

# Style Guide

---



# Contents

1. Introduction.....	4	5. Applying the branding.....	16-25
2. Our logo .....	5	Letterhead.....	16
Logo colour variations .....	6	Email signature.....	17
Logo incorrect use.....	7	Compliment slip.....	18
Logo size and clearance area.....	8	Business cards.....	19
Logo recommended sizes.....	9	Agendas .....	20
Logo positioning .....	10	Minutes.....	21
Symbol.....	11	Report to committee .....	22
3. Colour palette.....	12	Powerpoint.....	23
4. Typefaces.....	13	Signage .....	24
Accessibility.....	14	Certificates.....	25
Font size.....	15		

# 1. Introduction

This style guide has been produced to ensure the consistent and correct use of the diocesan visual brand across all communications and publications – both print and online – produced by diocesan departments.

The main elements of our visual brand are: logo and strapline, typefaces and colour palette.

## Why is this guide important?

- The look and feel of the materials we produce are a quality indicator of the service we provide.
- Consistent application of the brand is important to building familiarity, credibility and recognition.
- Inconsistency in applying the brand devalues our offering to schools, parishes and partners.
- We want to give these groups confidence in the services that we offer. Quality and consistency across everything we produce is important to this. It is also a mark of respect to our audiences.

The style guide is also a useful reference for parishes, schools and other partners who feature the diocesan visual brand in their material.

When referring to the diocese in written communications use 'Diocese of Bath and Wells' or 'the diocese'.

---

This document and the diocesan logo files are available to download via the diocesan website at [www.bathandwells.org.uk/brand](http://www.bathandwells.org.uk/brand).

Diocesan staff can download this document, the logo files, plus a series of helpful templates from the Branding 2017 folder on the shared staff drive.

For further advice or help, please contact the diocesan communications team on 01749 685 111 or email [comms@bathwells.anglican.org](mailto:comms@bathwells.anglican.org)

## 2. Our logo



There is one standard Diocese of Bath and Wells logo. It should appear on all Diocese of Bath and Wells communications.

Consistent application will identify material as a diocesan communication, confirm its credibility and build awareness of the range of services we offer.

Logo elements:

- The Church of England symbol to the left
- The words 'DIOCESE OF' aligned above 'Bath & Wells' to the right
- The strapline: 'Living the story. Telling the story.' below this

The strapline reflects:

- our diocesan vision that we seek to be God's people, living and telling the story of Jesus
- our aim to place mission (living) and evangelism (telling) at the heart of everything we do

# Logo colour variations

For official documents e.g reports, minutes, agendas one of the default options should be used: Blue, black or reversed out white if there is a block colour or image background.

Where the design brief requires a different colour logo, for instance within a leaflet, poster, prayer card etc. any colour option from the colour palette may be used (see page 12).

Please liaise with the communications team if working on materials with a design element to ensure correct application of the branding.

Standard logo in diocesan blue



Standard logo in black



Standard logo reversed on diocesan blue



Standard logo reversed on black



Standard logo reversed onto an image



Standard logo in diocesan colour palette



Always ensure good legibility of the logo when using it on any photographic backgrounds

The diocesan colour palette is on page 12 of this guide.

## Logo incorrect use



**X** Do not 'squash' the logo



**X** Do not use without the strapline

The examples (left) show incorrect use of the Diocese of Bath and Wells logo.



**X** Do not use the logo on an overly complicated background where it becomes illegible



**X** Do not use the logo in any other colours than mentioned in this style guide

# Logo size and clearance area

Different sizes of the logo work best on different size projects. On the page opposite, we advise the recommended size, depending on your project.

