

Brand Guidelines

THE DIOCESE OF SHEFFIELD



This book should serve as a guide on how to use our branding and visual identity throughout all our communications, materials and anywhere we have a presence - both in print and online. It is vital that we are consistent in how we represent ourselves, as it ensures clarity in who we are and what we do.



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01.

Our Story



The Diocese of Sheffield is called to grow a sustainable network of Christ-like, lively and diverse Christian communities in every place which are effective in making disciples and in seeking to transform our society and God's world.



Who we are

The Diocese of Sheffield is made up of **Church of England** organisations located throughout South Yorkshire and the southern parts of the East Riding of Yorkshire. It comprises parishes, schools, chaplaincies, missional communities and other organisations all united by their common Christian faith.

We are an **Anglican** diocese that is made up of a diverse community of mission-focused people who are seeking to transform their lives, and the lives of others, by sharing the **Christian** faith. Since the creation of our diocese in 1914, the shape of the villages, towns and cities may have changed but the people are still vibrant, energetic and passionate about serving our **Lord Jesus Christ**.

We can be most easily defined geographically by the valleys of the River Don and the River Dearne. Our two blue colours - **Sapphire** and **Teal** - represent the two main rivers that feed the landscape of our Diocese.

Rivers have been so important in the history and economy of our region and are still today. The theme of flowing water in the Bible reveals the history of humanity and God's enduring presence to nourish us physically and spiritually.

02.

Logos & Usage

Main Logo



**THE DIOCESE OF
SHEFFIELD**

Our Diocesan Logo consists of a **black wordmark** written in our brand typeface, paired with a **sapphire symbol** of the **Church of England**. It should be used in places where it can have a horizontally central position. Where appropriate, a black, white or all-sapphire version may be used instead.



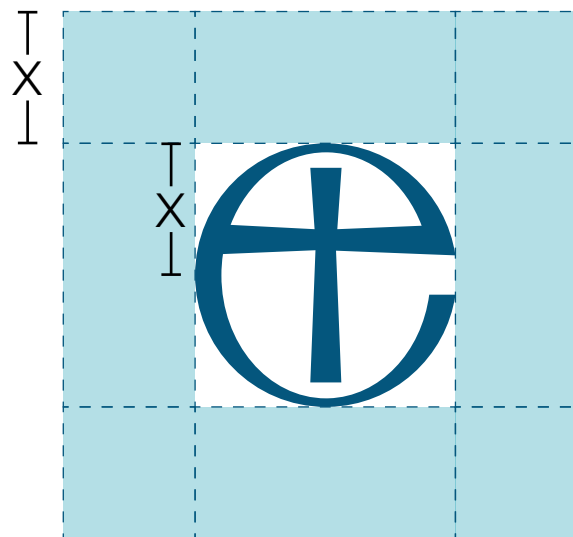
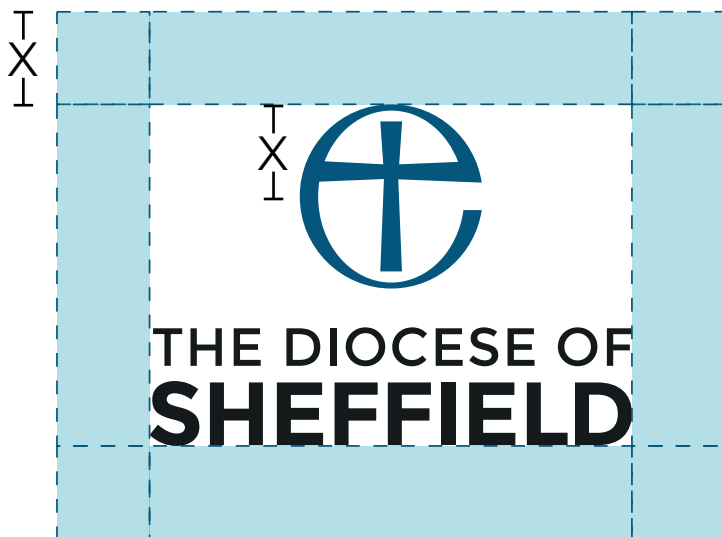
Alternative Logos

Where space does not allow use of the main logo, one of our **alternative logo** versions should be used instead.



Correct Usage

Each of the logos should have an **exclusion zone** equal to half the height of the Church of England symbol (marked as x in the diagram).



The logos should **never** be smaller than the minimum sizes given below. This ensures the clarity, legibility and impact of the logo is not lost.



