



# Anglican Church Southern Queensland Brand Guidelines and Style Guide

Including Schools

# Introduction

The Anglican Church Southern Queensland is an integral part of society, working to care for and improve the life of the community through our network of Parishes, Schools, Community Services, Ministry Education, and Social Justice and Advocacy.

Across all of the services a range of names and logos are used with differing degrees of relevance to the organisation, the Anglican Church Southern Queensland.

We now have an opportunity to proudly represent the Anglican Church throughout the whole of Southern Queensland and in all of the ways it supports our community under one, consistent and considered design, ensuring clear understanding and giving a sense of belonging to all engaged with our Church.

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# Anglican Church SQ Logo

Our logo is our visual signature. It connects us through common imagery across all communication. The more consistent our logo looks and the more it is used – the more likely it will be remembered and make an impact.

All our communication needs to stand alone as a proper representation of our organisation. It should also gain strength as a cohesive and integrated collection of branding material. These guidelines provide direction for how the Anglican Church Southern Queensland logo should be used to help unify materials and continue to build the brand.

You can find versions of the logo and templates at [anglicanchurchsq.org.au/brand](http://anglicanchurchsq.org.au/brand).

For more information about the use of the logo please contact [marketing@anglicanchurchsq.org.au](mailto:marketing@anglicanchurchsq.org.au).



The logo features a stylized cross in purple and blue, integrated into the letter 'A' of the word 'Anglican'. The word 'Church' is written in a bold, dark blue font below the 'A'. The word 'Anglican' is in a large, dark blue, sans-serif font. Below 'Anglican' is the text 'Southern Queensland' in a smaller, dark blue, sans-serif font.

# Anglican

Church Southern Queensland

The Anglican Church Southern Queensland logo is a visual translation of our brand attributes. Our logo conveys energy, motion and liveliness.

It is Anglican Church Southern Queensland's visual signature. Just as a personal signature always looks the same, the Anglican Church Southern Queensland logo should always appear in a specified and consistent manner.

## Logo usage



**Solid logo.** This is the preferred logo - two colour version.



**Reversed logo.** The use of the reverse logo is only recommended when a white background is not available.



**Reversed logo - colour cross.** If the application requires the use of a reverse logo and multiple colours are available the purple cross may be used. Please use discretion when using this variation of the logo. Only use if it enhances the application of its use.



**Single colour black.** The use of the single colour black logo is only recommended when used in a one/single colour job, such as a fax.



**Single colour half tone.** The use of the single colour half tone logo is only recommended when used in a black and white job, such as a black and white advert or photo copy.



**Reversed single colour half tone logo.** The use of the reverse logo is only recommended when a white background is not available. Please use discretion when using this variation of the logo. Only use if it enhances the application of its use.

## Logo clear space



$x$  = The height of the Capital C in the word Church is the measure for the clear space around the logo

For maximum impact and instant recognition, the Anglican Church Southern Queensland logo should not be crowded by other visual elements. Adequate clear space should be left around the logo so that its prominence is not compromised.

The illustration above gives a visual guide for providing the necessary clear space.



# Logo misuse

Due to the growing complexity of the market environment, controlling exposure of the Anglican Church Southern Queensland logo is vital. When displaying the logo, maintain consistency with its established configuration and the way in which it is displayed.

These illustrations represent misuses of the logo. Do not alter the logo in any manner.



Never use. Solid logo with heavy drop shadow



Never use. Solid logo over dark or complex background



Never. Compress logo



Never. Expand logo



Never. Skew logo



Never use. Incorrect colours



Never. Switch colours



Never use. Reversed logo on white

**Anglicare**  
Southern Queensland



**Karen Crouch**  
Executive Director

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**Phone:** (07) 3838 0000  
(07) 3838 7654

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Box 167, Stones Corner Q 4120

# Anglican Church SQ A stamp

Using the A stamp is the opportunity for you to utilise established branding in conjunction with the Anglican Church Southern Queensland branding.

It also affords the advantage of displaying association and furthering the awareness and relevancy of the Anglican Church Southern Queensland brand. Co-branding with the A stamp is a powerful way to introduce new markets to existing brands or to leverage existing positive perceptions.

Much like traditional branding, this also requires strict and consistent use of branding tools and adherence to branding guidelines.