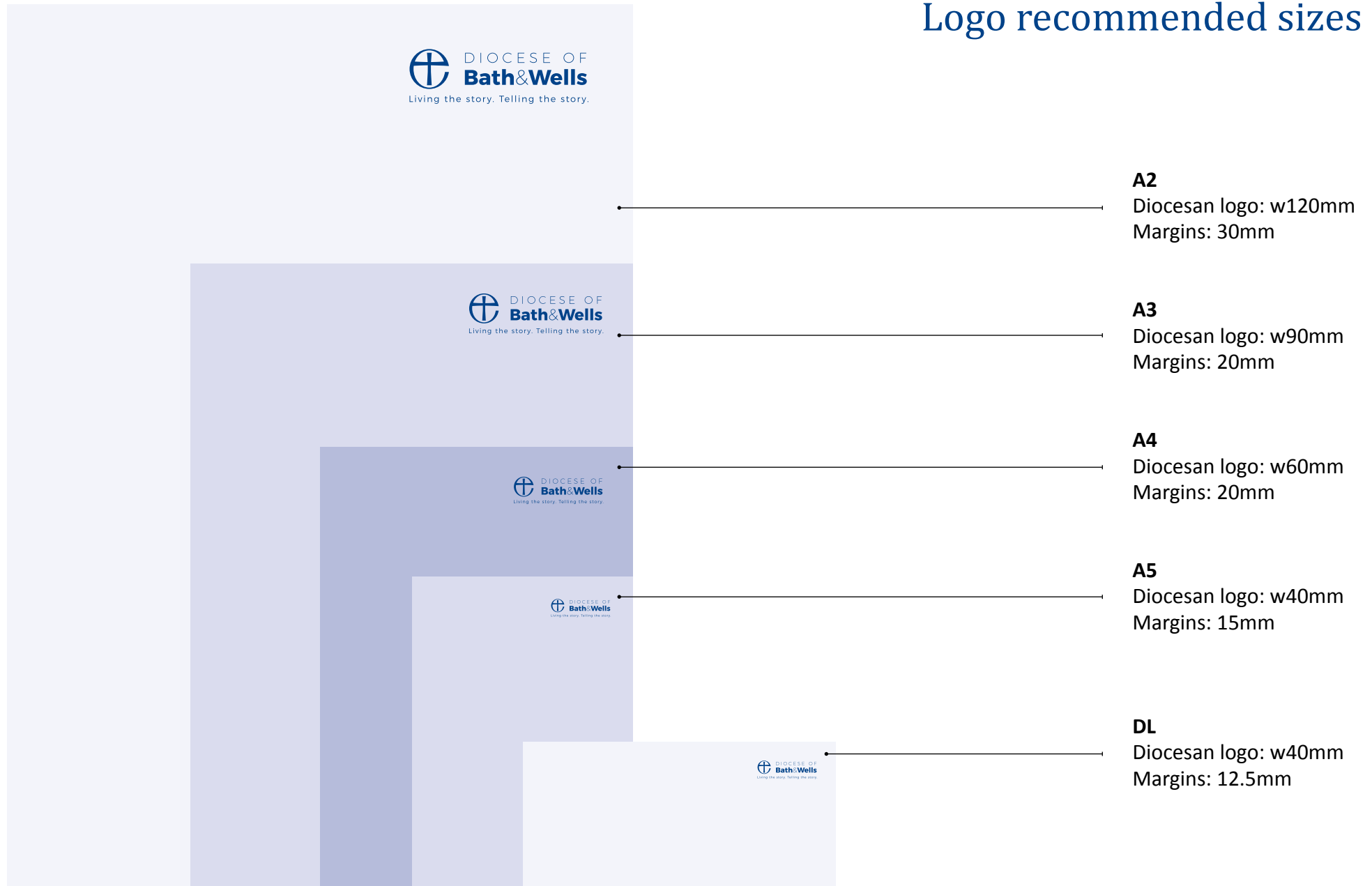
Whatever size, the logo should always have space around it – the clearance area. Correct sizing and the clearance area avoids the logo either getting lost on the page, or totally dominating the material.

The absolute minimum size for the logo is 40mm. This is to ensure legibility of the logo and strapline.





# Logo recommended sizes



# Logo positioning

The default setting is that the Diocese of Bath and Wells logo should be positioned right aligned at the top of any page.

This should work for most material but there will be exceptions to the rule. Other options are presented here, in order of preference.



2.



1.



4.



3.

## Powerpoint



The Church of England symbol is part of the Diocese of Bath and Wells logo.

It should never replace the Diocese of Bath and Wells logo.

It can be used as a background graphic, using tints from the colour palette to add depth and interest to communications material as shown in these examples (left).

## Compliment slip



Liaise with the communications team for more advice on using the Church of England symbol.

### 3. Colour palette

The Diocese of Bath and Wells colour palette consists of seven colours. This is to give some flexibility to material with more of a creative/design element, whilst still ensuring a level of consistency.