No smaller than 15mm high



No smaller than 8mm high



No smaller than 5mm high



No smaller than 5mm high

The main logo (sapphire CofE symbol plus black wordmark) or the all-sapphire version should only be used on white or light backgrounds. For any other backgrounds a **monochrome version** should be used; the black logo on light backgrounds and the white logo on dark backgrounds.



Logo Misuse

It is important that the use and appearance of the logo remains consistent. The logo **must not be altered or changed in any way** - this includes changing the colours, orientation, proportions or composition.



Do not change the logo colours outside of those given in this guide



Do not alter the typeface used in the logo



Do not alter the proportions of the logo



Do not use the wordmark without the Church of England symbol

03.

Typo- graphy

Our Typeface

Montserrat is the typeface we will use across our materials for the Diocese. We have chosen this typeface because it looks clean, is easy to read, and is accessible. It comes in a wide variety of weights, ranging from thin to black, so we should not feel restricted in how we use it. **No alternative typefaces may be used.**

[Montserrat can be downloaded from Google Fonts.](#)

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

Styles

Various weights of Montserrat can be used. For paragraphs and body text, we would encourage you to use **Montserrat Light** or **Montserrat Regular**. For headings, **Montserrat Bold** or **Montserrat Extra Bold** should be used.

Body Text

Rum permium tu mantidienem iliqui patquemuror
ublicuperum opuliconeque ia public interem pere apere,
Ti. Peconsi moventiu spiorremo tam ter inpris. Verceri
tribus, teritiurae quam, esimili popterf enatis iaet nonfect
erficaequem ad moresses inam nihi quemenicus.

Fugiaestia doluptatur apitas doluptam, sit faces eos
et et mi, sitatur aut quis ut atum et ipidus sollori
delluptatem enemquid ut que eum id mo quat.
Ferum quas milit pa quas nam rempore mporae lauta
ventiur?

Headings

Heading

Heading

Heading

Heading

Heading

Examples

Large Heading

Heading

Cae atisqui publius upicaecerei it, claris consu ma, Ti. Equidemusqui se caequer obultorum ocur, conclegili, non talinatieres cae nu mantiaediem mediestem senam in deo, fue rei iam.

Small Heading

Heading

Nos, utelut inat dium ad mo nihicont? Od Catus quit? Or ia quam huiderei publius et? Os, nemultum hica rehensum orum deorteatio nunum peri, esta idem ut pultort erfenat

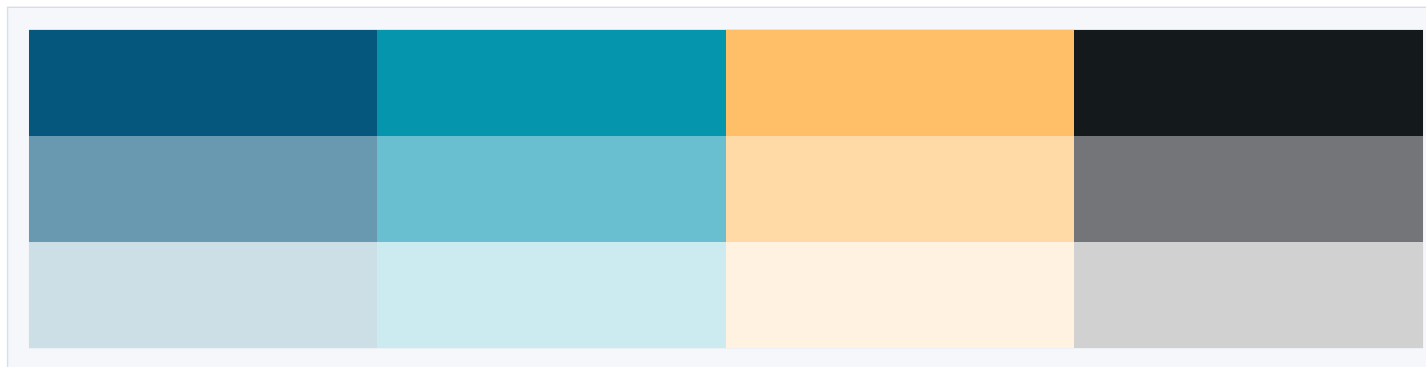
04.