The A stamp (when used for Parishes and Schools) should only be used when the location does not allow for the full Anglican Church Southern Queensland logo. It should only be used in locations that allow for the true representation of the colours and logo to be displayed.

When the background impacts on the legibility of the full colour A stamp, the reversed A stamp can be used.

## A stamp logo usage



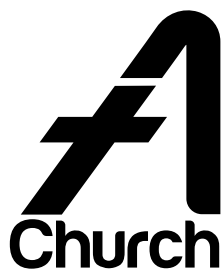
**Solid A stamp.**  
This is the preferred A stamp - two colour version.



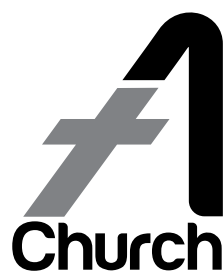
**Reversed A stamp.**  
The use of the reverse A stamp is only recommended when a white background is not available.



**Reversed A stamp - colour cross.**  
If the application requires the use of a reverse A stamp and multiple colours are available the purple cross may be used. Please use discretion when using this variation of the logo. Only use if it enhances the application of its use.



**Single colour black.**  
The use of the single colour black A stamp is only recommended when used in a one/single colour job, such as a fax.



**Single colour half tone.**  
The use of the single colour half tone A stamp is only recommended when used in a black and white job, such as a black and white advert or photo copy.



**Reversed A stamp - half tone cross.**  
The use of the reverse A stamp is only recommended when a white background is not available. Please use discretion when using this variation of the logo. Only use if it enhances the application of its use.

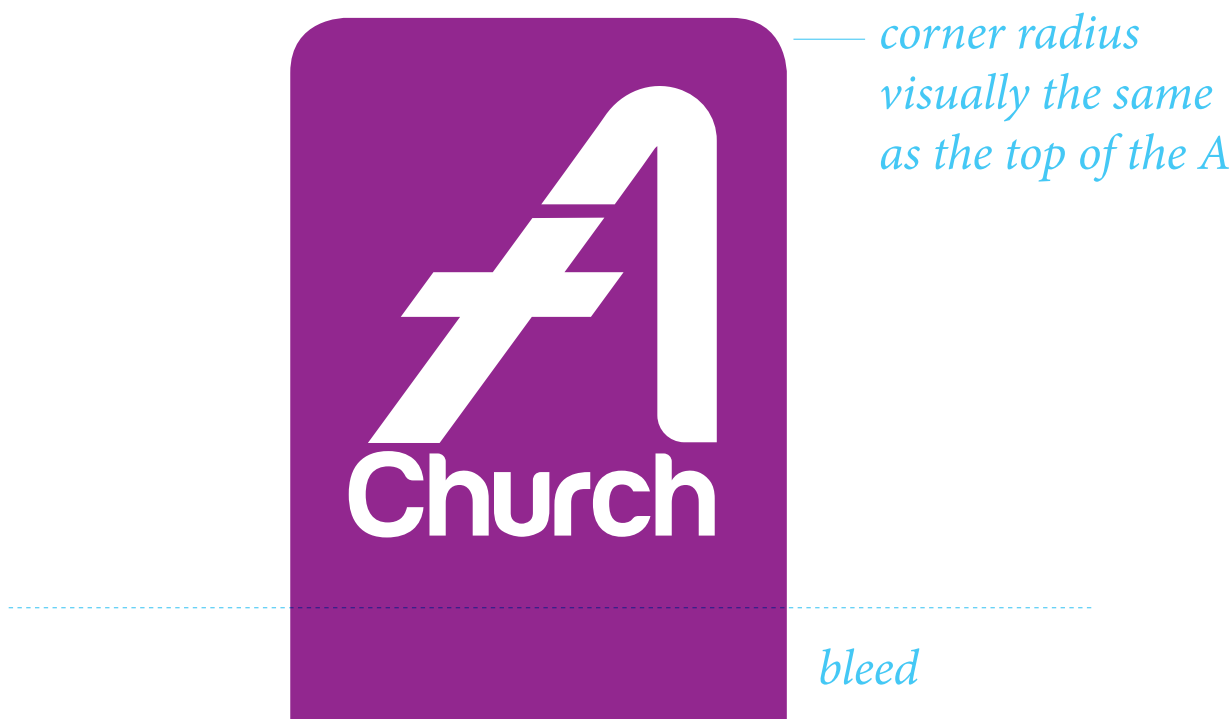
## A stamp graphic elements

$x =$  The thickness of the A is the measure for the clear space around the logo



**Anglican Church Southern Queensland A stamp.**

This is to be used for Schools and Parishes when the full size Anglican Church Southern Queensland logo cannot be used. The logo must appear on a suitable background that allows for legible viewing with the clear space as indicated.



