

# Brand Guide at a glance

**LOGOS** All logo files are available at [europe.anglican.org/brand](http://europe.anglican.org/brand)



**Logo** Use this logo whenever possible.



**Horizontal** Use this logo when space is limited in a horizontal format.



**Reversed** Use this logo whenever possible on a blue background



**Rev Horizontal** Use this logo when space is limited in a horizontal format on a blue background.



**Vertical** Use this logo whenever there is limited space in a vertical format.



**Rev Vertical** Use this logo whenever there is limited space in a vertical format on a blue background.

**CLEAR SPACE MINIMUM** is built into the logo files and should always be preserved.

**E = Clear space minimum**



**MINIMUM SIZE** of any of the logo variations is always determined by the width of the icon.

Print: 12 mm wide  
Digital: 32 px wide



## TYPOGRAPHY

### PRIMARY TYPEFACE

# Inter

Inter Light

Inter Regular

Inter Medium

Use for body copy, never in headlines.

Inter Bold

Inter Extra Bold

Use for headlines, sub-headlines and body copy.

Inter Black

Use for headlines only.

Inter is an open source font so it can be freely used and can be downloaded at [fonts.google.com/specimen/Inter](https://fonts.google.com/specimen/Inter)

### ALTERNATE TYPEFACE

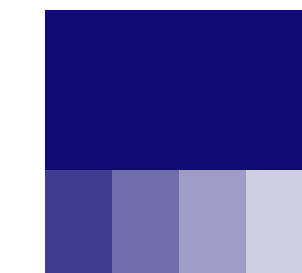
# Arial

When Inter is unavailable, use Arial. Arial should never be the first choice and should only be used when there is no alternative.

Arial is a system font and should be available on any Mac or PC.

## COLOUR

### PRIMARY COLOURS



**NAVY**  
HEX: #100B74  
RGB: 16, 11, 116  
CMYK: 100/100/15/10  
PMS: Reflex Blue C

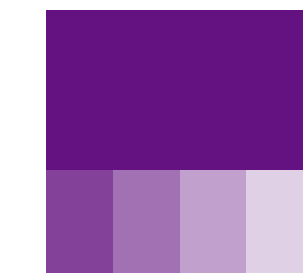


**SEA BLUE**  
HEX: #29B6CC  
RGB: 41, 182, 204  
CMYK 70/5/20/0  
PMS: 631 C

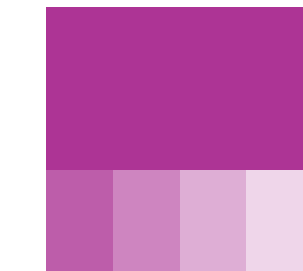


**WHITE**  
HEX: #FFFFFF  
RGB: 225, 225, 225  
CMYK: 0/0/0/0  
PMS: White

### SECONDARY COLOURS



**PURPLE**  
HEX: #641281  
RGB: 100, 18, 129  
CMYK: 75/100/15/5



**ROSE**  
HEX: #AD3495  
RGB: 173, 52, 149  
CMYK: 35/95/0/0



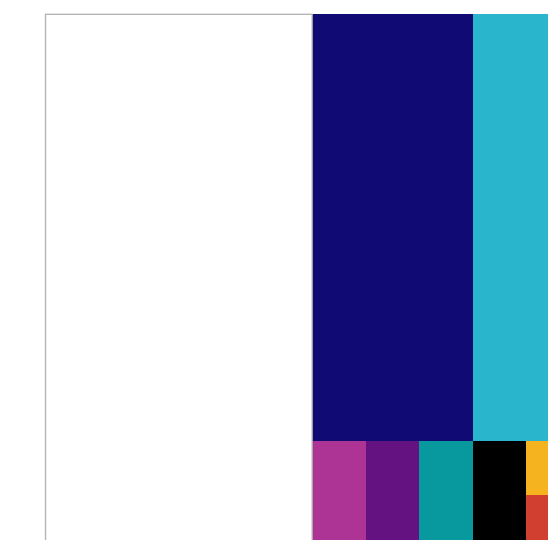
**GREEN**  
HEX: #07999E  
RGB: 7, 153, 158  
CMYK: 80/20/40/0



**BLACK**  
HEX: #000000  
RGB: 0, 0, 0  
CMYK: 0/0/0/100

### COLOUR PROPORTION

Primary colours should be the predominant colors overall. Individual layouts can vary but the balance of color should feel close to what's seen below.



### ACCENT COLOURS



**GOLD**  
HEX: #F5B31F  
RGB: 245, 179, 31  
CMYK: 0/30/100/0



**RED**  
HEX: #D03F30  
RGB: 208, 63, 48  
CMYK: 10/90/95/0