Diocese *of* Liverpool Style Guide

THE CHURCH OF ENGLAND

Diocese *of* Liverpool

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Mar2015

If you have any questions regarding the styleguide please contact the Communications department at: communications@liverpool.anglican.org

All resources for the Diocese should be easy to locate on the I Drive (SJH): I Drive > Diocese Styleguide. Here you will find word templates, logos, images, presentations and training in the following folders:

- Formal Documents
- Logos - Diocese
- Logos - Other
- Photos - Diocese
- Photos - Other
- Powerpoint
- Stationery - External Printing
- Training

THE CHURCH OF ENGLAND

Diocese *of* Liverpool

Introduction

Oct2014

This guide sets out the design standards for the Diocese of Liverpool. They must be followed by all staff in all documents and presentations made.

A consistent image is essential for all diocesan communications. It gives parishes and partners confidence in the authenticity, quality and reliability of the contents.

This guide builds on the established strong visual identity for our diocese. This centres on the logo and the diocesan wave and is instantly recognisable. Using it will make our documents clear and consistently recognisable as well as easy and efficient to produce. Visually it will reflect the great work that we all do.

If you have any questions about the implementation of the guide then contact one of the Communications Team.

THE CHURCH OF ENGLAND

Diocese *of* Liverpool

Logo

The Diocese of Liverpool Logo should be used on all internal and external communications. It is our prime brand identifier, reflecting the history and tradition of the Diocese.

The logo is made up of 5 key components:

- the cross: the symbol at the centre of our faith
- a boat: referring to the significance of shipping in our region; a hint that faith is a journey
- pages: symbolising the bible; we are people of The Word
- water: recognising the importance the coast and the Mersey play in the life and history of our area; not forgetting the symbolism attached to water in baptism and as a picture of the Holy Spirit
- L: for Liverpool

Diocese *of* Liverpool

Standard Logo

Diocese *of* Liverpool

Black and white option

Diocese *of* Liverpool

Reverse option

Logo Usage

Mar2015

The Diocese of Liverpool Logo should always be displayed as shown right, and not altered or adjusted - see below.

Exclusion zone: The logotype should be given as much room as possible, especially given it is not contained by any box or device. A minimum exclusion zone comprises 1 character width, as shown right, letter D character space.

Please do not do the following to our logo:

DO NOT adjust the letter spacing

DO NOT rotate the logo

DO NOT stretch or distort the logo

DO NOT box off the logo

DO NOT change the colour

DO NOT change the transparency

DO NOT overlay onto imagery

DO NOT apply effects

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Diocesan Fonts

Mar2015

Legibility and accessibility research suggests the following make for more easily readable text: sans-serif fonts, sensible minimums for font-size (though this varies with font choice and line-length) avoiding full justification, larger linespacing allowing as much space around the text as possible.

We have followed these suggestions when creating our own design guidelines and Word templates. We have two fonts for all documents. These are the only fonts to be used on official diocesan documents:

Verdana: **bold**, *italic*, ***bold-italic***

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Georgia: **bold**, *italic*, ***bold-italic***

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

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Colour Palette

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We have a small colour palette of two colours.

If colour is not available simple black and white can be used.

Use the Primary colour blue for headings, body text, logo and wave shape.

Use the accent colour purple for section headings, emphasised text, text-boxes, etc. Most effective when used sparingly.

How to specify a text colour in Word, Excel and Powerpoint:

- Open the 'Font Color' panel, from the menu or the toolbar:
  Menu > Format > Font > then click the 'Font color' drop-down menu
  OR from the Toolbar: click the (A) font colour button's down arrow
- In the pallette that drops down click 'More Colors...'
  Select the 'Custom' or RGB Color Sliders tab
- In the 'Color model' drop-down list select RGB (if it isn't already selected). Enter the appropriate values (shown right) for RGB equivalent, hit return or click 'OK'.