**Reversed A stamp on 'label'.**

If the background impacts the legibility of the A stamp the reversed stamp can be used. A half point white stroke must be used around element. Preferably one edge of the 'label' is to bleed off.





The image shows a glass wall with the Anglican Church Southern Queensland logo. The logo consists of a stylized cross symbol in pink and blue, followed by the word "Church" in blue, "Anglican" in a large blue font, and "Southern Queensland" in a smaller blue font below it.

**Church** **Anglican**  
Southern Queensland



# Logo usage watermark

The use of the A with the cross is admissible to use as a watermark in some circumstances.

The example shown is 5% tinting of solid colours. This percentage will slightly vary depending on usage/visibility eg. use on computer or television screens as compared to printed materials.

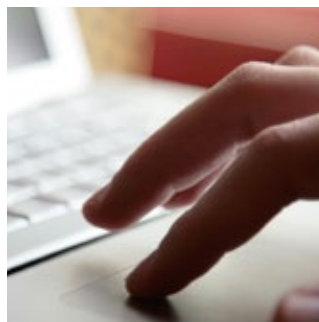


# Anglican Church SQ Typeface

From street signs to flyers to brochures, typefaces can help unify the look of many different types of materials.

Even with pieces that may have different photos or layouts, the typeface is an obvious element that, when used consistently, can unify all our materials.

A uniform typeface also gives personality to the design while conveying expertise in what's being said and how it's presented.



# Primary typeface

## HELVETICA NEUE FAMILY

The primary typeface for Anglican Church Southern Queensland is Helvetica Neue.

This typeface is considered a versatile sans serif workhorse. The structure of the typeface is simple so it's easy to read. It maintains an elegant modern feel that adds a level of sophistication to the design.

It was designed as a full system of fonts with a range of weights for almost any typographical need.

### HELVETICA NEUE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### HELVETICA NEUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### HELVETICA NEUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890



# Anglican Church SQ Colour

Consistent use of colour can help build strong brand recognition. This makes it possible for an organisation to “own” a certain set of colours, by leaving a lasting impression through identification of the organisation with that specific colour palette.

In the case of the Anglican Church Southern Queensland, a dark blue was selected for its strength, clarity and distinctiveness. And a bright purple for its symbolic link to dialect, imagination, creativity and spirituality. This colour also brings to the forefront the Bishops shirts, as it is a clear expression of Anglicanism.

# Colour breakdown



Pantone® Ink  
254C

Process Colour  
50% Cyan  
100% Magenta

Transmitted Colour  
145 Red  
39 Green  
143 Blue

Hexadecimal/Web Colour  
92278f





Pantone® Ink  
2747C

Process Colour  
100% Cyan  
95% Magenta  
24% Yellow  
20% Black

Transmitted Colour  
37 Red  
44 Green  
106 Blue

Hexadecimal/Web Colour  
252c6a

The logo will be the “face” of the Anglican Church Southern Queensland on all printed materials, from advertising and marketing brochures to collateral and letterhead. As such, it requires the consistent use of colour across all print applications.

The two colours in the logo itself are the Anglican Church Southern Queensland colour palette.

Always use these exact colours when printing a full-colour logo (black-and-white and one-colour versions are shown on pages 6 and 7).

All colours are identified by Pantone Matching System numbers and their CMYK equivalents.









# Anglican Church SQ Stationery

A cohesive stationery system includes letterhead, envelopes and business cards. They are key components to the brand and offer an easy way to maintain consistency across Anglican Church Southern Queensland materials.

# Letterhead

The letterhead design is standardised to promote consistency and to include contact information.

There should be no department specific logos on the Anglican Church Southern Queensland letterhead.



