

Visual Identity Guidelines

Introduction

At the heart of our communities and a voice to the world

We are Scotland's national Church and, when communicating to external or internal audiences, we strive to uphold best practice in all that we do. The Church of Scotland seeks to promote high standards across all visual communications. This relies on individual Church employees, and anyone who is responsible for promoting the Church of Scotland, following the best practice guidelines. When considering sharing and distributing messages which enable the Church, as a whole, to carry out its work effectively, please use these guidelines which prescribe how the Church of Scotland's visual identity should be used. It is our collective responsibility to ensure the organisation presents its own unique, robust identity to maximise the impact of Church communications.

Guidelines on related elements of communications activities are also available to support best practice.

This guidance is intended for use by anyone whose role it is to promote the organisation's services and key messages, whether you are delivering communication materials from any part of the Church or as staff of the national Church offices.

If your role carries responsibility for delivering promotional material for any Church of Scotland visual communication, please contact the Communications Department who can support you to do this effectively.

1. About this document

It is essential that the Church of Scotland presents itself as a visually coordinated organisation. Therefore all communications should follow a single visual identity guideline.

Use of any aspect of the Church of Scotland identity by external agencies, companies and partners requires approval by the Communications Department.

If you have any doubt over the applications of Church of Scotland branding or how best to use it, please contact the Communications Department.

This document also offers guidance for presbyteries and congregations who produce their own collateral and advice on best practice for the use of the Church of Scotland brand.

2. Our logo

Our logo is a visual mark that identifies the Church of Scotland and its work and should inform all communications.

On no account must any component part of the logo artwork be redrawn, modified, repositioned, stretched or omitted. **Always use the master artwork provided to avoid any discrepancies in proportion.**

Logos are available on application in a number of electronic file formats (e.g. .jpg, .png, .eps) from the Communications Department.



Our logo is made up of two parts - a stylised graphic 'emblem' and the words 'The Church of Scotland'. These elements are of a fixed size and position relative to one another and should not be altered in any way. Never attempt to recreate the logo and always use the master artwork which can be supplied by the Communications Department.

This logo should be used for all Church of Scotland communications which can be described as promotional, in support of the key strategic aims of the Church or administrative day-to-day purposes.

This is not to be confused with the Church of Scotland heraldic crest seen below. This does not reproduce well on screen or at a small scale and should be reserved for ceremonial purposes.



Exclusion zone

It is important that there is a minimum clear space around the Church of Scotland logo into which no other visual elements should be placed. This is defined below.



Positioning the logo

Left aligned logo (above) should appear in the top left corner with the Scottish charity number left aligned at the foot.

Centre aligned logo (below) should appear top and centred with the url and Scottish charity number centred at the foot.



When the Church of Scotland logo is to appear alongside partner logos, use the centre aligned logo.

Our Scottish Charity Number and URL

Like the Church of Scotland logo, artwork has also been created to ensure consistent reproduction of the charity number and website URL or web address. Like the logo, this is subject to a prescribed application when used.

Logo colours

The Church of Scotland logo is available in **blue**, **black** and **white** ONLY. Whether online or reproduced in printed items, many applications of the logo will utilise a background colour or image. It is important to achieve adequate contrast between the identity and its background for maximum legibility, accessibility and impact. For this reason, a white 'reversed' version should be used where there is insufficient contrast or a solid background colour or image. A black version of the logo can be used where appropriate and particularly where colour printing might be prohibitive.



3. Fonts

Seravek is the font currently used by the Communications Department's Design Team to produce all graphics and printed items including strategic campaigns.

It is a modern, distinctive and versatile font which includes a variety of weights and has been selected by the Design Team to carry our messages with accessibility and clarity in mind.

While this font can be made available to third-party design professionals commissioned by the Church of Scotland's Communications Department, it is not intended for use by other staff and therefore will not be available on the operating systems of employees of the Church of Scotland.

Those staff engaging in planning and distributing graphics in support of the Church of Scotland's key strategic goals should contact the Communications Department.

We would encourage our local congregations to use alternative fonts, such as Source Sans or Calibri which can be useful (FREE) alternatives most closely resembling the Seravek font.

There is something that we can all do in support of the Church of Scotland’s visual identity, and the Communications Department is here to offer support to those at all levels who seek advice about the use of fonts when producing and distributing Church of Scotland graphics.