Primary colour: Blue

Pantone 280C

CMYK breakdown C:100 M:78 Y:5 K:18

RGB equivalent: R:0 G:73 B:144

Accent colour: Purple

Pantone 248C

CMYK breakdown C:43 M:100 Y:10 K:1

RGB equivalent:- R:157 G:36 B:130

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Diocese *of* Liverpool

Printed Stationery

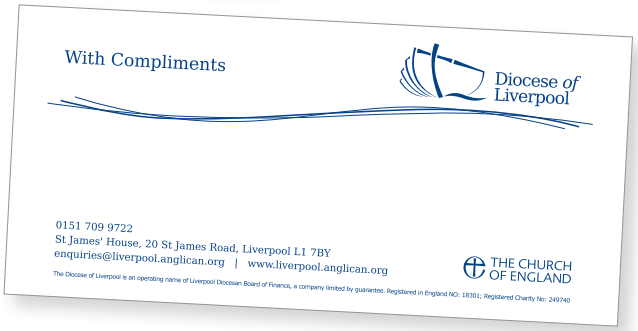
Mar2015

For consistency, ease of use and environmental and financial sustainability, we have one letterhead design covering the whole of the Diocese Board of Finance (DBF) and one for the Diocesan Board of Education.

These have been updated since the start of Rev'd Paul Bayes ministry as a much cleaner version.

Special events and officers external to St. James' House will be able to add specific contact details to this in the Word template:

If you have new staff (or changes in job roles) that need business cards, please contact the comms team with details.



THE CHURCH OF ENGLAND

Diocese of Liverpool

Templated Documents

Mar2015

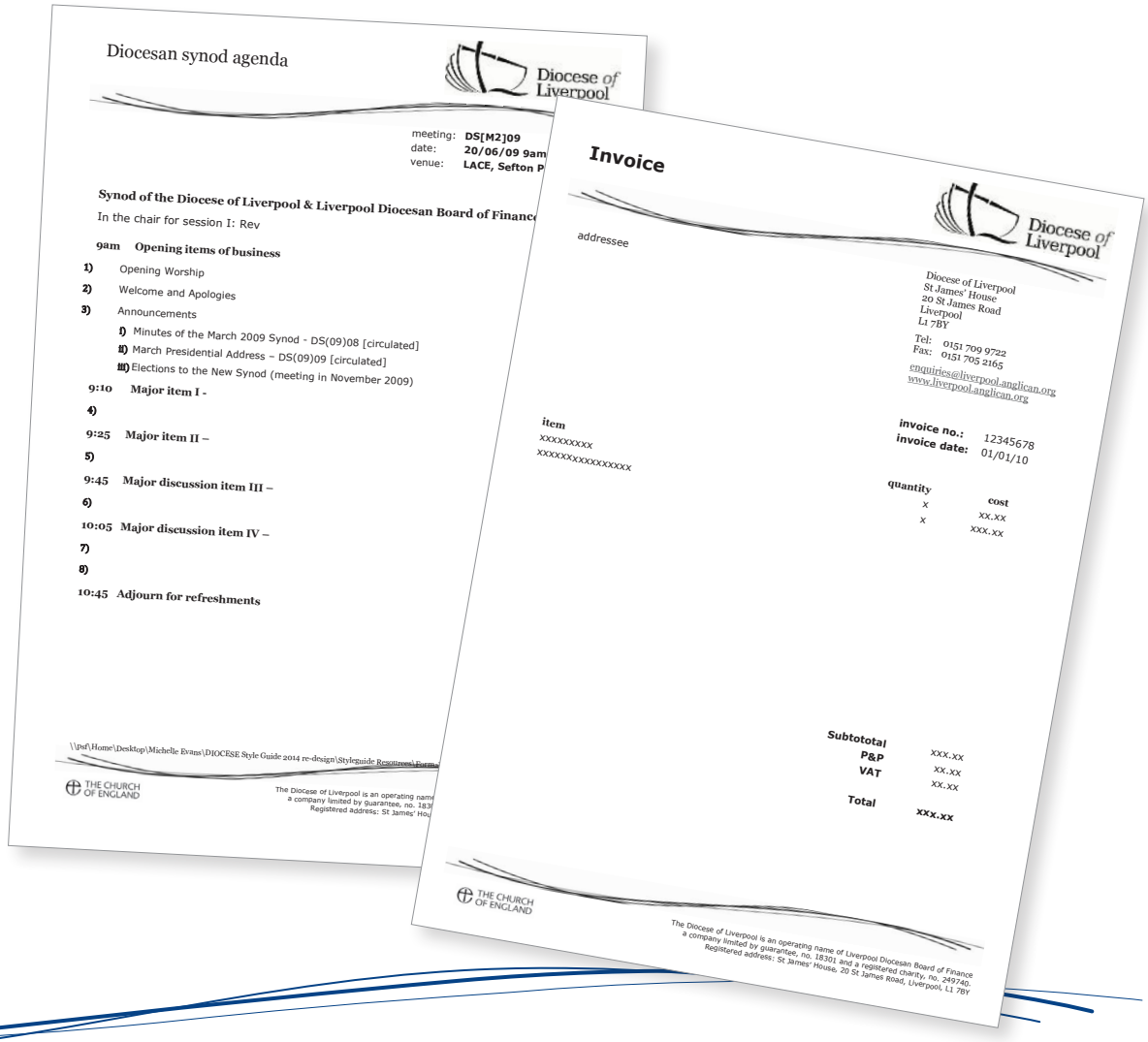
What are these?