Letterhead including departmental identifier



**Marketing and Fundraising**

Webber House  
439 Ann Street  
Brisbane Q 4000

Phone: (07) 3838 7685  
Fax: (07) 3838 7677  
Email: [marketing@anglicanchurchsq.org.au](mailto:marketing@anglicanchurchsq.org.au)

Postal Address:  
GPO Box 421  
Brisbane Q 4001

With compliments



With Compliments



**Marketing and Fundraising**

Webber House  
439 Ann Street  
Brisbane Q 4000

Phone: (07) 3838 7685  
Fax: (07) 3838 7677  
Email: [marketing@anglicanchurchsq.org.au](mailto:marketing@anglicanchurchsq.org.au)

Postal Address:  
GPO Box 421  
Brisbane Q 4001

# Envelopes



Return Address: GPO Box 421  
Brisbane Q 4001



# Business cards

Business cards are one of your best networking tools. This small card is perceived by both our existing and prospective customers as a symbol for all that the organisation strives for. Our business card showcases the personality, integrity and quality of Anglican Church Southern Queensland.



When writing on behalf of the Anglican Church Southern Queensland, it's important to maintain professionalism — and that means using an approved, brand-consistent email signature with all the right sign-off information.

Professional email programs let you create a signature that lives in the footer of every message. To find out how to set up a signature in your program, check your user manual or online help.

## Email signatures



**Heidi Monsour**  
*Director*  
*Marketing & Fundraising*

Cathedral Precinct, Webber House,  
Level 1, 439 Ann St, Brisbane Q 4000  
PO Box 421, Brisbane Q 4001

**P:** (07) 3838 7680  
**F:** (07) 3838 7677  
**E:** [hmonsour@anglicanchurchsq.org.au](mailto:hmonsour@anglicanchurchsq.org.au)  
**W:** [anglicanchurchsq.org.au](http://anglicanchurchsq.org.au)



A rectangular sign with a white top half and a purple bottom half, supported by two green posts. The sign is placed in a garden bed with green plants, in front of a brick wall and a stone wall.

**Anglican**  
Church Southern Queensland



# Anglican Church SQ signage

All sites and premises should be clearly identifiable as an Anglican Church Southern Queensland property or location. This is achieved by the installation of different types of signs. Signs are primarily functional, identifying and providing information. They fall into two main categories:

1. Building identification – this covers all signs that are applied to the exterior of the building which identify the property as Anglican Church Southern Queensland.
2. Information signage – these signs give information and/or directions around the building and property.

General principles that should be followed when creating signs are:

- Always use the correct logo.
- Only use corporate typeface(s).
- Match corporate colours.

Before commissioning any new signs it is recommended that a site survey is considered.

# Anglican Church SQ property signage

Sites housing multiple Anglican Church Southern Queensland departments and catering to multiple visitors may require multiple logos incorporated into their signage.





Where possible, one sign incorporating one logo will be used.





# Anglican Church SQ property signage

*All examples shown are indicative only as each sign will need to be assessed individually.*







# Anglican Church SQ vehicle signage

Vehicle livery is important in identifying Anglican Church Southern Queensland. Because of the wide range of vehicles, it is important that the livery is applied consistently and to a high standard. All vehicles follow the same basic principals:

- All vehicles are white.
- Every vehicle uses the correct logo.

The following pages show examples on where the livery should be applied.



Toyota Camry



Toyota Rav 4





# Anglican Church SQ Photography

Photography offers an opportunity to make a powerful first impression. At a glance, an image can create a compelling connection and begin to tell the story of the brand. Each image that appears in any communication should be chosen as thoughtfully as the words – as they reflect the Anglican Church Southern Queensland. It's a snapshot of who we are – bold, bright, powerful and active. By maintaining high standards and carefully choosing photography that matches the brand, we'll continue to stand out above the rest.

Should you need to hire a photographer, contact [marketing@anglicanchurchsq.org.au](mailto:marketing@anglicanchurchsq.org.au)

Remember to allow time for scheduling your shoot.

# Photography



Photography that appears in any Anglican Church Southern Queensland materials and web communications should have a modern look, simple content and interesting composition. Colour should be bright with adequate contrast (avoid dull or muted colour with low contrast). Whenever possible, use active imagery with visual energy and flow (bold, simple images, active composition, diagonal lines, etc.).

