

Brand Guidelines

Released May 2018



The Anglican Church of Canada

Mission Statement

As a partner in the worldwide Anglican Communion and in the universal Church, we proclaim and celebrate the gospel of Jesus Christ in worship and action.

We value our heritage of biblical faith, reason, liturgy, tradition, bishops and synods, and the rich variety of our life in community.

We acknowledge that God is calling us to greater diversity of membership, wider participation in ministry and leadership, better stewardship in God's creation and a stronger resolve in challenging attitudes and structures that cause injustice.

Guided by the Holy Spirit, we commit ourselves to respond to this call in love and service and so more fully live the life of Christ.

En tant que partenaires à part entière de la communion anglicane internationale et de l'Église universelle, nous proclamons et célébrons l'Évangile de Jésus Christ par notre liturgie et nos gestes.

Nous accordons une place de choix à notre héritage composé de notre foi biblique, de raison, de liturgie, de tradition, de notre épiscopat et de nos synodes, et de la grande richesse de notre vie en communauté.

Nous reconnaissons que Dieu nous appelle à une plus grande diversification dans notre communauté chrétienne, à une participation plus étendue dans le ministère et dans les prises de décision, à un engagement plus profond dans la création que Dieu nous a confiée, et à une remise en question des attitudes et des structures qui causent des injustices.

Guidés par l'Esprit Saint, nous nous engageons à répondre à ces appels avec amour et esprit de service, vivant ainsi plus profondément la vie du Christ.

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If you are unsure your design meets the brand mark guidelines of the Anglican Church of Canada, please do not hesitate to send us your artwork by email for a consultation. There is no charge for this service.

srowley@national.anglican.ca



The Anglican Church of Canada

Brand mark

The brand mark includes the Anglican Church of Canada's badge (logo) and wordmark.

Introduction

The badge of the Anglican Church of Canada was approved by the Canadian Heraldic Authority for common usage and then granted and presented to the Primate, The Most Reverend Michael J. Peers, by the Governor General of Canada, His Excellency the Right Honourable Romeo LeBlanc at the Thirty-Fourth Session of the General Synod of the Anglican Church of Canada at Carleton University, Ottawa, Ontario on June 1, 1995.

The badge, commended for its simplicity, consists of the red cross of St. George, with four green maple leaves and stems coming from the cross on a white background. St. George was officially adopted as the patron Saint of England by the Parliament of England on St. George's Day, April 23, 1222. The cross symbolizes the relationship of the Church in Canada with the Church in England. The colour green indicates a youthful and vigorous church and nation.

Usage

The badge is used as the Anglican Church of Canada's brand mark. As an important element of the Church's visual identity, parishes and dioceses are encouraged to incorporate the badge on their communication vehicles. You may choose to use the badge along with an existing logo.

Badge (logo)

is a graphic representation or symbol of a company name, trademark, abbreviation, etc., often uniquely designed for ready recognition.



Wordmark

refers to a specific design for the written name of an organisation, company or product, intended to aid recognition and provide what is often described as a graphic identity (i.e. the word(s) as a visual symbol of the organisation or product).

The Anglican Church of Canada

Configuration

Shape

The shape and layout of the brand mark must not be changed or distorted in any way. Please always use an original master logo file. The full brand mark has one configuration—horizontal. There are no vertical or stacked versions.

Reserved space

To ensure the logo is presented clearly, a reserved space must be maintained around its edges. The reserved space is equal to the height of the badge's cross bar. (Please see diagrams below.)



Size of logo

The minimum permitted size of the logo is 1/4" diameter when used as the badge only, and 1/2" diameter when the badge accompanies the wordmark. For digital applications, the minimum permitted size of the badge is 25px diameter.

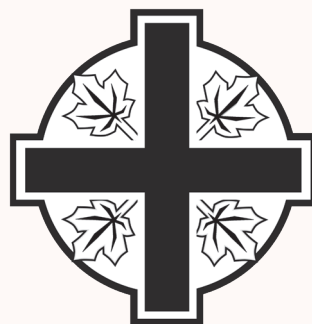
Size of font

For readability, the lowercase "c" should not be smaller than the height of the badge's cross bar. Exceptions may be permitted with approval.

Badge

Colour variations

There are three versions of the badge available: colour, grayscale and black and white. The badge may be placed on a white background or any coloured background.



Brand mark

Variations

Below are the allowed configurations for the full brand mark variations. The preferred treatment is the badge on the left of the wordmark.

Preferred treatment



The Anglican Church of Canada



L'Eglise anglicane du Canada



The Anglican Church of Canada



L'Eglise anglicane du Canada

The Anglican Church of Canada  L'Eglise anglicane du Canada

Improper Usage



Do not distort or alter the proportion of the badge.



Do not rotate the badge.



Do not close-crop the badge.



Do not add other elements (i.e. drop shadows) to the badge.



Do not outline the badge.



Do not allow other logos to touch or overlap.



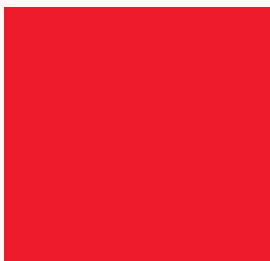
The Anglican Church of Canada

Do not change the font in the wordmark.