All standard diocesan documents can only be produced using the templates provided.

All the elements such as the logo, colours, font styling and formatting are already set-up for you in the templates provided. You should not need to alter the templates.

Should you need something 'ouside the box' please use this guide as a tool and should you have any questions please ask, the Communications Team are here to assist.

Not found what you're looking for? Talk to Michelle Evans about your specific needs.



Diocesan synod agenda

Diocese of Liverpool

meeting: DS[M2]09
date: 20/06/09 9am
venue: LACE, Sefton P

Synod of the Diocese of Liverpool & Liverpool Diocesan Board of Financ

In the chair for session I: Rev

9am Opening items of business

1) Opening Worship
2) Welcome and Apologies
3) Announcements
   i) Minutes of the March 2009 Synod - DS(09)08 [circulated]
   ii) March Presidential Address – DS(09)09 [circulated]
   iii) Elections to the New Synod (meeting in November 2009)

9:10 Major item I -

4)

9:25 Major item II –

5)

9:45 Major discussion item III –

6)

10:05 Major discussion item IV –

7)

8)

10:45 Adjourn for refreshments

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THE CHURCH OF ENGLAND

The Diocese of Liverpool is an operating name
a company limited by guarantee, no. 183
Registered address: St James' Hou

Invoice

Diocese of Liverpool

addressee

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L1 7BY

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enquiries@liverpool.anglican.org
www.liverpool.anglican.org

item
xxxxxxxxx
xxxxxxxxxxxxxxx

invoice no.: 12345678
invoice date: 01/01/10

quantity	cost
x	xx.xx
x	xxx.xx

Subtototal	
P&P	xxx.xx
VAT	xx.xx
	xx.xx
Total	xxx.xx

THE CHURCH OF ENGLAND

The Diocese of Liverpool is an operating name of Liverpool Diocesan Board of Finance
a company limited by guarantee, no. 18301 and a registered charity, no. 249740.
Registered address: St James' House, 20 St James Road, Liverpool, L1 7BY

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Leaflets

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Any leaflet produced for the Diocese of Liverpool must be produced using a Diocesan template.

All the elements such as the logo, colours, font styling and formatting are already set-up for you in the templates provided. There is/are spaces for a set amount of words for each page

Please use this guide as a tool:

- Be consistent with layout. Lining page contents up is simple to do and makes your information easier to digest.
- Only use the Diocesan fonts and colours
- Photos and images are a great way to make your leaflets more interesting. Use good quality graphics and photos for which you own the copyright - we have a supply available!
- Bullet-point your information where appropriate
- Use conversation plain English. Avoid or explain any jargon you use.

