Visual identity: a brief outline.
INTRODUCTION

Why have we initiated a formal identity?

Visual identities have been used by virtually every organisation or society for centuries.

The most common occurrences in modern times include: branded goods and services; government departments; charities and, of course, the Church of England itself.

The church especially has a long history of using icons, crests and other visual devices. To quote from the C of E web site “Many saints have arms ascribed to them and each bishop and diocese bears arms as do almost every Anglican diocese in the world.”

The purpose of our identity is to harness this practice and to put it to work for us in the most effective way possible.

An easily recognised visual identity offers many benefits:

• It avoids confusion and helps us speak with one voice
• It can help us appear contemporary, relevant and professional, which will enhance the Church’s mission
• Over time a consistent style will have a cumulative effect and make everything we publish work harder and more efficiently
• Once established our identity will be easily recognisable and confer a note of trustworthiness that people will find reassuring

Our visual identity consists of four essential ingredients: the logo or crest, typefaces, colour scheme and a range of layout styles. Each are briefly defined on the following pages.
THE CREST

The crest is the core element and should be used on everything that we publish. This includes stationery, brochures & leaflets, document covers, signage, posters, the web site, news bulletins, service sheets etc.

The crest was redrawn in 2006. It was given a cleaner, fresher appearance and, more importantly, it was created in a digital format to ensure that it would reproduce properly in all forms of electronic publishing.

Crest with full strapline

The crest can be used on its own but the preferred use is with its descriptive text, as shown in the examples below.

The Church of England in Essex and East London
Diocese of Chelmsford

Crest with part strapline

At times it is useful to be able to use the crest and descriptive text in a more flexible way. See the cover of this document and the examples on page 5.

File formats

Crest artwork exists in eps (vector) formats for use in professionally printed material, plus a range of JPEG and TIFF files, in colour or mono, for use in Word, PowerPoint etc. If you need digital artwork of the crest please email rmeloy@chelmsford.anglican.org and give brief details of the intended use i.e colour or black & white; for Word use or for artwork being prepared for professional printing.
TYPEFACES

The Gill Sans family should be used for all typesetting, including headlines, sub headings and body text.

GILL SANS LIGHT
abcdefghijklmnopqrstuvwxyz 1234567890 !?&
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !?&

GILL SANS LIGHT ITALIC
abcdefghijklmnopqrstuvwxyz 1234567890 !?&
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !?&

GILL SANS
abcdefghijklmnopqrstuvwxyz 1234567890 !?&
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !?&

GILL SANS ITALIC
abcdefghijklmnopqrstuvwxyz 1234567890 !?&
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !?&

GILL SANS BOLD
abcdefghijklmnopqrstuvwxyz 1234567890 !?&
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !?&

GILL SANS EXTRA BOLD
abcdefghijklmnopqrstuvwxyz 1234567890 !?&
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !?&

If Gill Sans is not available, Helvetica, Verdana or Arial can be used.
COLOURS

Three colours form the basis of our prime palette:

- Dark red
  C0 M100 Y100 K40
  Pantone equivalent: 1807

- Beige
  C3 M0 Y23 K8
  Pantone equivalent: 5797

- Grey
  K50

There are additional colours specifically selected to add a lighter or more lively note to less formal publications – see examples on page 6.

- Crest red
  C0 M100 Y100 K10

- Pink – invert
  C5 M75 Y53 K0

- Green – complement
  C80 M17 Y45 K0
LAYOUT STYLES

An A4 cover for a formal document. Note the use of the crest and part strapline. The remainder of the text is at the base of the page and is combined with the web address.

An example of an A4 cover for a formal document that will be simply produced in black & white on office grade paper.

An A5 directory cover. A photograph has been used instead of the grey background.
Front page layouts for two A4 newsletters. Note the use of the additional green and pink colours.

An A4 poster.

Two banner display stands.