Blue is our standard ‘corporate’ colour and only blue or black should be used on official documents: reports, agendas, minutes etc.

Text should always be black, or reversed out white on a dark background in some cases. See the communications team for advice if unsure.

Any combination of these colours may be used. Tints of these colours may also be used, but only alongside the standard colour presented here.

Use of colour is limited to this palette, to ensure consistency.



**Pantone** 280  
**CMYK** 100 / 72 / 0 / 18  
**RGB** 0 / 73 / 144  
**HEX** #004990



**Pantone** 7442  
**CMYK** 50 / 70 / 0 / 0  
**RGB** 140 / 100 / 171  
**HEX** #8c64ab



**Pantone** 377  
**CMYK** 45 / 0 / 100 / 24  
**RGB** 120 / 162 / 47  
**HEX** #78a22f



**Pantone** 7412  
**CMYK** 0 / 42 / 100 / 7  
**RGB** 232 / 151 / 25  
**HEX** #e89719



**Pantone** 7421  
**CMYK** 0 / 100 / 30 / 61  
**RGB** 120 / 0 / 50  
**HEX** #780032



**Pantone** 234  
**CMYK** 6 / 100 / 0 / 26  
**RGB** 175 / 0 / 110  
**HEX** #af006e



**Pantone** 320  
**CMYK** 100 / 0 / 31 / 7  
**RGB** 0 / 160 / 175  
**HEX** #00a0af

## 4. Typefaces

### Calibri Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@£\$%^&\*()

### Calibri Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 !@£\$%^&\*()**

### Cambria Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@£\$%^&\*()

### Cambria Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 !@£\$%^&\*()**

There are two standard Diocese of Bath and Wells typefaces.

Calibri is the primary typeface, used for body text and headings on all communications materials.

Cambria is the secondary typeface, to complement the primary typeface. Recommended for headings and sub-headings. Not to be used as body text (see accessibility page 14)

Along with the logo, consistent application of the typefaces will identify material as a diocesan communication, confirm its credibility and build awareness of the range of services we offer.

# Accessibility

Calibri is a sans-serif typeface, which means it is accessible to visually impaired people. The dyslexia community also agree that sans-serif typefaces should be used in body text, but there is no clear preference as to which one. (Source: British Dyslexia Association)

Use Calibri 12pt typeface in body text to ensure accessibility and adherence to our disability policy. Use Calibri 16pt if producing large print versions.

Cambria is a serif typeface. For this reason it should only be used for headings in larger font sizes, not as body text.

To emphasise headings or words, **do:**

✓ **Embolden the text**

**Do not:**

✗ USE BLOCK CAPITALS – THEY ARE HARD TO READ AS ALL THE LETTERS ARE THE SAME SIZE

✗ Underline - it makes the text appear to run together

✗ *Use italics* – it makes the text appear to run together

This is in line with the diocese's disability policy and advice from the RNIB and British Dyslexia Association.

## Font size

Use Calibri 12pt font for all body text. For headings and sub-headings, the recommended sizes are given below, based on an A4 format. Larger formats will require larger fonts, as appropriate.

