

Growing in Christ Logo Guidelines

Prepared by the Communications department
February 2017



Diocese of Toronto
Anglican Church of Canada

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Introduction

In fall 2016, a group of staff started to meet with a graphic designer to produce a logo and visual identity for *Growing in Christ*, the Diocese's strategic plan for 2016-2021. This document summarizes how that logo should be used.

The *Growing in Christ* logo doesn't replace the existing diocesan logo, and these guidelines don't replace the existing visual identity standards for the Diocese. For instructions on how to use the blue diocesan logo, consult the [Visual Identity Standards manual](#).

If you have any questions about how to use the *Growing in Christ* logo, contact [Martha Holmen](#) or [Stuart Mann](#).



The existing Diocese of Toronto logo is not being replaced by the Growing in Christ logo.

The Logo

There are three versions of the logo:

The **complete logo**, including the “Strategic Plan, 2016-2021” tagline.



The **combined logo**, including the blue diocesan logo.



The **simple logo**, omitting the “Strategic Plan, 2016-2021” tagline and the diocesan logo.



When to Use

Staff are encouraged to incorporate the *Growing in Christ* visual identity on communication materials about the strategic plan, such as presentations, agendas, progress reports and minutes.

e.g. A progress report on the Leadership & Formation focus area.

If your document is about many topics, including *Growing in Christ*, use the logo just in that section. Don't use the *Growing in Christ* visual identity for the entire document.

e.g. An update on the Finance department's work, including its response to *Growing in Christ*.

Tip: Tell your audience how your document or presentation connects to Growing in Christ.

On First Use

The first time you use the *Growing in Christ* logo, such as on the title slide of a presentation or the first page of a document, you must include both the “Strategic Plan, 2016-2021” tagline and the [diocesan logo](#).

You can use:

- The **combined logo**
OR
- The **complete logo** PLUS the diocesan logo somewhere on the page



The first slide of a PowerPoint presentation includes both the “Strategic Plan” tagline and the diocesan logo.

On Subsequent Uses

On later slides or pages, you can use the **simple logo** without the “strategic plan” tagline. You can also omit the diocesan logo.

If you’re using the logo at such a small size that the “strategic plan” tagline can’t be read, use the **simple logo**.

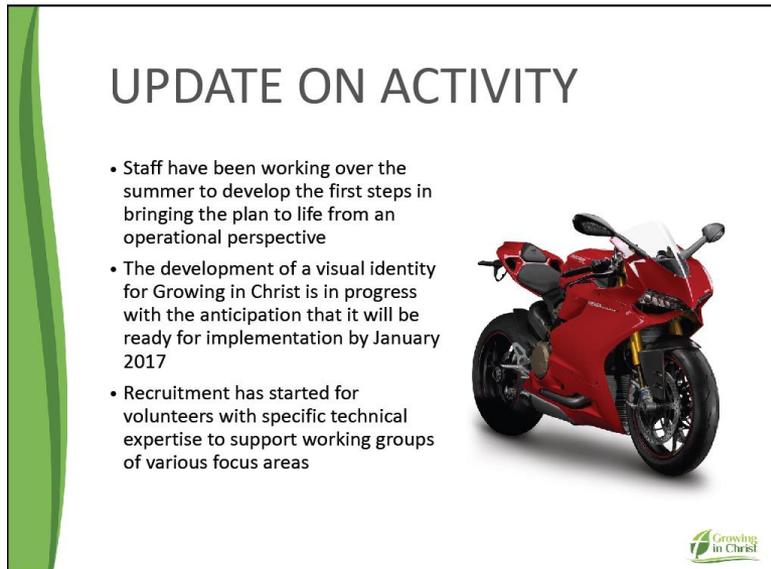


Later slides of a PowerPoint presentation can use the simple logo and drop the diocesan logo.

Templates

To help you follow these guidelines, templates for PowerPoint and Word are available on the shared drive (Communications/Growing in Christ logos).

Under most circumstances, the best practice is to use a provided template. If you have a case where using a template is not practical, consult Martha or Stuart in the Communications department.



UPDATE ON ACTIVITY

- Staff have been working over the summer to develop the first steps in bringing the plan to life from an operational perspective
- The development of a visual identity for Growing in Christ is in progress with the anticipation that it will be ready for implementation by January 2017
- Recruitment has started for volunteers with specific technical expertise to support working groups of various focus areas



A sample slide using the template.



Growing in Christ
STRATEGY PLAN 2016-2017

Example of Headline

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Subheading

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Page 1

A sample Word document using the template.

Minimum Size

To make sure the **complete** and **combined** *Growing in Christ* logos can be seen and read, stick to these recommended minimum heights:



Min. height:
0.625 in.



Min. height:
1.5 in.

Typeface

The default typeface for documents about *Growing in Christ* is Calibri. The best practice is to use the default typeface in the templates provided for PowerPoint and Word.

Colour

In most cases, the green logo should be used on a white background. If you want to match other elements to the logo, use these shades of green:

Hex: #518A43
CMYK: 73, 24, 100, 9

Hex: #A3CB48
CMYK: 42, 0, 98, 0

Hex: #81BB5A
CMYK: 55, 5, 88, 0

Hex: #598F49
CMYK: 70, 24, 96, 7

White Space

For best impact, the *Growing in Christ* logo should not be placed too close to other elements such as text, images, borders or the edge of the page.

The white space on all sides of the logo should be about the same size as the lower-case “n” in “Growing.”



Incorrect Use

- Don't distort or stretch the logo.
- Don't substitute other typefaces within the logo.
- Don't enclose the logo in another shape, like a box or circle.



Incorrect Use

- Don't add other lines of text to the logo.
- Don't change the configuration of the logo.



Incorrect Use

- Don't change the logo's colours.



- Don't use the *Growing in Christ* logo on documents that aren't about *Growing in Christ*.



Most Important Points

- Include the “Strategic Plan” tagline AND the blue diocesan logo on the first page or slide.
- Use an available template if you’re not sure. Find the Word and PowerPoint templates on the shared drive (Communications/Growing in Christ logos).

Files You May Need

Templates:

- WordTemplate-Wave: a green wave appears at the bottom of every page.
- WordTemplate-NoWave: a green wave appears at the bottom of the first page only.
- PowerPointTemplate: for a standard-size presentation (4:3).
- PowerPointTemplate-Wide: for a widescreen presentation (16:9).

Logos:

- EPS format: used by professional graphic artists and commercial printers.
- PNG format: a good option for most uses; has a transparent background.
- JPG format: a good option if the PNG doesn't work in your program; has a white background.

These files are all available on the shared drive.