All photography being printed should be 300 dpi at the actual size it will be displayed. Increasing the scale of a photo reduces its resolution, so this should be avoided. For quality control, print the photo at actual size to make sure it is not pixelated.

Professional photography should be used whenever possible, particularly for external communications such as websites, advertising and promotional materials.

If you need to cover an event and professional photography is not an option, an amateur photo can be used. Stock and amateur photos should still follow the same style guidelines.







# ST HILDA'S SCHOOL, GOLD COAST

Falco  
(ons)  
sellor/Psychologist

5532 4922  
5591 5352  
hildas.qld.edu.au  
d.edu.au

outhport  
port Queensland 4215 Australia



# Schools co-branding

Co-branding is the opportunity for Schools to utilise established branding in conjunction with the Anglican Church Southern Queensland branding.

It affords the advantage of displaying association with the Anglican Church Southern Queensland brand and furthering the awareness and relevancy of the Anglican Church Southern Queensland brand. Co-branding is a powerful way to introduce new markets to existing brands or to leverage existing positive perceptions.

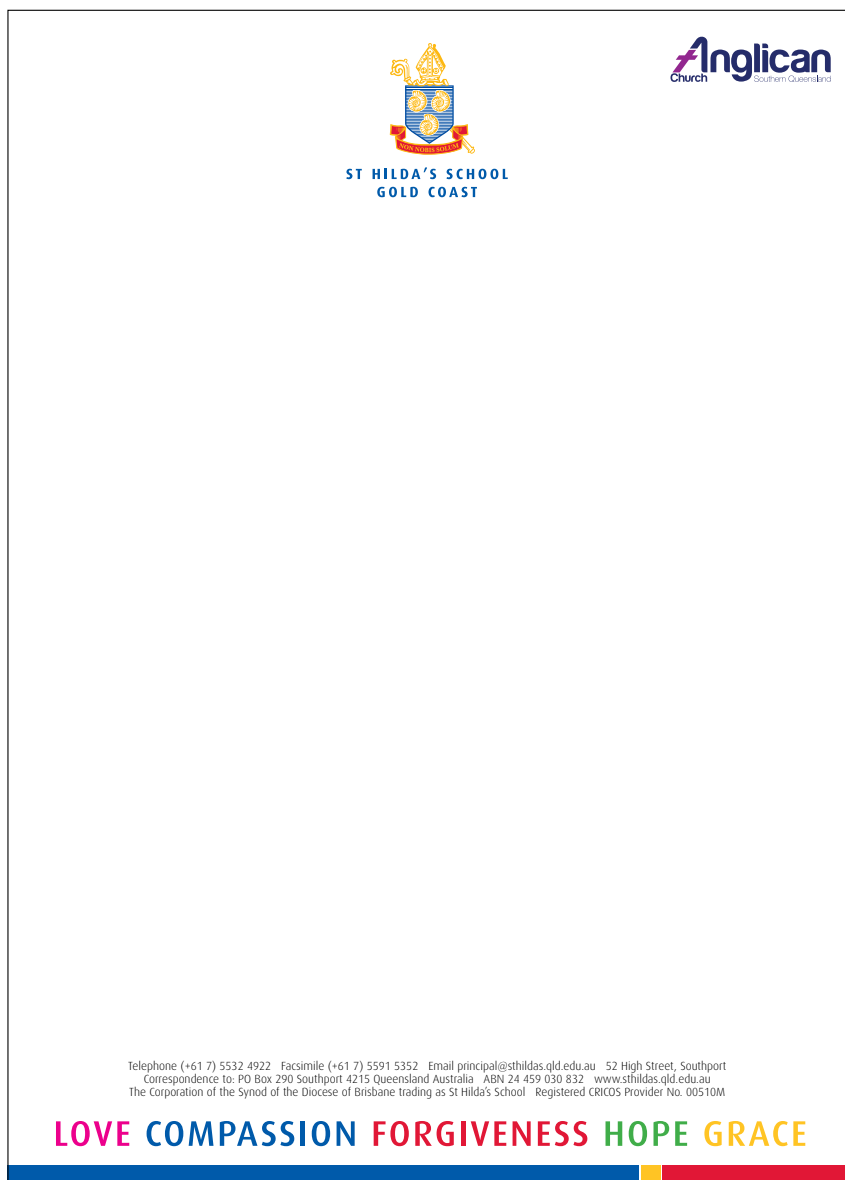
Much like traditional branding, co-branding requires strict and consistent use of branding tools and adherence to branding guidelines. The following section outlines those guidelines.