Main headings

**Calibri 24pt bold** or **Cambria 24pt**

Sub-headings

**Calibri bold 16pt** or **Cambria 16pt**

Smaller headings

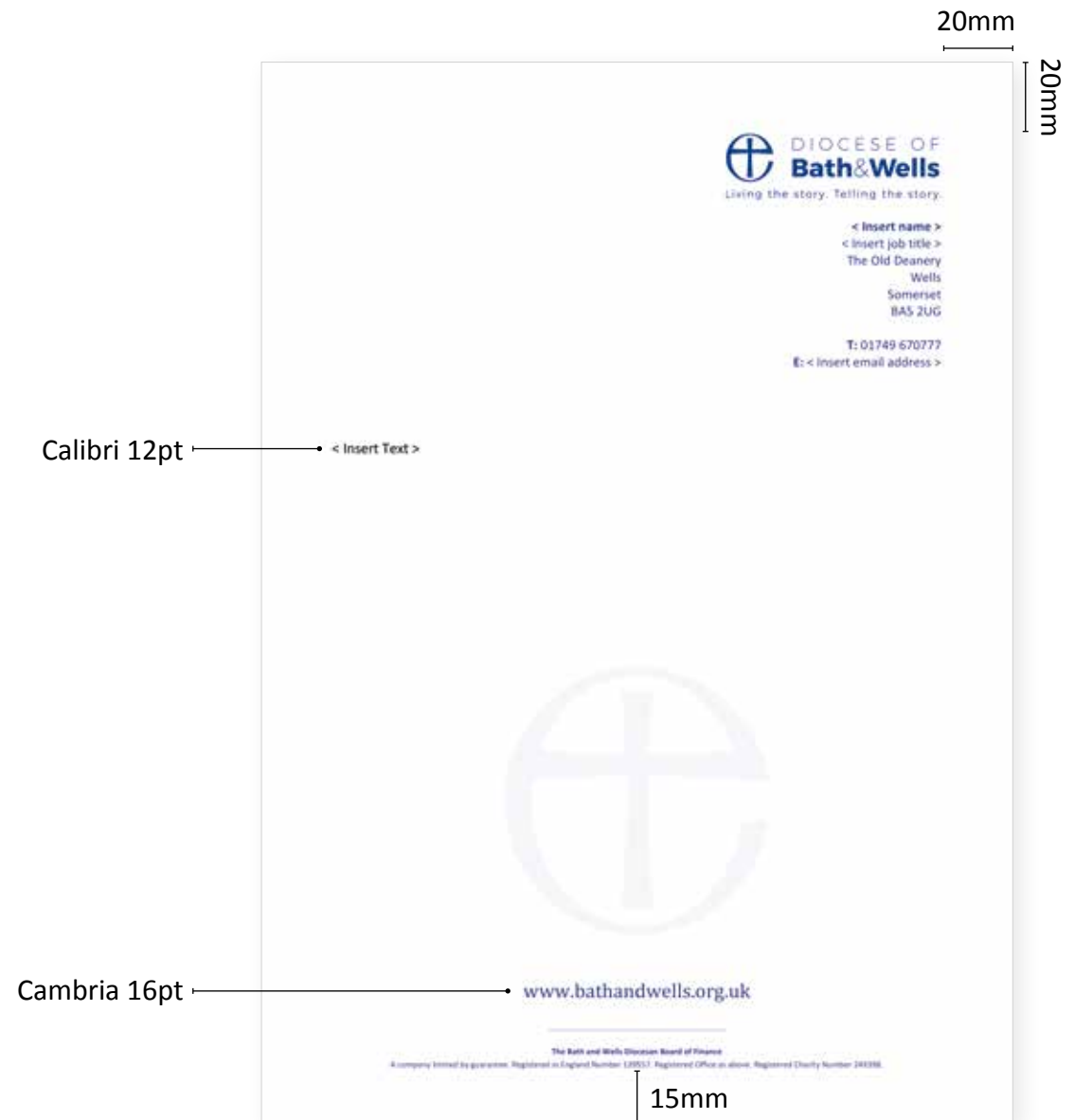
**Calibri bold 14pt** or **Cambria 14pt**

These are the two standard typefaces adopted by the diocese. Different typefaces may be more appropriate to use in some design projects. Please speak to the communications team to look at suitable options before proceeding.

## 5. Applying the branding Letterhead

Body text should be Calibri Regular at 12pt and in black for legibility.

Template available in the Branding 2017 folder on the shared staff drive.



Letterhead sample shown at 50% scale.  
Actual size 210 x 297mm.



# Email signature

Emails should be written in black, using Calibri font size 12pt and in line with accessibility guidance (see page 14)

The email signature for the bottom of emails should be written in blue from the colour palette, using Calibri font size 12pt.

The format is:

Your name  
Job title  
Diocese of Bath and Wells  
Direct telephone number(s)  
<line space>  
[www.bathandwells.org.uk](http://www.bathandwells.org.uk)  
Twitter @bathwells | Facebook /bathandwells  
<line space>  
<insert work days if appropriate>

To personalise your email signature, you may add a scanned image of your written signature in black.

