

Introducing the new logo and branding in your event/activity/ministry area

PCC recently approved a new logo for Cromer Church. We hope to implement the new logo and branding by the beginning of September, and the purpose of this document is to let you know what needs to be done and what guidance and support is available to all those who need to update publicity and other documents for their ministry area.

We've approached this using a series of questions and answers, which we hope will be helpful, but you can always get further information or support from the members of the Communications Leadership Team, whose names are shown at the bottom of the page.

What do I need to do?

You should review any publicity material, leaflets, cards, slides or other documents that you are responsible for and **replace the old logo with the new logo, following the guidelines that the designer has provided.**

Where can I find the new logo and the guidelines?

The logo files and the guidelines are stored centrally on a Google Shared Drive and can be accessed by following a link that will be sent to you. You should use these files in any new or updated materials that you create. Please download a fresh copy of the files you need each time, as this will help preserve the quality of the images in our documents. The guidelines have been produced by the designer and explain how to use the logo, colour scheme and typography and why this is important. Please follow them as faithfully as you can.

There are several versions of the logo files. Which one should I use?

Most documents A4 size or larger will use the files named 'Cromer Church Logo'. For documents where the logo is a key element of the design, the logo should be top centre or bottom centre and of an appropriate width. The designer's guidelines set the minimum size at which these files can be printed.

For smaller documents, or where the logo is a less significant part of the design, the 'Cromer Church Stack Logo' files can be used. Top left or bottom right are good locations for this. On narrower documents (the front of an A4 tri-fold, for example) top or bottom centre would be appropriate. The designer's guidelines set the minimum size at which these files can be printed.

For postcards and other small documents, social media posts, presentation slides and similar situations, the 'Cromer Church Icon' files are suitable. These files don't include the words 'Cromer Church' but are clear and visually distinctive at small sizes.

Versions of the files including the 'strapline' ('Loving Jesus, sharing his love') are also available and can be used when appropriate.

If you're not certain which version to use or want advice about the best way to include the branding on your materials, please ask.

There are three types of file. Which one should I use?

The PNG files have transparent backgrounds. Use these where the logo is placed on a (more or less) plain background. Always check that this gives a clear, pleasing visual effect and if not, use the JPG file instead. In general, PNG files scale better than JPG files.

The JPG files have solid, non-transparent backgrounds. Use these where transparency is not required or where the logo needs to stand out on a more complex background. JPG files scale well but can become pixelated if the image is made too large.

The EPS files are required when artwork is sent for commercial printing. They can be reproduced at very large sizes without compromising the image quality.

Who can help me with this?

Mary Pallister, Anne Cottingham and David Orsborne worked with the designer and they, or the other members of the Communications Leadership Team (see below), will be happy to advise or help, or will point you to someone who can.

What format should my new resources use?

One-off or recurring events should be presented in either A6 or 15x10cm (postcard) landscape format.

Information leaflets giving more details about a ministry area or activity should be in A4 tri-fold format.

Small booklets and forms should be in A4 half-fold format (giving a page size of A5).

Templates for these formats for both MS Word and Pages will be on the Google Drive and available for you to use if you need them. Where necessary we can arrange for someone to create the document for you using the text and other details you provide.

What fonts should I use?

The fonts for the logo itself are embedded in the logo file. The guidelines explain what fonts to use in conjunction with the logo and give alternatives for use when the preferred fonts are not available on your computer. Support will be available to advise you on this and to help you find, download and install the fonts you need.

Can I only use the fonts mentioned in the guidelines?

Basically, yes, although posters and invitations can make use of one 'display font' to maximise the visual impact or enhance the effectiveness of the communication. Please avoid the use of fonts like Bradley Hand, Comic Sans or Marker Felt, as these are not consistent with our branding and not suitable for use in our context.

How do I get my new resources printed?

We want to ensure that printed items are of consistently high quality. Some items will be suitable for printing in the Church Office and some will need to be outsourced to ensure that this is the case. Please seek advice from members of Communications Leadership Team about how this will work best for your ministry area.

How is the cost of printing or reprinting covered?

Most ministry areas are funded from one of the lines in our Church budget. You will have been given information about this, know how much is available and who is the budget manager for your ministry. Please include the cost of printing in your planning and talk to the appropriate budget manager if you foresee difficulties.

Can I reclaim the costs of printing I do on my own equipment?

Yes, subject to approval in advance from your budget manager. You will need to complete an expenses claim form and, where appropriate, provide receipts to verify your claim.

What is the timescale for these changes?

The new logo and branding should be used on new and updated materials produced for September onwards. Slideshow, social media and other templates should also be updated ready for September. Where there are existing stocks of printed materials, it probably makes sense to use those before printing new (but check with CLT) and update the materials ready for when they need to be printed.

We hope this information is clear and helpful. If you have questions or need further advice, please speak to one of the members of Communication Leadership Team: Mary Pallister, Jill Salsbury, Sue Wells, Anne Cottingham, Jackie Austin or David Orsborne.

		
		
Cromer Church Logo	Stack Logo	Icon

All files are available in RGB colour (shown here), black, white (transparent PNG only)