

Sale **Methodist** Circuit



Branding Guidelines

June 2020

Why have Branding Guidelines?

Branding Guidelines outline a set of standards for any digital or printed resources put out by the Circuit and its churches.

Following the Brand Guidelines is particularly important in a Circuit setting, where different people may be producing resources independently.

By following the Branding Guidelines it creates consistency, which allows people to quickly recognise that something has come from the Sale Methodist Circuit. This 'brand recognition' helps to build trust and familiarity.

Please follow these simple guidelines when producing resources in the name of the Circuit and its churches.

Colour Palette

The main colour palette for the Circuit is Dark Blue and White.
The secondary colours are 'Methodist' Red and Black



Sale Blue

Hex: #15236C

RGB: 21,35,108

White

Hex: #FFFFFF

RGB: 255,255,255)



Methodist Red

Hex: #B52129

RGB: 181,33,41

Black

Hex: #000000

RGB: 21,35,108

Circuit Logos

The Circuit has two Logo styles, Long and Short
Each Logo is in three colours, Red & Black, White and Black

The logos can all be downloaded from the Circuit Website Admin Page.



Circuit Logos

The Red & Black logos are the primary logos for printed documents, letterheads etc and should be used most often.

The White Logos should be used on the website and on designs where it is used against a dark background or image where the Red & Black logo doesn't stand out.

The Black logos should be used only in a situation where resources are being printed in black and white.

Logos Don'ts

Don't use other colours in the logos.

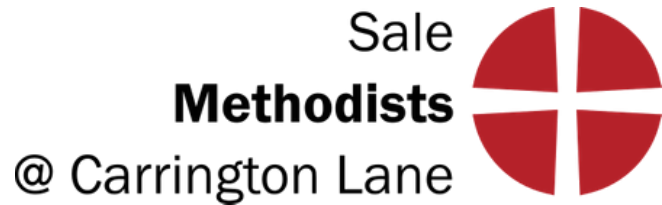
Don't rescale the logos,
keep them in the current proportions.

Don't tilt the logo, use it flat.



Church Logos

Each church has a logo that fits with the Circuit Branding. These should be used by the churches to create a consistent brand identity across the Circuit.



Where a church has its own logo (ie The Avenue), the two should be used together.

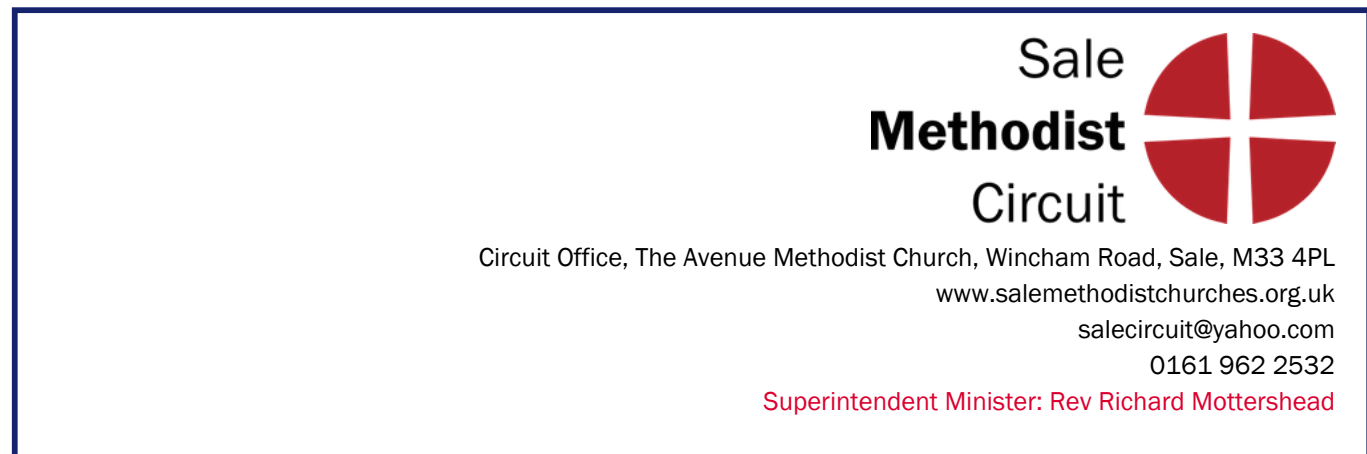
The logos can all be downloaded from the Circuit Website Admin Page.

Letterheads

Letterheads for each church and for the Circuit are available from the Circuit Administrator.

These have been created as an image file which can simply be inserted into the header of a letter.

See an example below:



Fonts

The Circuit uses Franklin Gothic as its main font, in two variations:

Franklin Gothic Demi Regular

Uses: Headlines, Titles, Bold

Franklin Gothic Book Regular

Uses: Body text

Headlines and Titles should be in Sale Blue where possible, unless the resource is being printed in black and white. Body text should be in black.

Where text is being used against a dark background, all text should be White

Franklin Gothic variants are included in recent versions of Microsoft Office (including Office 365) and Google Docs.

Some software may not include Franklin Gothic in its fonts. If this is the case:

For Headers and Titles use Arial Bold.

For Body text use Arial