Example:



**Gillian Buzzard**  
Communications Manager  
Diocese of Bath and Wells  
01749 685 111 | 07848 028798

[www.bathandwells.org.uk](http://www.bathandwells.org.uk)  
Twitter @bathwells | Facebook /bathandwells

Please note my work days are Monday to Thursday

# Compliment slip

## General purpose sample



 **DIOCESE OF Bath&Wells**  
Living the story. Telling the story.

The Old Deanery  
Wells  
Somerset  
BA5 2UG

**T: 01749 670777**  
**E: general@bathwells.anglican.org**

[www.bathandwells.org.uk](http://www.bathandwells.org.uk)

**With compliments**

---

The Bath and Wells Diocesan Board of Finance A company limited by guarantee. Registered in England Number 139557. Registered Office as above. Registered Charity Number 249398.

## Bishop's Office samples



 **DIOCESE OF Bath&Wells**  
Living the story. Telling the story.

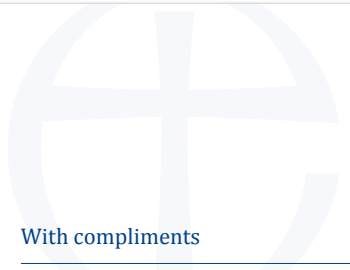
**The Right Reverend Peter Hancock**  
Bishop of Bath and Wells  
The Palace  
Wells  
Somerset  
BA5 2PD


**T: 01749 672341**  
**E: bishop@bathwells.anglican.org**  
[www.bathandwells.org.uk](http://www.bathandwells.org.uk)

**With compliments**

---

The Bath and Wells Diocesan Board of Finance A company limited by guarantee. Registered in England Number 139557. Registered Office as above. Registered Charity Number 249398.



 **DIOCESE OF Bath&Wells**  
Living the story. Telling the story.

**The Right Reverend Ruth Worsley**  
Bishop of Taunton  
The Palace  
Wells  
Somerset  
BA5 2PD

**T: 01749 672341**  
**E: bishop.taunton@bathwells.anglican.org**  
[www.bathandwells.org.uk](http://www.bathandwells.org.uk)

**With compliments**

---

The Bath and Wells Diocesan Board of Finance A company limited by guarantee. Registered in England Number 139557. Registered Office as above. Registered Charity Number 249398.



 **DIOCESE OF Bath&Wells**  
Living the story. Telling the story.

**The Right Reverend Peter Hancock**  
Bishop of Bath and Wells  
**E: bishop@bathwells.anglican.org**

**The Right Reverend Ruth Worsley**  
Bishop of Taunton  
**E: bishop.taunton@bathwells.anglican.org**  
The Palace Wells Somerset BA5 2PD  
**T: 01749 672341**  
[www.bathandwells.org.uk](http://www.bathandwells.org.uk)

**With compliments**

---

The Bath and Wells Diocesan Board of Finance A company limited by guarantee. Registered in England Number 139557. Registered Office as above. Registered Charity Number 249398.

# Business cards



Front



The Diocese of Bath and Wells business card uses the Diocese of Bath and Wells logo on the front, along with the the diocesan web address. The reverse then contains any personal details, ie name, department and contact details.

Two colour options (red and blue) are available.

Please liaise with the communications team about customising the personal details and the production process.



