

TAKE-AWAY TOOL: CREATING BRAND GUIDELINES

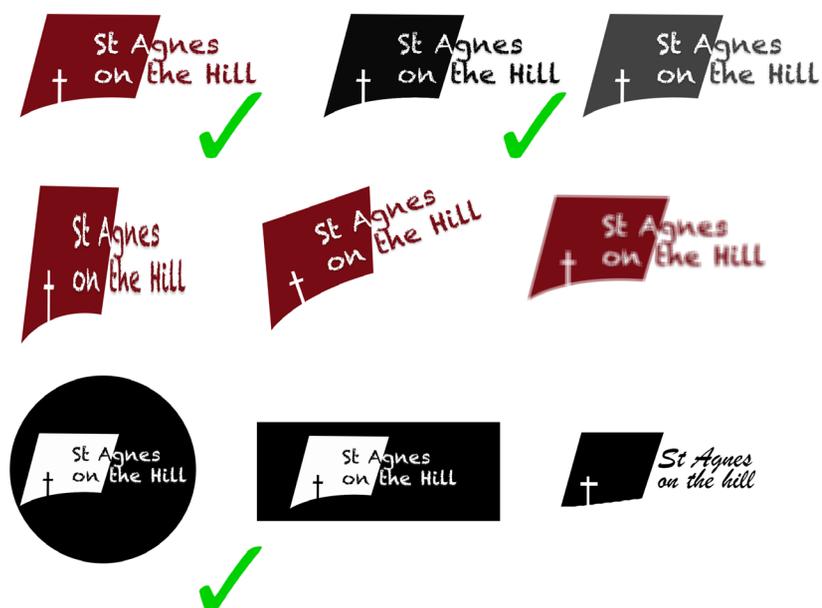
A QUICK START GUIDE TO MAKING THINGS LOOK GOOD

1. Use a high resolution and consistently applied logo.

Logos should be created at a resolution of 300dpi and sized proportionately to their use. They should always be used at the correct aspect ratio and never stretched. The font used for your church name should be incorporated into the logo and always written in the same logo font.

If your logo has a clear background, ensure it is saved in a file format which supports transparency, such as png.

If you decide to use multiple versions of your logo, (for example mono, colour, with solid background, with transparent background), specify in your guidelines how these are to be used. Decide whether the logo can only be used on plain backgrounds, or whether it can overlap images. Both are ok, but specify which version is appropriate for each use.



2. Choose (and stick to) specific fonts.

When it comes to fonts, think readability and consistency. If you use too many different fonts you will distract from the message you are trying to communicate.

It is normal for your logo to have a font which is specific for this purpose alone. Just because your logo uses a font for the name of your church, it doesn't mean you should then use this font elsewhere in publications. In fact, quite the opposite, you could reserve this font for the purpose of your logo only.

Perhaps consider using a consistent set of 3 fonts for titles, subtitles and content.

You can still 'brand' specific groups or events with their own font, as in these situations you are, in effect, creating additional bespoke logos, or sub-brands. However, for the rest of the content, stick to your chosen fonts.

EXAMPLE OF FONTS

A paragraph to demonstrate consistent font use.

This paragraph provides a simple example of how consistent fonts can help your publications look clear and professional.

What do you reckon?

The same set of fonts can be consistently used across all publications, ppt slides, posters, signage and on your website.

HEADER & TITLE FONTS

TITLE: HELVETICA NEUE BOLD (CAPS) 14PT

Subtitle: Helvetica Neue Reg. 14pt

ACCENT FONT

Accent in Noteworthy 18pt

CONTENT / BODY FONT

Content text in Helvetica Neue Light 12pt



3. Use a consistent palette of colours.

Colours can significantly affect the 'feel' of a piece of communication. When using shapes, lines, boxes or borders within a document, try to use a consistent set of colours to compliment your logo and font use. This will help convey the personality of your church and a common 'look and feel' across different publications.

There are many free web resources to help you select a palette of colours that work well together. Google: 'choosing a colour palette?'

Once selected, it is important that these are used consistently and always using the exact colours. For design purposes, colours are identified by a hex code, RGB code or CMYK code.



# fdc7c0	# 8afffc	# 426744	# 668e9c	# cccccc
R:253 G:199 B:192	R:138 G:255 B:252	R:66 G:103 B:116	R:102 G:142 B:156	R:204 G:204
C0,M25,Y18,K0	C33,M0,Y9,K0	C76,M50,Y42,K16	C63,M35,Y31,K2	B:204
				C19,M15,Y16,K0



4. Work from design templates.

Working from design templates can improve the consistency of your visual communication and save you time on each occasion when a new flyer or leaflet is required.

We all know that there is no sense ‘reinventing the wheel’ but often this doesn’t get applied to our desktop publishing. Templates will provide a common ‘look and feel’, allowing the receiver to quickly identify the publication as belonging to your church.

Static or recurring information is located in the same place on similar publications whilst the imagery or title font can be adjusted for each event to customise the publication.

Templates save time and improve quality. Win, win!



5. Develop content rules.

Don't leave content to chance. If you have specific views over what type of photos or images should be used, or what tone to use when writing, provide detailed guidance.

For example, is clip-art / cartoon imagery permitted, or would you prefer photos only? Can stock photos be used, or are you going to use only photos from church events / groups? Note - always follow permissions and safeguarding guidelines for photo use!

How do you want your words to sound? Formal, conversational, jovial...? Are you purely imparting information or engaging in a dialogue? Are you writing in the 'first person', or 'third person'? Are you warm and personal, or corporate (speaking as an organisation)?

Watch out for Christian jargon and 'in-house' speak!



Men's Breakfast
Saturday 11th May at 9.30am
St Agnes on the Hill
Book online at...

...or...



Hi guys,
We'd love you to join us for the next men's breakfast at St Agnes'
Start the day the proper way, catching up with mates and making new ones. Let's be honest, bacon makes everything better.
See you on Saturday 11th May at 9.30am.

Brand guidelines should be agreed by the leadership, formulated into a comprehensive document and distributed to everyone involved with communications. Once they exist, it will be easier to hold contributors to the guidelines to ensure consistency and professionalism.

