



Style Guide

LIFE

We have a number of LIFE logos to promote and share our LIFE vision through our publications and documents. These can be used alongside the Diocese of Gloucester logo. **Please do contact the Communications Team at the Diocese of Gloucester for further advice and guidance on the use of LIFE logos.**



LIFE logo in Diocesan navy blue



LIFE logo in black



LIFE logo in white (transparent background)



Full LIFE logo (blue)



Full LIFE logo with quote (blue)



Full LIFE logo (white)



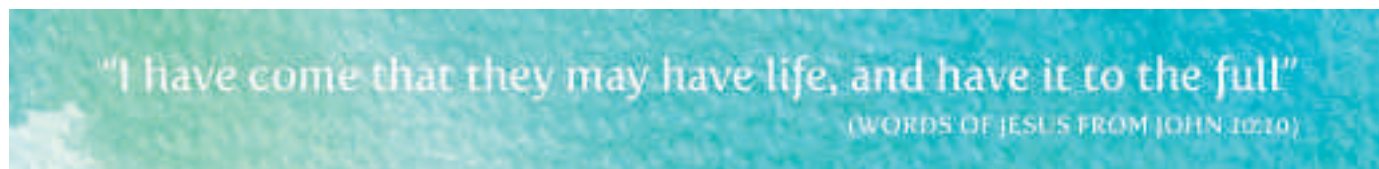
Full LIFE logo with quote (white)



Full LIFE logo (greyscale)



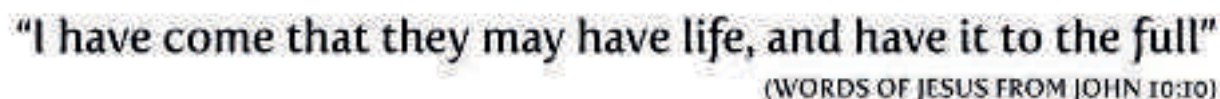
Full LIFE logo with quote (greyscale)



LIFE quote (on blue)



LIFE quote (blue)



LIFE quote (black)

Minimum logo sizes & colour palette



minimum size 50mm



minimum size 25mm



minimum size 30mm

Identity colour palette



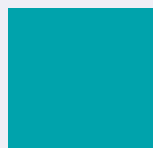
Diocesan Navy Blue

PANTONE 2748 U

RGB 36 / 60 / 150

HEX 243C96

CMYK 100 / 90 / 4 / 0



LIFE Teal

RGB 0 / 162 / 172

HEX 00A2AC

CMYK 93 / 9 / 36 / 0

Secondary colour palette



RGB 123 / 204 / 195

HEX 7BCCC3

CMYK 50 / 0 / 28 / 0



RGB 255 / 196 / 50

HEX FFC432

CMYK 0 / 24 / 90 / 0



RGB 194 / 197 / 64

HEX C2C540

CMYK 28 / 11 / 92 / 0



RGB 237 / 93 / 125

HEX ED5D7D

CMYK 1 / 79 / 31 / 0

Leadership

Committed to transformation

imagination

Opening new paths to faith

faith

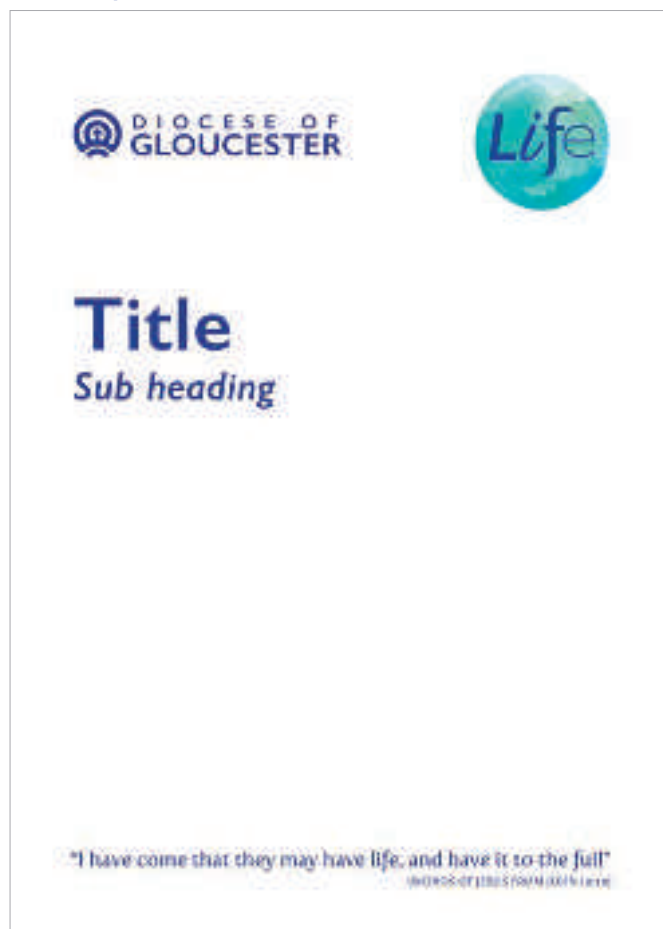
Living as adventurous
followers of Jesus Christ

