

# Diocese of Derby Brand Guidelines

#### LOGO FORMATS



Full colour For use on white background Preferred logo for all projects

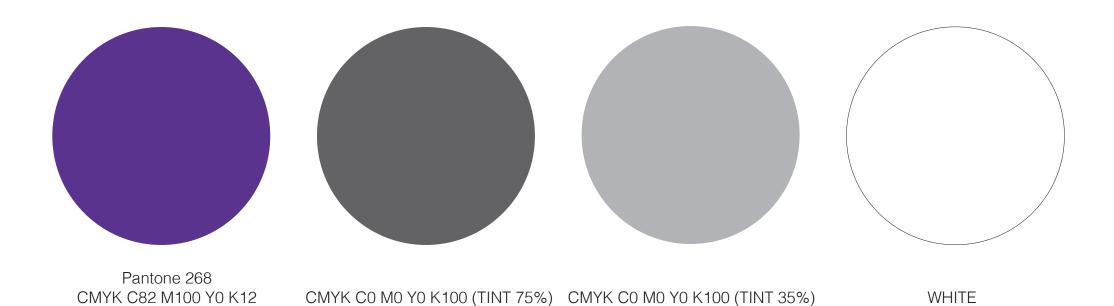


Greyscale
For use on white background
For use on publications printed in Black
and White only



Outline
Can be reversed out of a coloured background if required. Please check with Communications Adviser before print.

# COLOUR PALETTE



RGB 88,44,131 Websafe #663399

### TYPEFACE: HELVETICA

The quick brown fox jumps over the lazy dog (light)

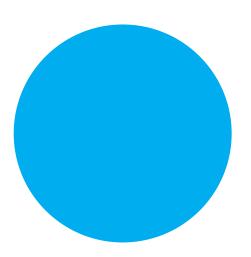
The quick brown fox jumps over the lazy dog (bold)

The quick brown fox jumps over the lazy dog (regular)

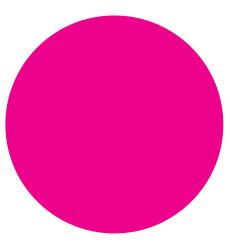
Arial can be used as an alternative if Helvetica is unavailable

The quick brown fox jumps over the lazy dog (Arial regular)

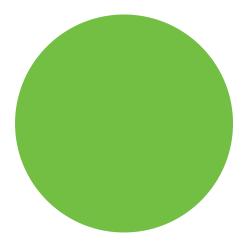
# **VISION COLOURS**



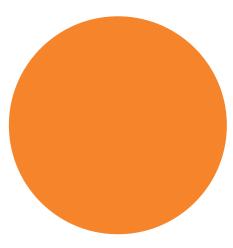
Pantone 298 CMYK C100 M0 Y0 K0 RGB 65,182,230 Websafe #33ccff



Pantone 212 CMYK C0 M100 Y0 K0 RGB 240,78,152 Websafe #ff6699

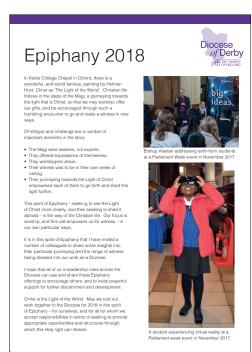


Pantone 368 CMYK C57 M0 Y100 K0 RGB 120,190,32 Websafe #66cc33

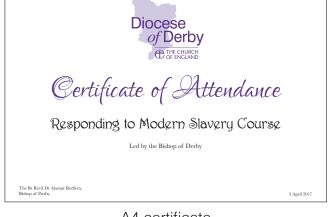


Pantone 151 CMYK C0 M48 Y95 K0 RGB 255,130,0 Websafe #ff9900

#### BRAND MOODBOARD







A4 certificate

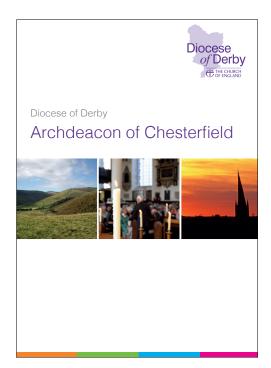


#### Public notice advert for Church Times



Facebook graphic

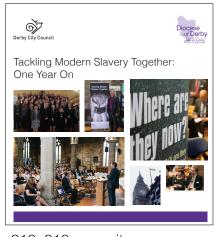
## BRAND MOODBOARD



A4 job description front cover



A6 postcard leaflet



210x210 summit programme



Pull up roller banner

