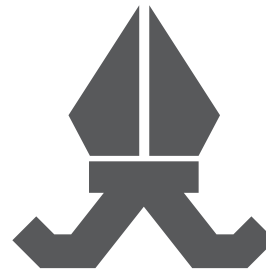
C	0	R	88
M	0	G	89
Y	0	B	91
K	80		

#58595b

Bishops Mitre

Size & Scaling

To maintain print legibility, it is recommended that the logo be reproduced no smaller that 14mm in height.

Do not make the logo smaller than 50px high in digital executions.

Ensure a width to height ratio of 1:1 is maintained when scaling the logo.

Logo Versions

The Bishops Mitre is available in full colour and greyscale versions.

Safe Zone

The safe zone around the Mitre is equal to the height of the triangle created in the negative space of the Mitre. No other graphical element such as text or imagery may intrude into this space.

Vision 2022

We will be a Diocese of flourishing Anglican communities, united and connected, whose members are confident and competent to live as disciples of Jesus Christ in the power of the Holy Spirit.

Vision Pictograms

(a) Leadership Development

(b) Growth in Discipleship

(c) Innovation and Advocacy

(d) Flourishing Churches

Full Colour Logo

Greyscale Logo

Vision Pictograms

(a)   (b)   (c)   (d)

Museo Sans Rounded

AaBbCcDdEe123

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
@#$%^&*()_+-=[]{};'\,./:|<>?

Museo Sans font weights.

100	AaBbCcDdEe123
500	AaBbCcDdEe123
700	AaBbCcDdEe123

Leadership Development

C 22	R 113	#715091
M 45	G 80	
Y 0	B 145	
K 43		Pantone 7677 C

C 0	R 109	
M 0	G 110	
Y 0	B 113	
K 70	#6d6e71	

Growth in Discipleship

C 67	R 67	#4397CB
M 26	G 151	
Y 0	B 203	
K 20		Pantone 7688 C

C 0	R 128	
M 0	G 130	
Y 0	B 133	
K 60	#808285	

Innovation & Advocacy

C 0	R 255	#FF8040
M 50	G 128	
Y 75	B 64	
K 0		Pantone 164 C

C 0	R 167	
M 0	G 169	
Y 0	B 172	
K 40	#a7a9ac	

Flourishing Churches

C 89	R 24	#18D4C6
M 0	G 212	
Y 7	B 198	
K 17		Pantone 3255 C

C 0	R 188	
M 0	G 190	
Y 0	B 192	
K 30	#bcbec0	

Vision 2022

Colour

Each of the Vision 2022 four key priorities are paired with a unique colour and a pictogram to visually identify that priority.

Each colour and pictogram must remain paired to the priority that it is associated with.

Web & Social Media

The Anglican Diocese of Adelaide shield has been rotated and cropped to a square to create the social media avatar.

This is the image that is to be used across all web and social media platforms for the Diocese of Adelaide. Using the same profile images across the profiles will make our campaigns more effective, and our social presence more memorable.
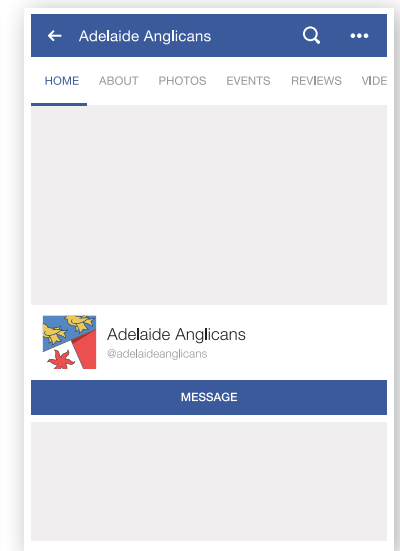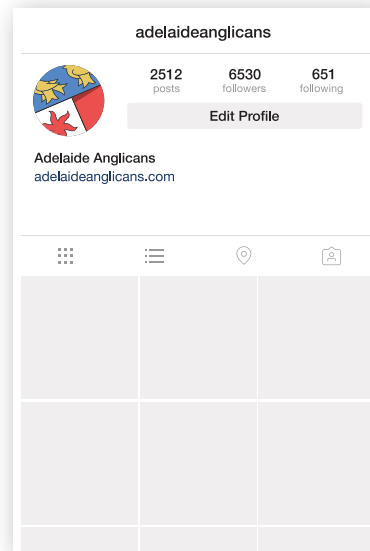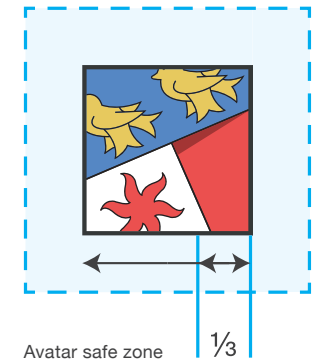
The Social media accounts managed by the Anglican Diocese of Adelaide include Facebook, Twitter, YouTube and Instagram. Often these platforms will automatically crop the avatar to a circle.
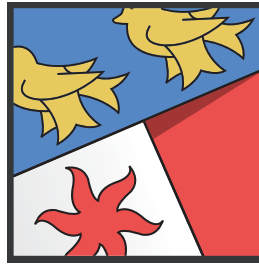
Adelaide Anglicans Avatar
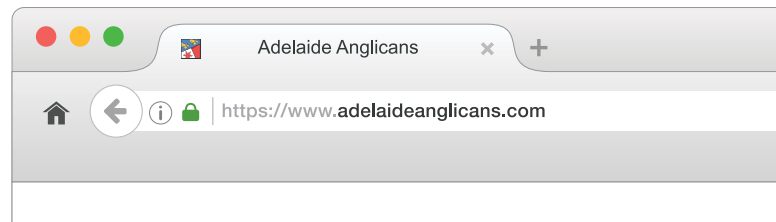
Adelaide Anglicans Favicon

Avatar safe zone   ⅓

Thank You.

For further assistance with these guidelines and how they apply to your communication material or if you require brand assets, please contact:
media@adelaideanglicans.com

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Anglican Diocese
of Adelaide