Reverse



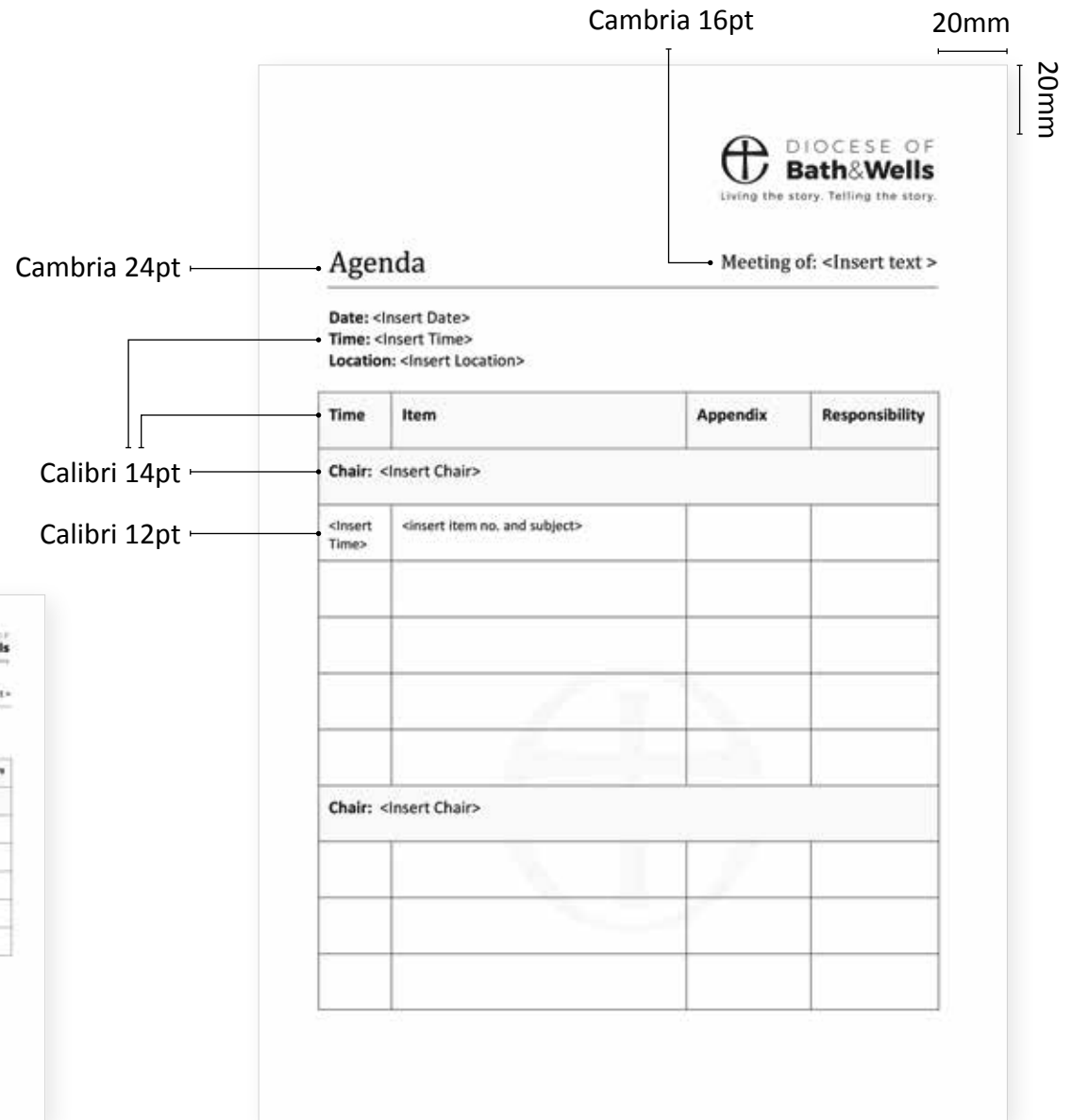
# Agendas

All text should be 100% black. Cambria and Calibri are the only typefaces used, please do not use any other typefaces. Margins are 20mm around all edges.

Standard and Advanced versions (for longer, multi-chair meetings) of the agenda template are available in the Branding 2017 folder on the shared staff drive.



Standard agenda sample shown at 25% scale. Actual size 210 x 297mm.



