The logo should appear on all communications and publications produced by the GDBF, so that the work of the central services is clear and understood.

It should not be altered or placed on a busy background where it is not legible.

**All materials using the Diocese of Gloucester logo must be approved by the Communications Office.**

### Identity colour palette

<table>
<thead>
<tr>
<th>Diocesan Navy Blue</th>
<th>PANTONE 2748 U</th>
<th>RGB 36 / 60 / 150</th>
<th>HEX 243C96</th>
<th>CMYK 100 / 90 / 4 / 0</th>
</tr>
</thead>
</table>

Tints of Diocesan Navy Blue can be used.

### Secondary colour palette

<table>
<thead>
<tr>
<th>Black</th>
<th>RGB 0 / 0 / 0</th>
<th>HEX 000000</th>
<th>CMYK 20 / 20 / 0 / 100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teal</td>
<td>RGB 122 / 203 / 193</td>
<td>HEX 7BCBC2</td>
<td>CMYK 50 / 0 / 28 / 0</td>
</tr>
</tbody>
</table>

### Primary typeface

Gill Sans
- ABCDEFGHIJKLMNOPQRS TUWXYZ
- abcdefghijklmnopqrstuvwxyz
- Light
- Light Italic
- Regular
- Bold
- Bold

Please use Gill Sans to maintain visual consistency across all Diocese of Gloucester publications and materials. A minimum size of 12pt should be used.

### Secondary typeface

Arial
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- abcdefghijklmnopqrstuvwxyz
- Regular
- Italic
- Bold
- Bold

### Recommended logo sizes

The logo can be placed on the right or left of a document, according to preference.

**A4**
- Diocesan logo: 65mm
- Margins: 14mm

**A5**
- Diocesan logo: 60mm
- Margins: 14mm

**DL**
- Diocesan logo: 60mm
- Margins: 14mm