Colour Palette

Primary colours

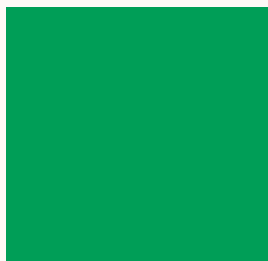
The colour palette used by the Anglican Church of Canada for the badge/logo is based on the print industry standard, the PANTONE MATCHING SYSTEM®. The dominant colours are red and green.



**Pantone
485**

CMYK
0/100/91/0

RGB
239/62/51



**Pantone
356**

CMYK
100/0/91/6

RGB
0/157/87



**Pantone
Black**

CMYK
0/0/0/100

RGB
35/31/32

Typography

The official font for the wordmark “The Anglican Church of Canada” is Rotis Semi Serif, and is to be used when Anglican Church of Canada accompanies the badge.

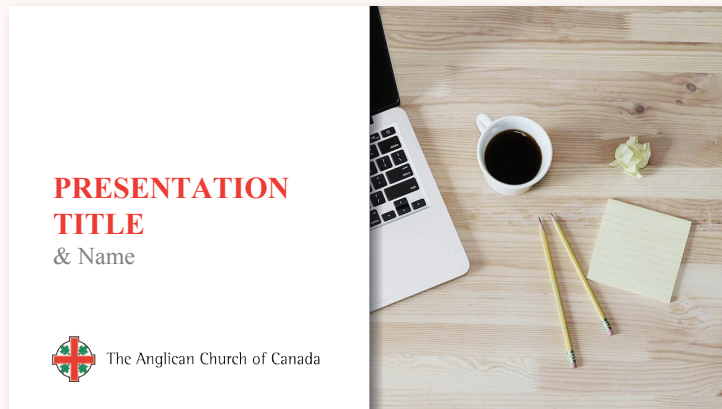
Otl Aicher designed Rotis in 1989. It is named after the German village in which he lived. At its launch, the blending of sans with serif was almost revolutionary. Despite dismissive comments from traditionalists Rotis soon became a commercial success, especially in Europe.

Rotis Semi Serif

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0123456789

Samples

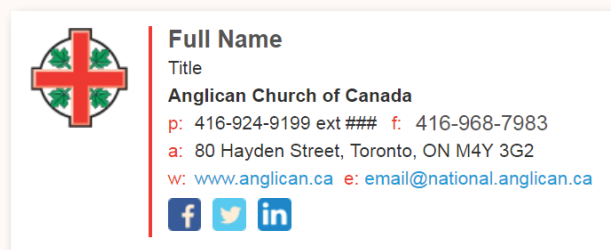
Digital collateral



PowerPoint Presentations




Social media posts




Email signature


Samples

Official stationery

The Anglican Church of Canada  L'Église anglicane du Canada

80 Hayden Street, Toronto, ON M4Y 3G2
www.anglican.ca • Tel: (416) 924-9192 • Fax: (416) 968-7983

 The Anglican Church of Canada
L'Église anglicane du Canada
80 Hayden Street, Toronto, ON M4Y 3G2

 The Anglican Church of Canada
L'Église anglicane du Canada
80 Hayden St. Toronto, ON M4Y 3G2

Name
Title
Phone: 416 924-9199 ext 123
Fax: 416 924-9524
Email: username@national.anglican.ca
Website: www.anglican.ca