4. Use of images

When choosing imagery, generally try to use images that are people-focused, warm, positive, and aspirational, which provoke a sense of action and work in support of our strategic aims and our Five Marks of Mission which inform our Christian mission. Images should illustrate our relationship with community, worship, society, creation and the world.

Faith and charity are broad and engaging topics. Our aspirations should be communicated clearly and aspire to convey a connection to the organisation’s role in contemporary society and what aspirations we have for the future, such as promotion of diversity, equality, inclusiveness and positive change in the Church.

Images must always be of good quality, appropriate subject matter and sufficient resolution. If you are in any doubt about the copyright or any restrictions which might be applied to a specific image, please contact the Communications Department. If the photographs you intend to use are not stock images it is essential to ensure the correct permissions have been obtained and recorded.

The Communications Department can also help if there is a requirement to procure the services of a professional photographer, source images from stock websites or from existing image banks. See some examples of inspirational and user-friendly Church images below.



5. Our Colours

It is important to use colour consistently. A specific palette of colours is prescribed in this section which is used by the Design Team to create a coherent body of work which promotes the Church of Scotland as a visually coordinated organisation. Please do not deviate from the prescribed brand colours.

The Church of Scotland's 'blue' can be reproduced as follows:



CMYK: 100: 57: 12: 66
RGB: 09: 48: 87
HEX: #003057

Secondary palette

Seven complementary colours have been selected to be used on Church of Scotland communications.



CMYK: 66: 0: 23: 0
RGB: 69: 188: 202
HEX: #45bcca



CMYK: 0: 78: 100: 0
RGB: 233: 84: 13
HEX: #e9540d



CMYK: 31: 100: 19: 12
RGB: 167: 19: 103
HEX: #a71367



CMYK: 1: 95: 94: 0
RGB: 226: 37: 29
HEX: #e2251d



CMYK: 29: 0: 100: 0
RGB: 203: 213: 0
HEX: #cbd500



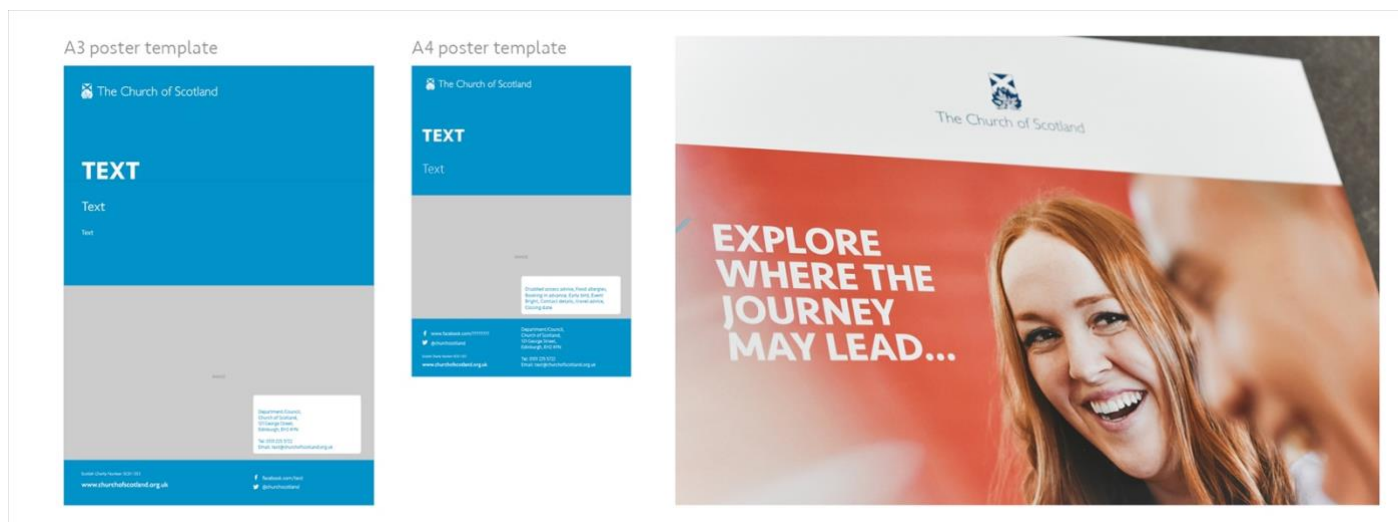
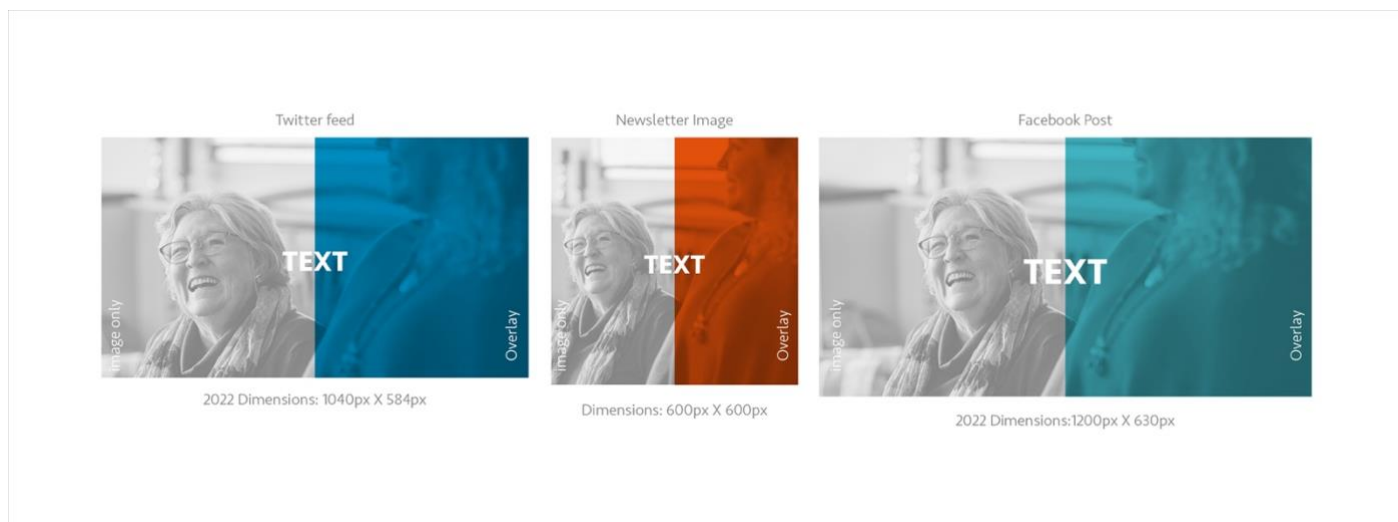
CMYK: 98: 12: 11: 0
RGB: 0: 147: 201
HEX: #0093c9



