## **Our Logos**

We have three leading full colour Primary Logos:

- 1. Diocese of Salisbury Logo
- 2. Making Jesus Known Logo
- 3. Window only

Primary Logos — Full colour







Diocese of Salisbury



2. DOS Logo

3. MJK Logo

Secondary Logos — Single colour (available in Blue, Black and White)

1. DOS/MJK Logo













Diocese of Salisbury



Making Jesus Known









#### Clear area and minimum size



It is best practise to leave adequate clear space around the logo to maximise legibility. Recommended minimum size is 15mm high. Do not alter any elements of the logo.

There are both RGB versions available for screen use and CMYK versions for print.

## **Our Colours**

We have a vibrant range of colours within our logo which are inspired by litergical colours. Although we have many colours we lead with Blue where possible.

### **Primary Colours**

Blue C82 M52 YO KO R24 G117 B210 Hex 1875D2 Pantone 285C

Purple C44 M64 YO KO R174 G109 B225

Green C82 M6 Y100 KO RO G167 B69 Hex 00A745 Pantone 361C

Black CO MO YO K100 RO GO BO Hex 000000

### Secondary Colours

Hex E2F0FD

Sky Blue 25%

Purple 20% Hex EFE2F9

Green 15% Hex D9F2E3

White CO MO YO KO R255 G255 B255 Hex FFFFFF

## **Our Typeface**

Our typeface is called DM Sans. It is an open source Google font and can be downloaded here. We use two weights. Bold and Regular.

Headline

## **DM Sans Bold**

Body copy

# DM Sans Regular



### **USING THE DIOCESAN LOGO**

### **Types of Logo**

The logo folder has been split into two sub-folders, 'print' and 'digital'. 'Print' is known as CMYK, and 'digital' as RGB, as a reference to the colour codes they use. Whilst on screen when designing the logos will look the same, behind the scenes they are slightly different. Making sure that the correct type of logo is used, ensures that when printed (for example as documents, flyers, posters, leaflets etc...) or displayed digitally (such as in a PowerPoint, video, on websites etc...), it looks the way it should.

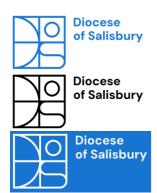
### Which Logo Should I Use?



The full colour logo with 'Diocese of Salisbury' and 'Making Jesus Known' is our preferred logo and the aim should be to use this logo where possible.



We acknowledge that there are times when using the simpler logo with just 'Diocese of Salisbury' will be required, however the preference is that this is still done in full colour.



We do allow the use of single colour logos where appropriate and/or to help save on printing costs. Three options are available for this, black, white, and blue, and the colour which stands out the most clearly in each respective design is the logo which should be used. Most of the time, this will be black or white.