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.
# Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>5</td>
</tr>
<tr>
<td>Usage</td>
<td>6</td>
</tr>
<tr>
<td>Configurations</td>
<td>7</td>
</tr>
<tr>
<td>Logo</td>
<td>8</td>
</tr>
<tr>
<td>Brandmark</td>
<td>9</td>
</tr>
<tr>
<td>Improper Usage</td>
<td>10</td>
</tr>
<tr>
<td>Colour Palette</td>
<td>11</td>
</tr>
<tr>
<td>Typography</td>
<td>12</td>
</tr>
<tr>
<td>Samples</td>
<td>13</td>
</tr>
</tbody>
</table>

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
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.
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).
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.
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.
Variations

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

Digital collateral

PowerPoint Presentations

Email signature

Social media posts
Requests for stationery, including business cards, should be sent to srowley@national.anglican.ca
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.
The Anglican Church of Canada

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

There is Something We Can Do
giving
The Anglican Church of Canada

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.

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

Ads
Bulletin covers
Banners