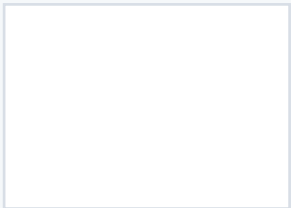
Colour Schemes

Our Colours

The colours used throughout the visual identity are **Sapphire**, **Teal** and **Apricot**, alongside black and white. It is important to be consistent in our use of these colours across all our communications, in-house and public-facing, to reaffirm our brand.

Tints – colours created by adding white to the original Diocesan palette – may also be used.



 <p>Sapphire</p> <p>HEX: 04567D RGB: 4, 86, 125 CMYK: 97, 31, 0, 51</p>	 <p>Teal</p> <p>HEX: 0496AE RGB: 4, 150, 174 CMYK: 98, 14, 0, 32</p>	 <p>Apricot</p> <p>HEX: FFC069 RGB: 255, 192, 105 CMYK: 0, 25, 59, 0</p>
 <p>Black</p> <p>HEX: 141A1C RGB: 20, 26, 28 CMYK: 29, 7, 0, 89</p>	 <p>White</p> <p>HEX: FFFFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0</p>	

Expanded Palette

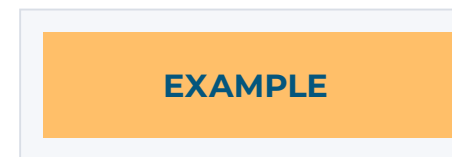
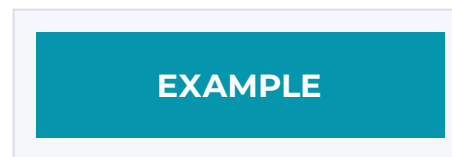
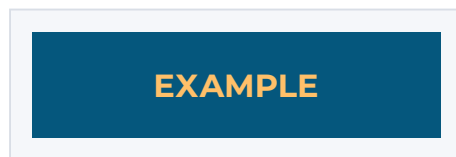
We should not feel **limited** in our choices, as different colours represent different tones and feelings, and by extension, different areas of the Diocese. Therefore, an **expanded** set of colours has also been created. However, these should only be used under the guidance and agreement of the communications team.

 <p>Pumpkin</p> <p>HEX: F1761D RGB: 241, 118, 29 CMYK: 0, 51, 88, 5</p>	 <p>Mikado Yellow</p> <p>HEX: FCC113 RGB: 252, 193, 19 CMYK: 0, 23, 92, 1</p>	 <p>Apple Green</p> <p>HEX: 87BD39 RGB: 135, 189, 57 CMYK: 29, 0, 70, 26</p>	 <p>Pigment Green</p> <p>HEX: 069944 RGB: 6, 153, 68 CMYK: 96, 0, 56, 40</p>
 <p>Teal</p> <p>HEX: 0496AE RGB: 4, 150, 174 CMYK: 98, 14, 0, 32</p>	 <p>Sapphire</p> <p>HEX: 04567D RGB: 4, 86, 125 CMYK: 97, 31, 0, 51</p>	 <p>Purpureus</p> <p>HEX: A84BB3 RGB: 168, 75, 179 CMYK: 6, 58, 0, 30</p>	 <p>Red</p> <p>HEX: B02034 RGB: 176, 32, 52 CMYK: 0, 82, 70, 31</p>

Correct Colour Use

When using our Diocesan colours, it is important that you are using the correct colour mode. **RGB** colour mixing should be used when designing for digital, such as anything that will be viewed on the web or on a screen. When designing for print, **CMYK** should be used.

Special care should be taken when using the Diocesan colours to ensure that a high level of **contrast** is always maintained.



05.

Imagery & Icons

Imagery

Different visual imagery elements can help to **communicate** our message, depending on our goals.

It is said a picture paints a thousand words, and through them, we want to spread the news and tell the story of how wonderful our people and our churches are. Any pictures used should be of the highest quality, whether they are photographs, illustrations or icons.