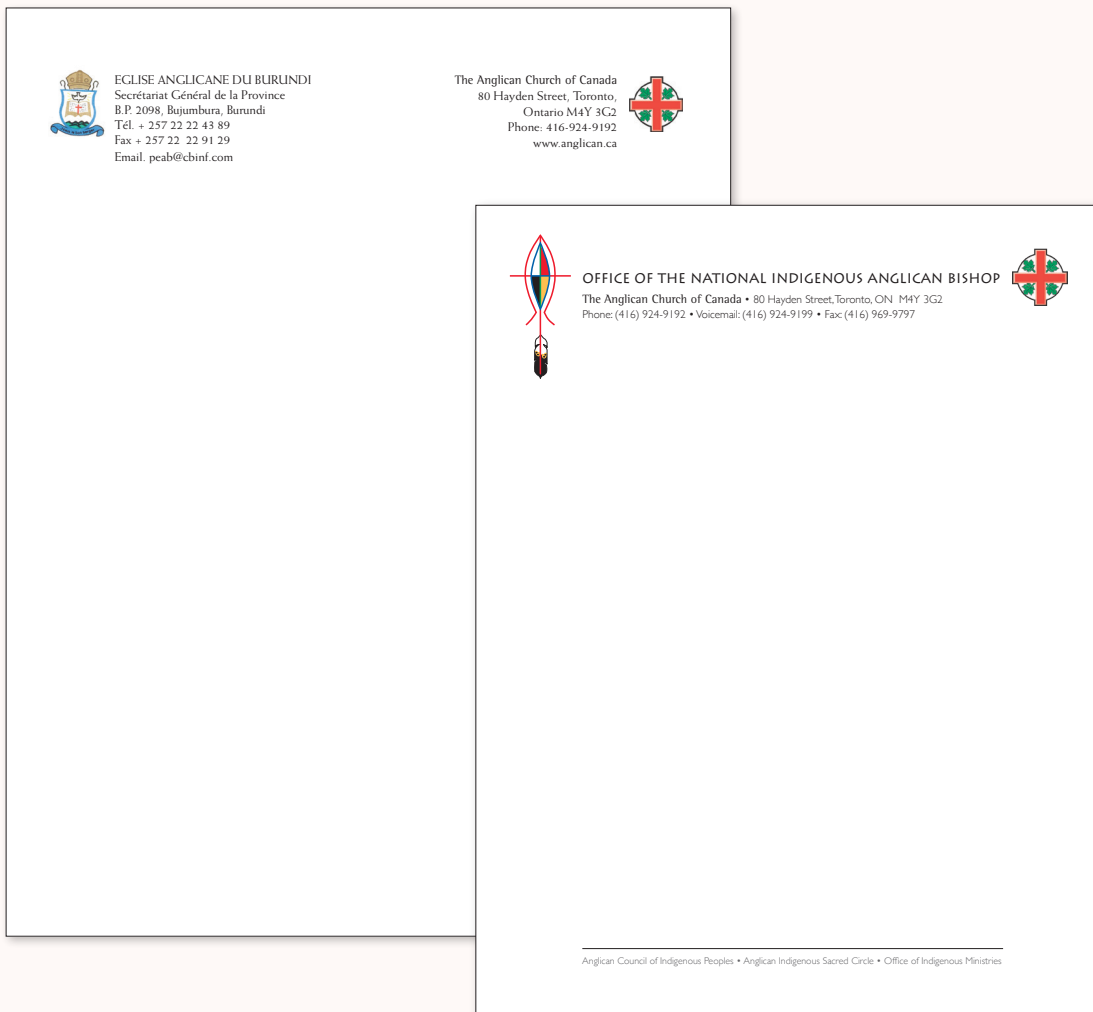
Living the Marks of Mission
www.anglican.ca/marks

Requests for stationery, including business cards, should be sent to srowley@national.anglican.ca

Samples

Using with partner logo

The Anglican Church of Canada logo should be placed on the right side or below the partner logo and must be as far apart from each other as is possible so they do not compete for prominence. Alternate placements are allowed with permission.



Samples

Promotional material



National Worship Conference

Responding to Disaster


Prayer,
Song,
Presence

July 16–19, 2018
Inn at Laurel Point,
Victoria, BC

Register online by June 15 \$450
www.nationalworshipconference.org




Ads



There is Something We Can Do


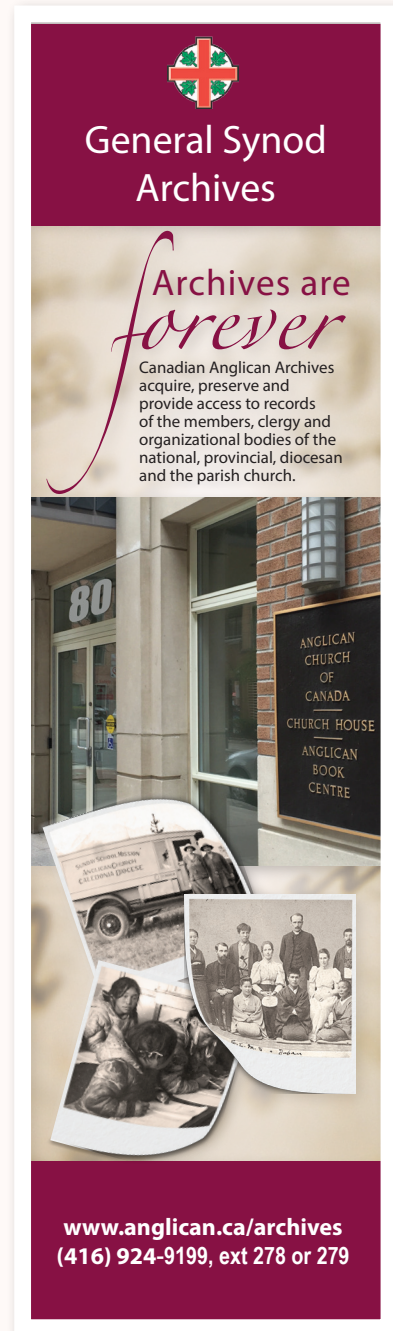


giving
our thanks & praise



The Anglican Church of Canada
www.anglican.ca/gip


Bulletin covers



General Synod
Archives


Archives are
forever

Canadian Anglican Archives
acquire, preserve and
provide access to records
of the members, clergy and
organizational bodies of the
national, provincial, diocesan
and the parish church.



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ANGELICAN
CHURCH
OF
CANADA
—
CHURCH HOUSE
—
ANGELICAN
BOOK
CENTRE



www.anglican.ca/archives
(416) 924-9199, ext 278 or 279

Banners