engagement

Living out Christ's
love and hope

Examples - A5 booklet

✓ Example of an A5 or A4 Booklet Cover



The Diocese of Gloucester logo should be displayed in the top left corner.

A5 documents - approx 60mm wide

A4 documents - approx 65mm wide

The LIFE logo should be displayed in the top right corner.

Either the text version, or the circle LIFE logos can be used.

A5 documents - approx 30mm wide (no smaller)

A4 documents - approx 40mm wide

Titles should be displayed in Gill Sans SemiBold.

A5 documents - 48pt

A4 documents - 65pt

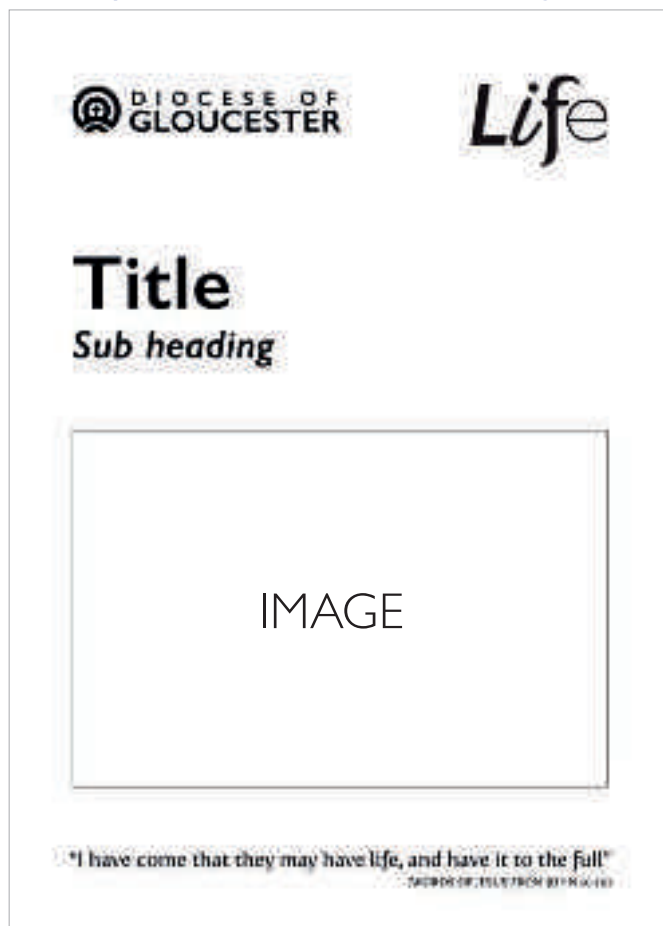
Sub headings should be displayed in Gill Sans SemiBold Italic.

A5 documents - 25pt

A4 documents - 34pt

The quote may be used as a footer (different formats available - blue, white or white on watercolour)