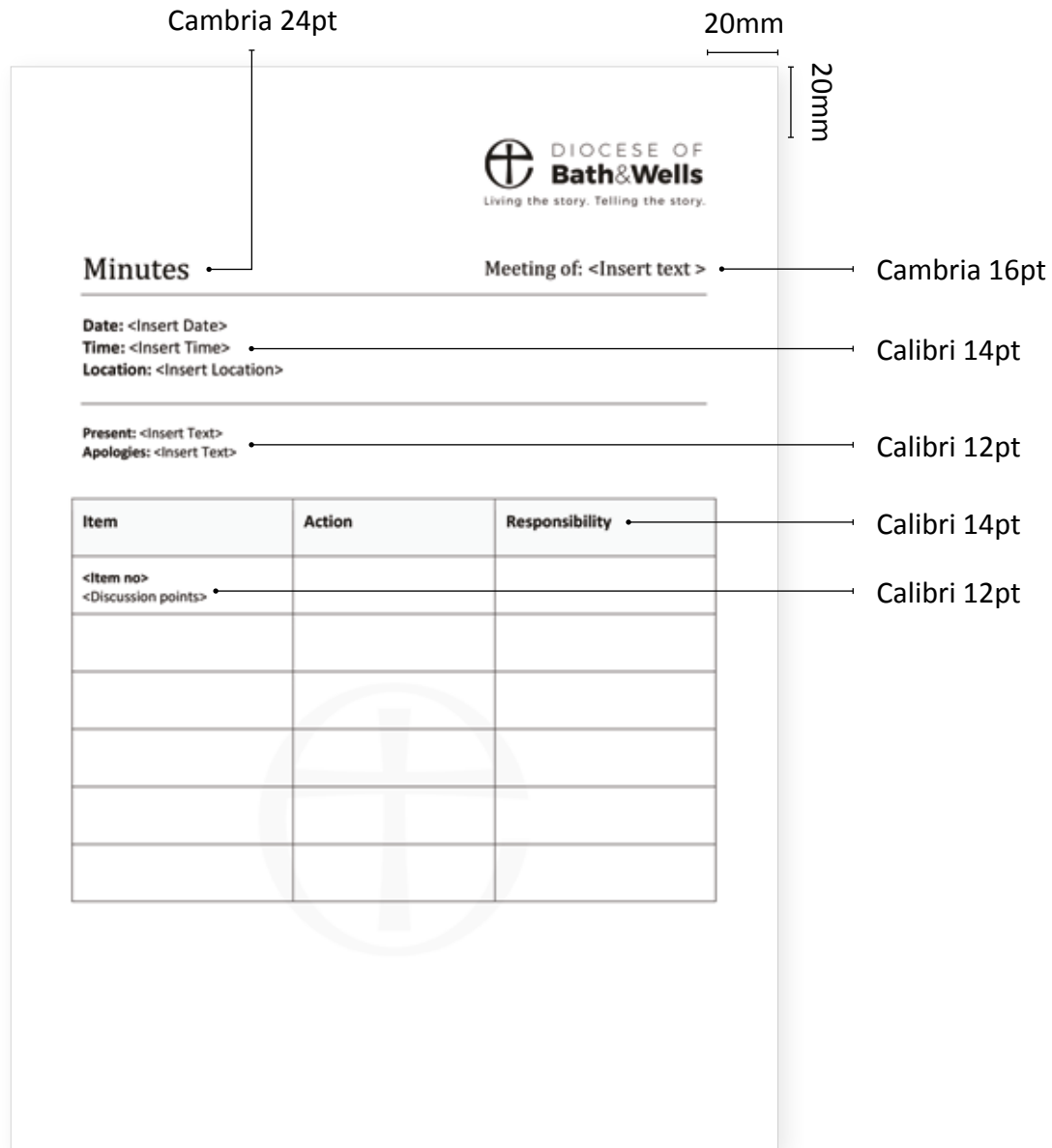
Advanced agenda sample shown at 50% scale. Actual size 210 x 297mm.

# Minutes

Cambria 24pt

20mm

20mm



The diagram shows a template for a minutes document. At the top right is the Diocese of Bath & Wells logo with the tagline 'Living the story. Telling the story.' Below the logo is the title 'Minutes' in a large font. To the right of the title is a line for 'Meeting of: <Insert text >'. Below this are three lines for 'Date: <Insert Date>', 'Time: <Insert Time>', and 'Location: <Insert Location>'. Below these are two lines for 'Present: <Insert Text>' and 'Apologies: <Insert Text>'. At the bottom is a table with three columns: 'Item', 'Action', and 'Responsibility'. The first row of the table contains placeholders: '<Item no>' and '<Discussion points>'. A large, faint watermark of the Diocese of Bath & Wells logo is visible in the background of the page.

DIOCESE OF  
**Bath & Wells**  
Living the story. Telling the story.

**Minutes**

Meeting of: <Insert text >

Date: <Insert Date>  
Time: <Insert Time>  
Location: <Insert Location>

Present: <Insert Text>  
Apologies: <Insert Text>

Item	Action	Responsibility
<Item no> <Discussion points>		

Cambria 16pt

Calibri 14pt

Calibri 12pt

Calibri 14pt

Calibri 12pt

All text should be 100% black. Cambria and Calibri are the only typefaces used, please do not use any other typefaces. Margins are 20mm around all edges.

Template available in the Branding 2017 folder on the shared staff drive.