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Presentations

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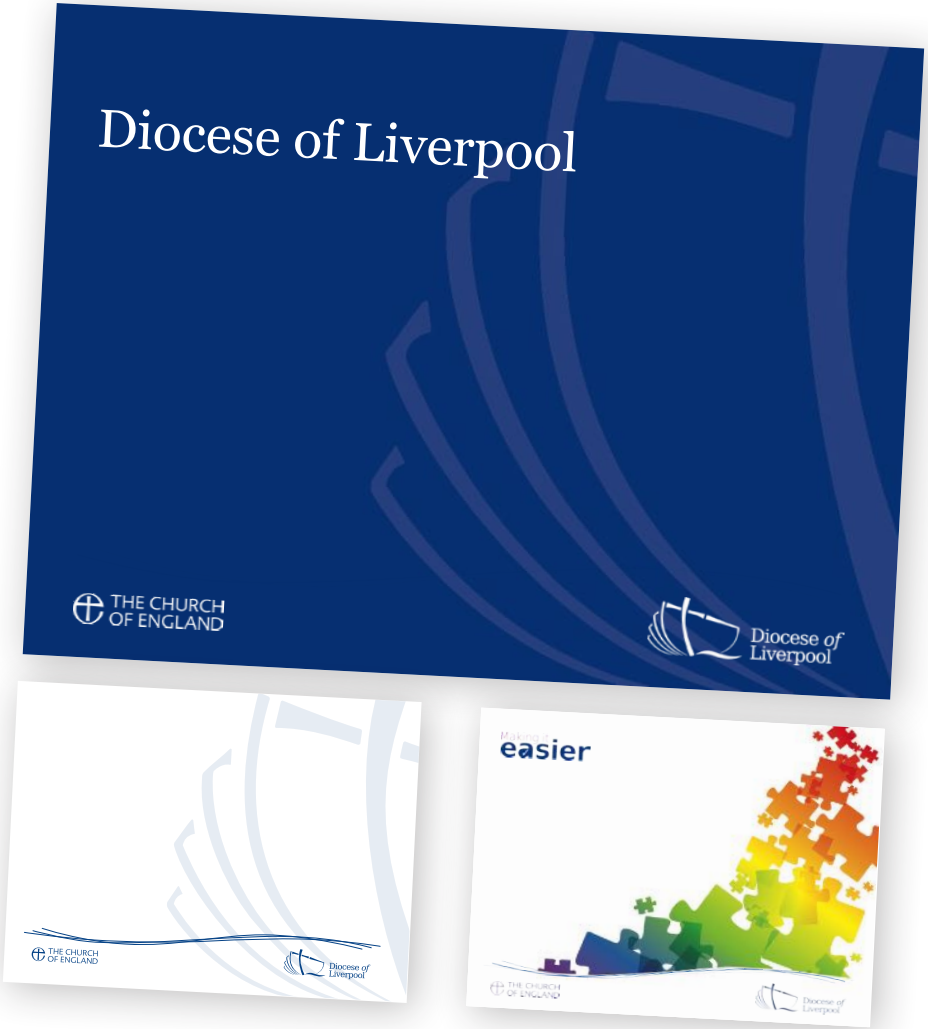
Any presentation must use the Diocesan template. There are a range of PowerPoint presentations available. These come with built-in layout options for Title Slides and General Slides. To create an effective powerpoint presentation please use these guides:

- Use under 40 words per slide
- Be consistent with layout. Lining page contents up is simple to do and makes your information easier to digest.
- Only use the Diocesan font colours
- Photos and images are a great way to make your slides more interesting. Use good quality graphics and photos for which you own the copyright!
- Bullet-point your information where appropriate



AVOID:

- Using huge amounts of words and random fonts, colours and sizes.
- Be aware of Copyright law with regards to images – see www.bristol.anglican.org/site/legal.

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Other Logos

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THE CHURCH OF ENGLAND

Giving in Grace

Life Call
Discover your Christian vocation

LIVERPOOL CATHEDRAL

bibleaive

Child Friendly Church

Disabled Friendly Church

BSL Messy Church

Messy Church

Mothers' UNION
Christian care for families

TOGETHER LIVERPOOL
A joint venture of Anglicans Methodists and Church Urban Fund

TACKLING POVERTY TOGETHER
CHURCH URBAN FUND

DBE services

INTER-DIOCESAN LEARNING COMMUNITY

River in the City

CPD

Making it easier

The Bishop's Growth Agenda

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