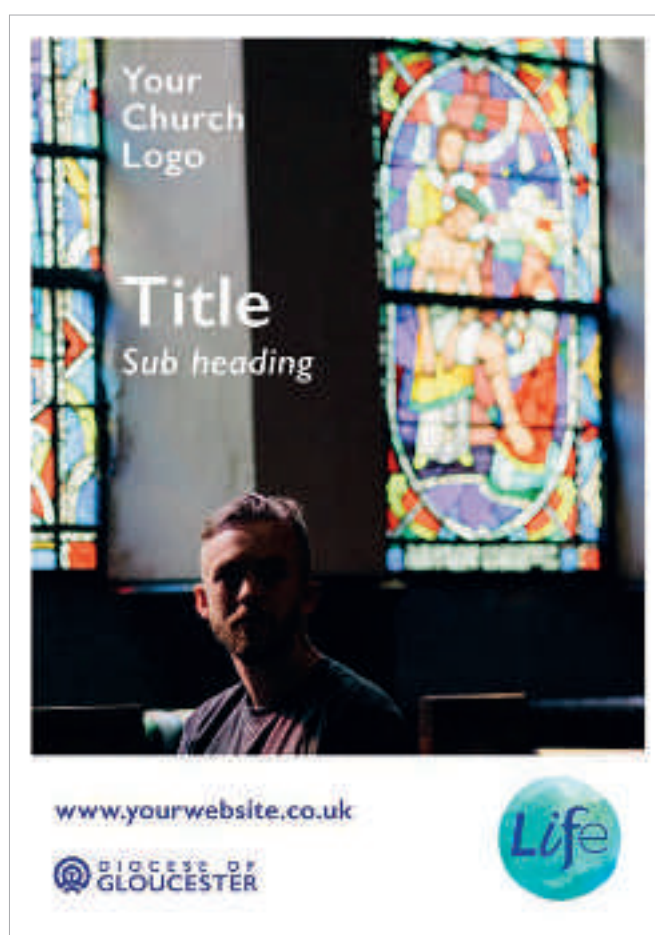
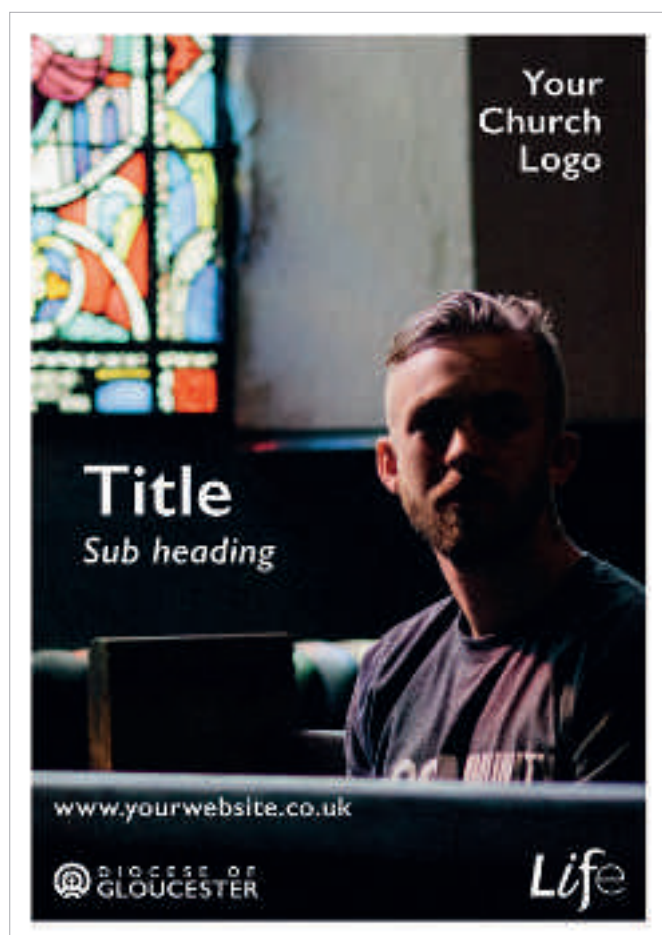
✓ Example of an A5 Booklet Cover with Image



Images may be included, and should be clear and not cover any other text or images included.

Black and white can also be used for the cover artwork. Logos are available in full colour and black

Example - A4 poster



Examples of an A4 Poster ^

Your church name/logo should be prominent, and ideally at the top of the poster.

Titles should be displayed in Gill Sans SemiBold at 65pt (for A4 posters).

Sub headings should be displayed in Gill Sans SemiBold Italic and for A4 posters at 34pt.

The Diocese of Gloucester logo should be displayed in the bottom left corner. Approx 65mm wide.

The LIFE logo should be displayed in the bottom right corner. Either the text version, or the circle LIFE logos can be used. Approx 40mm wide.

Example - Website

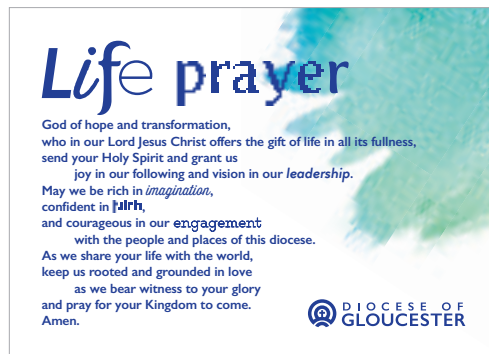
Example of a parish website



The Diocese of Gloucester logo should be displayed on any parish website.