CMYK: 90: 0: 96: 0
RGB: 0: 158: 68
HEX: #009e44

6. Design

The Communications Department has produced a number of graphic templates which the Design Team will use to display/carry all Church of Scotland content. These graphics are categorised into two defined groups. Online graphics can be defined by those used on social media, websites and newsletter graphics, presentations and infographics. Offline graphics are created specifically for printed items such as A4 documents, magazines, signage and posters.



Requesting design services

Like any other service provided within the Church of Scotland, a standardised workflow has been put in place to aid productivity and lead times while ensuring consistent messages are distributed to our audiences.

Staff should contact the Communications Manager or the Design Team for information on workflow procedures and timelines and to request any on/offline graphics.

7. Brand

It is essential that the Church of Scotland is consistent when producing and distributing visually engaging messages. The consistent use of logos, fonts, high quality imagery, colour and graphic templates has many advantages.

The term 'brand equity' refers to the level at which our audiences identify Church of Scotland work when they see it. Put simply, the greater the percentage of consistent messages being distributed through our channels, the more likely our audiences are likely to recognise and value them. Building trust increases the likelihood that our audiences will interact with us.

The Church of Scotland's Communications Department is best placed to advise on this and has a responsibility to uphold and promote best practice when sending messages to our audiences. When the guidelines are followed consistently, the large body of output from the organisation can be produced and distributed in a way which is both engaging and meaningful to our audiences.

Every member of staff who produces and distributes visual messages through any of our channels is responsible for making a positive contribution to our 'brand' in support of our strategic aims.

7. Design checklist

This checklist has been developed to ensure all aspects of design output follow the visual identity guidelines and ensure that we are managing a consistent and recognisable identity.

Before any work goes into production distribution, please ensure the following points are adhered to:

1. The Church logos have been used appropriately
2. The correct fonts have been used
3. Images used are relevant, licensed and people-focused
4. The correct colours are used
5. Content is clear and accessible and 'on brand'

If any of the above elements are misused, the Communications Department may ask you to revise your content.