Photography

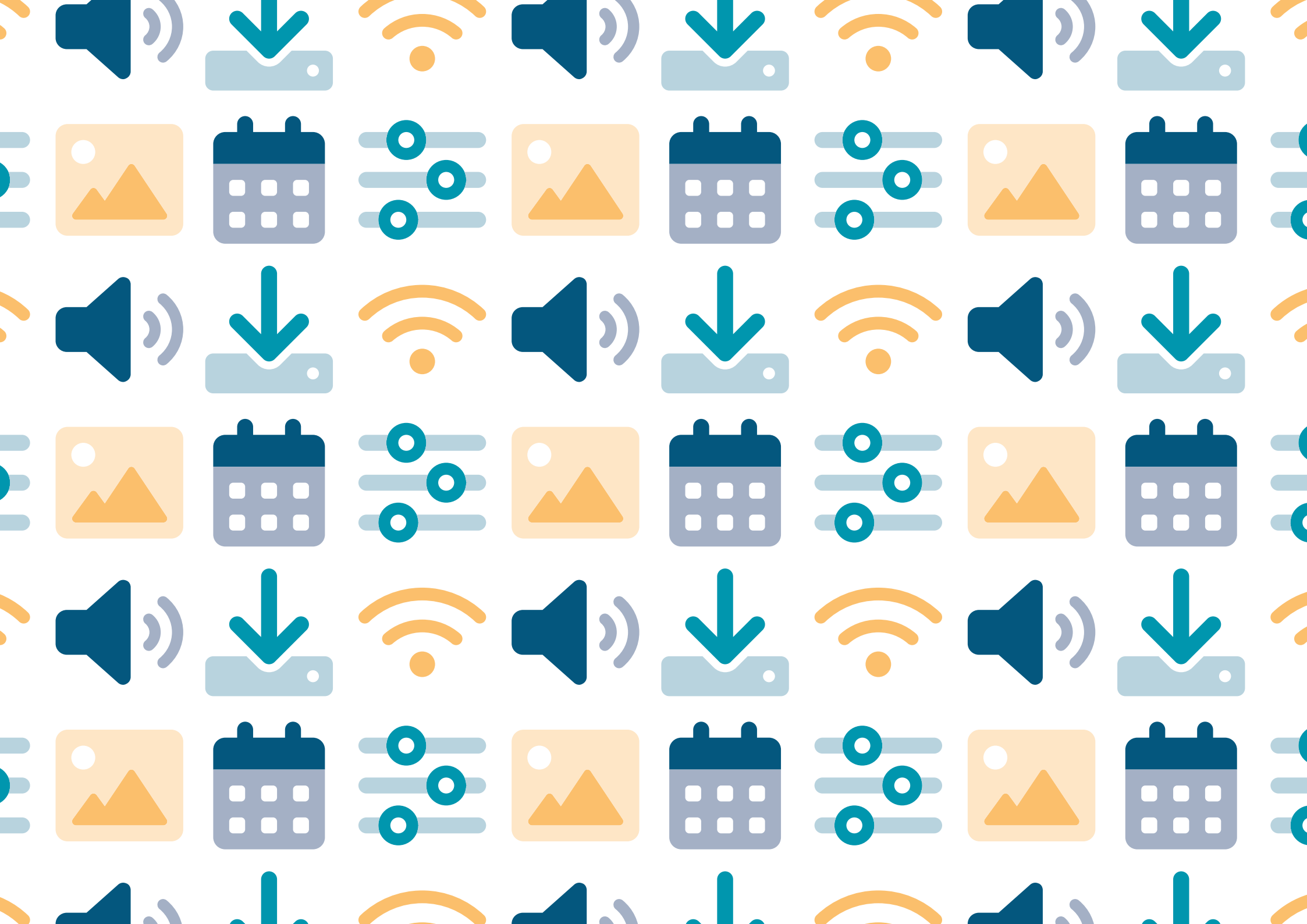
Photography is a great way to show off our beautiful churches and parishes, or to showcase events that have, or are due, to take place. We should always try to use our own photos of people, places and events to **celebrate** the stories they capture.

We are very **proud** of our Diocese and the hard work we all do - therefore it is vital that the images we use are of the highest resolution, with a clear point of interest that paints the story. The church is **diverse**, with all ages, shapes, races, genders and sexual orientations coming together in worship - we should strive to represent this appropriately.

People-centric

Photography is a powerful tool to communicate without using a single word. A photograph can communicate a story or message in one glance. Through our use of photography, we want to show that the Diocese is dynamic, human and inviting. People are at the centre of what we do so our aim is to reflect this focus in our images.





Iconography

Icons and pictograms are a **universal visual language** - therefore they are often helpful in getting messages across. We see and use them in our everyday lives - from following road signs, to using different icons on our mobile phones. As such, careful and considered use of selective icons is **encouraged** throughout our materials and resources to aid accessibility and to add context to writing, where appropriate.

06.

Contact Details

Get in touch

If you have any questions relating to any of these guidelines or how to use them, please contact a member of the **communications team** at Church House:

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