# Schools stationery co-branding

A cohesive stationery system includes letterhead, envelopes and business cards. They are key components to the brand and offer an easy way to maintain consistency across Schools stationery.

## Schools letterhead – co-branding

The co-branded letterhead design uses the base Anglican Schools letterhead with the addition of the logo only.



# Schools business cards – co-branding

Business cards are one of your best networking tools. This small card is perceived by both existing and prospective customers as a symbol for all that the organisation strives for. The co-branded business card design uses the base Schools business card with the addition of the A stamp only due to restricted space.



Restricted space - A stamp.



# Schools with compliments – co-branding



**LOVE COMPASSION FORGIVENESS HOPE GRACE**

With Compliments

Telephone (+61 7) 5532 4922 Facsimile (+61 7) 5591 5352 Email [principal@sthildas.qld.edu.au](mailto:principal@sthildas.qld.edu.au) 52 High Street, Southport  
Correspondence to: PO Box 290 Southport 4215 Queensland Australia ABN 24 459 030 832 [www.sthildas.qld.edu.au](http://www.sthildas.qld.edu.au)  
The Corporation of the Synod of the Diocese of Brisbane trading as St Hilda's School Registered CRICOS Provider No. 00510M



# Schools envelopes – co-branding



**ST HILDA'S SCHOOL, GOLD COAST**

PO Box 290 Southport 4215 Queensland Australia  
[www.sthildas.qld.edu.au](http://www.sthildas.qld.edu.au)

