

How to use the logo

In order to maintain our visual identity and avoid any confusion there are some rules when using the logo.



This full colour version is our primary one, however, it should only ever be used on a plain white background.

We have two monochrome versions:



The black logo should be used only on very light, plain backgrounds, or occasionally over photographic images if they are particularly bright and don't have any dark bits.

The white logo should be used on darker backgrounds and on top of photographic images.

If you are making a document that you intend to print or photocopy in black and white, don't use the colour logo, as it will appear grayscale. The black, monochrome version has been designed especially for this purpose.



Exclusion zone

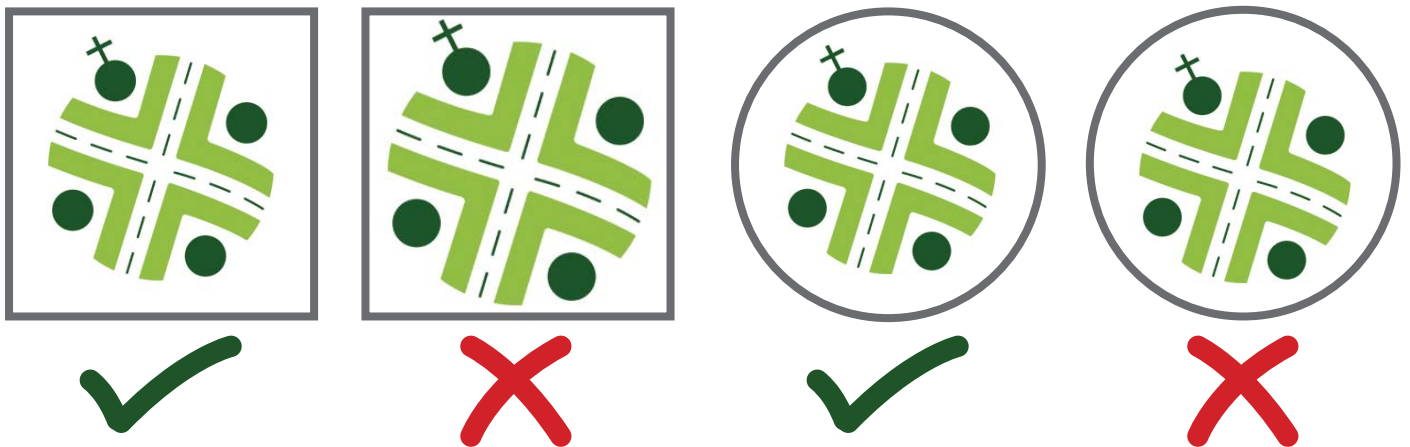
When using the main logo, try to leave a gap at least this big around it at any given time...



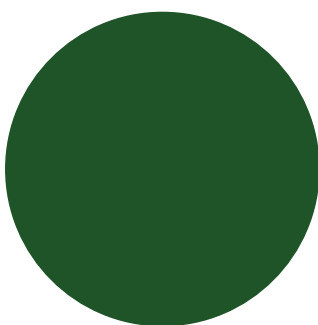
Roundel

Very occasionally, it will be necessary to use just the roundel part of the logo, without the text. This is only likely to be the case when adding a profile picture on social media, or if a square shaped logo is essential. In these cases, the full colour version of the roundel will be sufficient 99% of the time. Please ask if you require a monochrome one.

When aligning the roundel for a square or circular profile picture, please ensure that there is a sufficient exclusion zone around it. Ignore the fact that the cross sticks out of the top and align it according to the main circular shape.

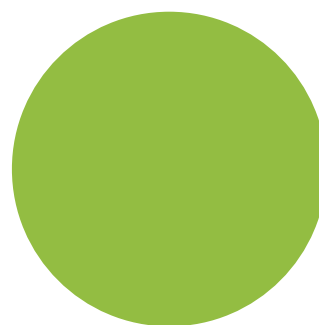


Logo colours



Dark green

RGB: 25, 86, 23
CMYK: 84, 40, 100, 40



Light green

RGB: 149, 196, 61
CMYK: 48, 6, 96, 0

Resolution

To avoid pixelation it's important to make sure the resolution of the image is high enough, and that you don't enlarge it beyond its file size. When designing something for print, a minimum of 300dpi (dots per inch) is required. For web, 72dpi is best.

The size and resolution of the logos provided should suffice for most purposes, but if you're designing something bigger than A4, please ask for a larger version. The roundel provided is low resolution and should only be used for web.



X If you take a file with a low resolution and enlarge it beyond its size restrictions it looks pixelated, like this.

Logo misuse



Don't rotate it



Don't stretch or warp it



Don't crop it



Don't split the text from the image



Don't modify it in any way



Don't change the colour



Don't make it grayscale



Don't put a box around it



Don't allow it to be pixelated

File Type

There are different types of file for different purposes. For example, .jpeg, .tiff, .png etc The most common file type for an image is .jpeg, this will suffice if you are putting a version of the logo with a white background on a white document, but it doesn't support transparency. So if you wish to use the monochrome version of the logo with a transparent background (i.e. put the logo on top of an image, or colour other than white), then you need to use a .png version.



Don't use a .jpeg if you need a transparent background



Do use a .png if you need a transparent background

Where to get the logo

Please only ever use the official versions of the logo downloaded from the logo usage page at stpaulstephenglos.org.uk. Don't cut, copy or paste it from elsewhere (especially this document), or use mystery versions that don't have the word 'official' in the file name.

Thank you!

If you have any questions about any of this information or other issues concerning visual identity, design or web, please email:

webmaster@stpaulstephenglos.org.uk