Minutes sample shown at 50% scale.  
Actual size 210 x 297mm.

# Report to committee

All text should be 100% black. Cambria and Calibri are the only typefaces used, please do not use any other typefaces. Margins are 20mm around all edges.

Template available in the Branding 2017 folder on the shared staff drive.

Cambria 16pt      20mm

20mm

Cambria 24pt → **<Insert Group/Committee name>**      [Month / Year]

Appendix No: <Do not fill this in>

Cambria 18pt → **Executive Summary**

<b>Subject:</b>	<Insert Title>
<b>Author:</b>	<Insert Text>
<b>Diocesan implications:</b> <i>e.g. Departments primarily affected. (Also state any disability, equality, reputational implications)</i>	<Insert Text>
<b>Budget implications and departmental budget affected:</b>	<Insert Text>
<b>Final authority for decision:</b>	<Insert Text>
<b>Report summary:</b> <i>(Three sentences max. here, please)</i>	<Insert Text>
<b>Recommendation:</b>	<Insert Text>

Cambria 20pt → **<Insert title>**

Calibri 12pt → <Insert paper in full here>

Report to committee sample shown at 50% scale.  
Actual size 210 x 297mm.

# Powerpoint



This Powerpoint template should be used for all presentations.

Two cover options shown right and one body copy option shown below. The body copy versions are available in different colour options.

Templates available in the Branding 2017 folder on the shared staff drive.



# Signage

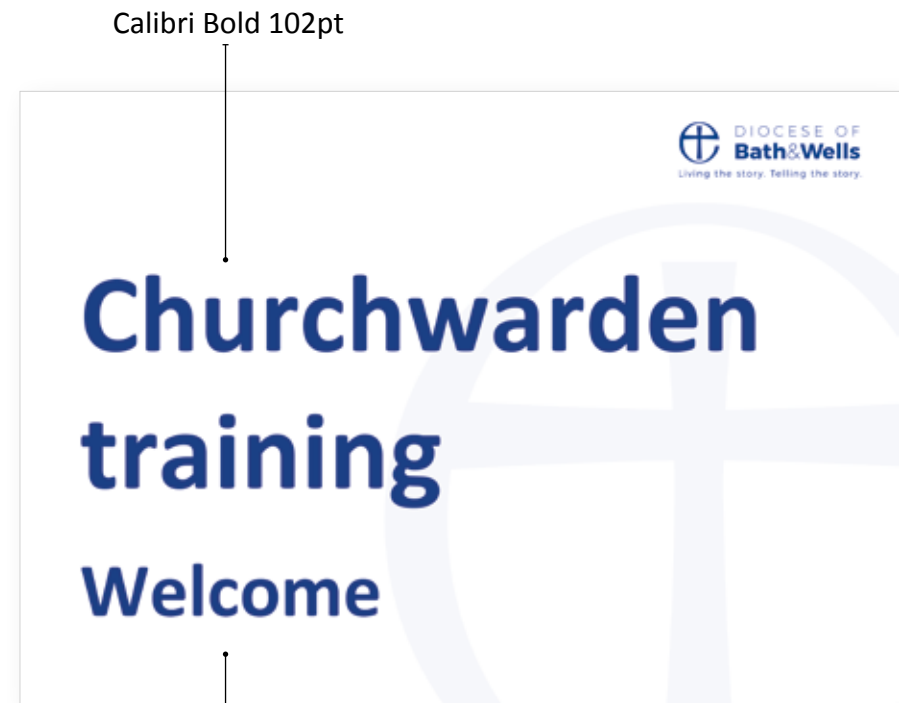
Text written on signage should be Calibri Bold and in blue.

Template available in the Branding 2017 folder on the shared staff drive.



Signage samples shown at 40% scale.  
Actual size 210 x 297mm.

50% blue tint



Calibri Bold 102pt

Calibri Bold 72pt



# Certificates



Text written on certificates should ideally be Calibri Regular at 12pt and in black for legibility.

The certificate template has been designed as headed paper, enabling customised text to be printed directly onto it in-house.

If producing certificates, please contact the communications team for stocks of the paper.

Certificate sample shown at 50% scale.  
Actual size 210 x 297mm.







DIOCESE OF  
**Bath & Wells**

Living the story. Telling the story.