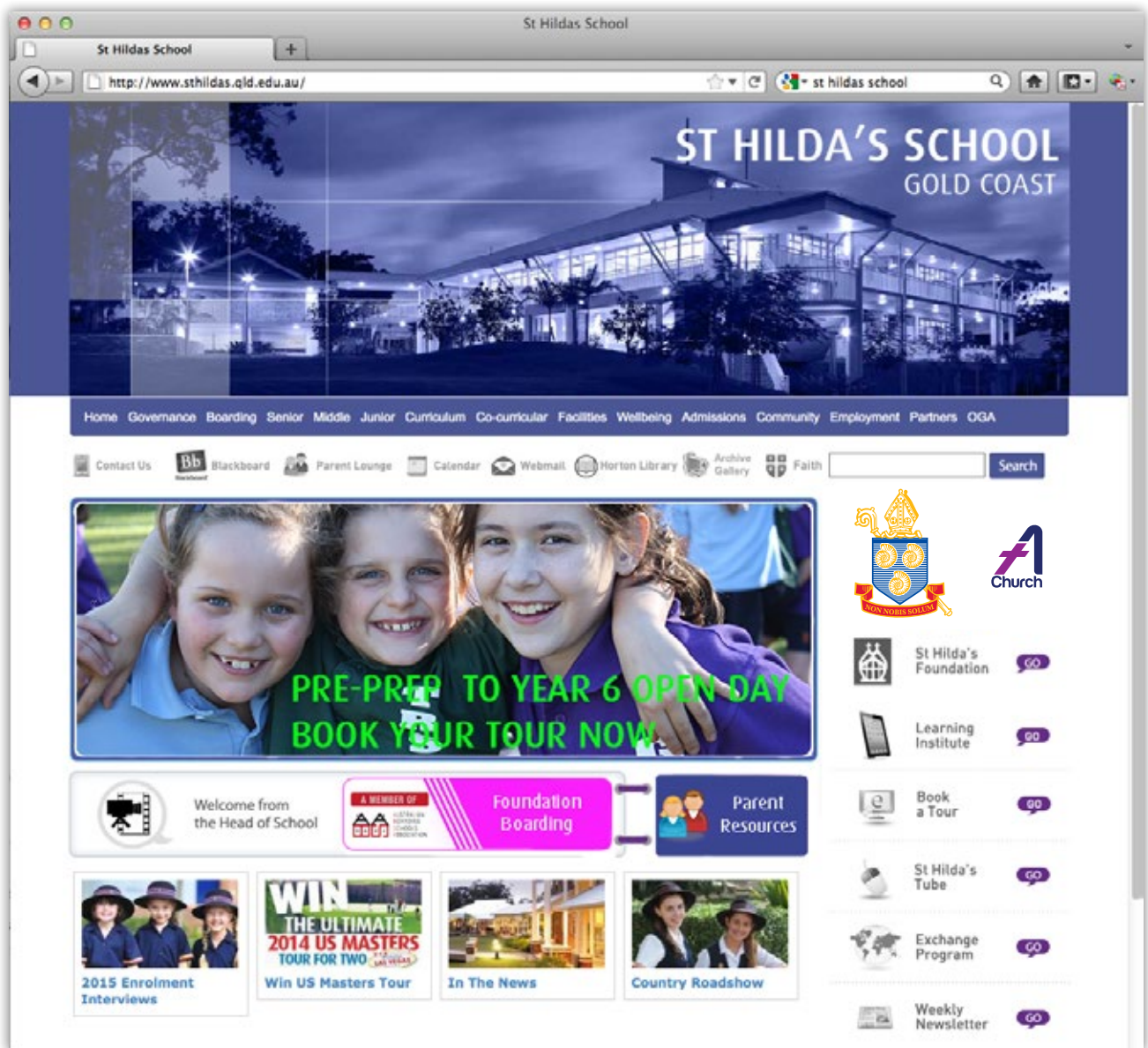


# Schools electronic media co-branding

When adapting existing websites, it is preferred to use the full logo as below. If this is not possible, the A stamp may be used as shown in example on opposite page.



Websites and web pages should be developed with the following guiding principles. A user-friendly approach should be of top priority in every stage of development. The website should be steeped in consideration of the goals of your users when accessing the site. Define and prioritise your audiences, then design content, layout, and navigation accordingly. Make every element of your site intuitive and meaningful for your users.





# Schools print advertising co-branding

Effective communication brings the product or service position to life through an identifiable image and message.

This can be achieved by connecting with your audience emotionally or by offering need fulfilment. The following examples show these principles in action.

## ST HILDA'S SCHOOL PREP A WINNER!



Give your daughter a winning start to her school life. St Hilda's Prep program, featuring exciting curriculum from French to Art and Gymnastics to Swimming, will set your daughter on a path to dream and achieve.

Small class sizes and specialist teachers are unique aspects of the program, centred in St Hilda's \$4million Preparatory Centre, right in the heart of the magnificent 14-hectare campus at Southport.

CURRICULUM
English
Mathematics
Science

Humanities
Physical Education
Computer Technology

Community Singing
French
Religious Education

Art
Music
Library
Swimming
Gymnastics

Health
Home Reading



Call now to arrange your visit to St Hilda's  
**Head of Admissions ☎ 07 5577 7232**  
 ✉ [enrolments@sthildas.qld.edu.au](mailto:enrolments@sthildas.qld.edu.au)  
[www.sthildas.qld.edu.au](http://www.sthildas.qld.edu.au)

**ST HILDA'S SCHOOL,  
GOLD COAST**



LOVE
COMPASSION
FORGIVENESS
HOPE
GRACE

Colour press advertisement: Logo placement indicative only.

# ST HILDA'S SCHOOL 2015 SCHOLARSHIPS



St Hilda's School, an Anglican Diocesan Day and Boarding School for girls, is committed to innovative learning programs and excellence in pastoral care. Boarding is offered in Years 6 to 12.

**Academic, Music and Excellence Scholarships** providing part remission of fees are offered to students entering in 2015.

A prestigious **Science Scholarship** offering full remission of tuition fees will be awarded to a student entering Year 11.

All applicants are required to sit a scholarship test and Music audition, if applicable, on **Monday 3 March 2014**. Test centres can be arranged for country students.

Apply online only at [www.sthildas.qld.edu.au](http://www.sthildas.qld.edu.au)  
Applications close **Wednesday 26 February 2014**.

Boarding Bursaries for new students are available.