The LIFE logo should be also be displayed. This logo should be a hyperlink which points people to the Diocesan Vision page (<http://www.gloucester.anglican.org/our-vision>), or to your own Vision page.

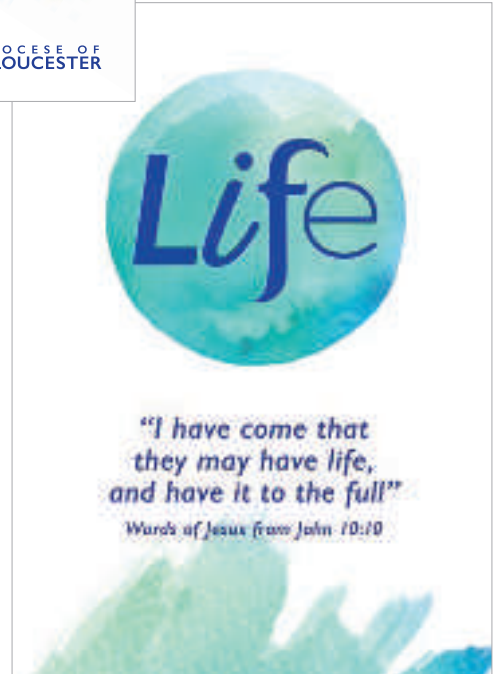
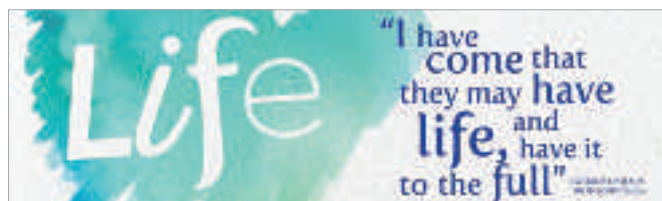
Examples of literature



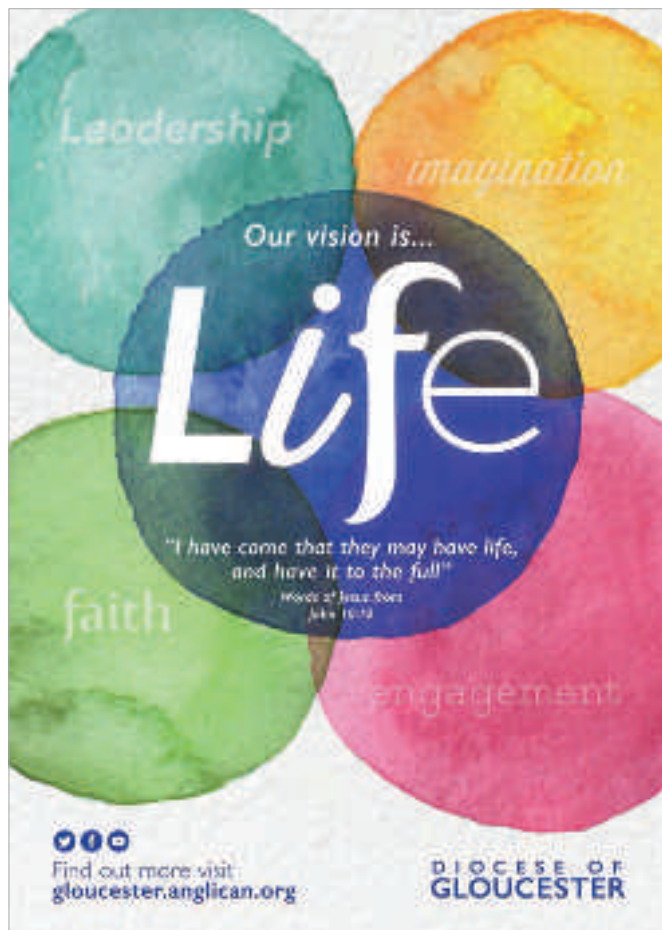
< A6 Prayer Postcard

✓ A5 Booklet

✓ Banner



✓ A4 Poster



✓ A4 Poster



**For further help or guidance, please contact the
Communications Team at the Diocese of Gloucester.**

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