**Head of Admissions**

☎ 07 5577 7232

✉ [enrolments@sthildas.qld.edu.au](mailto:enrolments@sthildas.qld.edu.au)

[www.sthildas.qld.edu.au](http://www.sthildas.qld.edu.au)



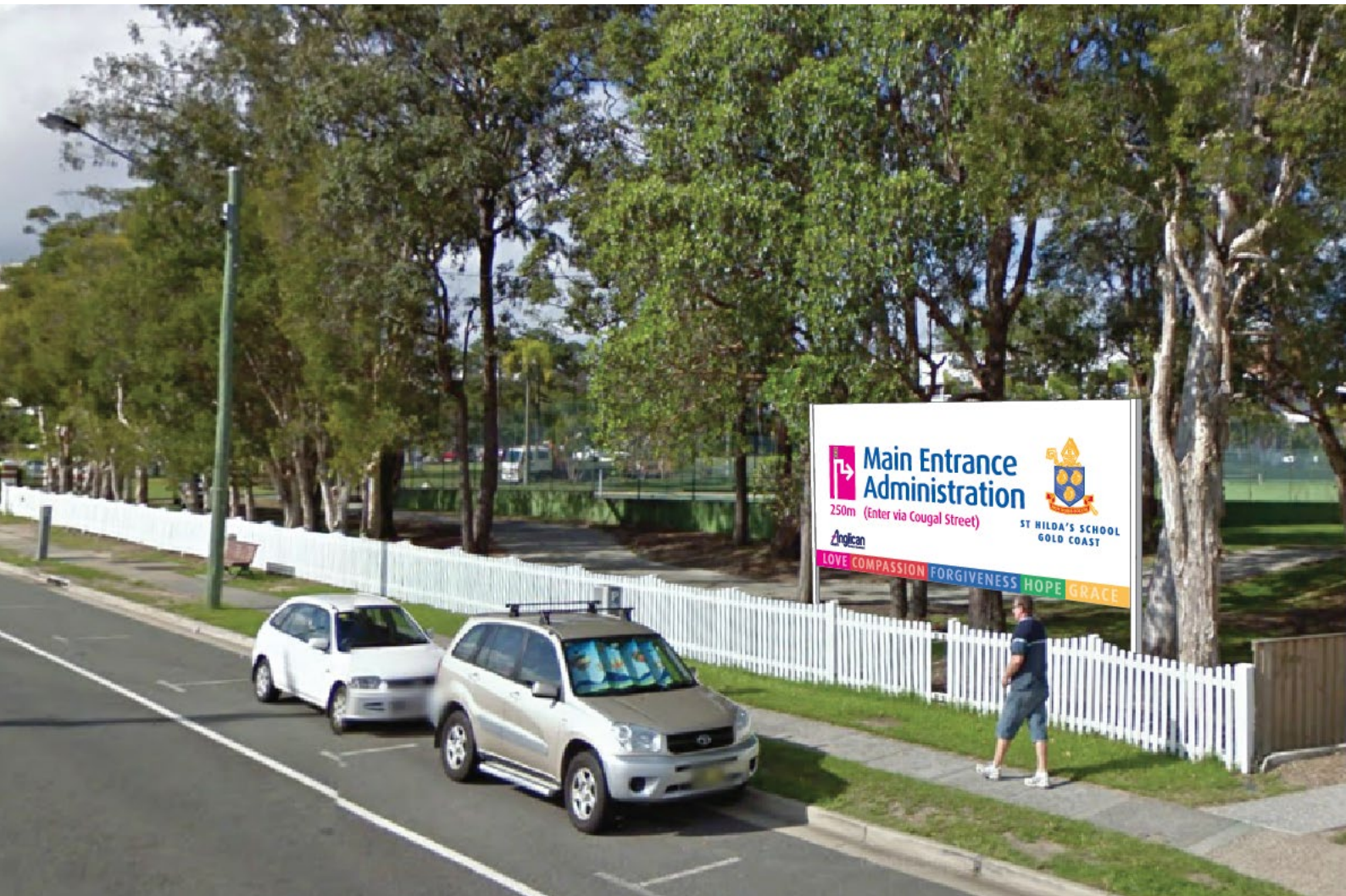
**ST HILDA'S SCHOOL, GOLD COAST**

**LOVE COMPASSION**  
**FORGIVENESS HOPE GRACE**

Colour press advertisement: Logo placement indicative only.  
A stamp used when space prohibative.

# Schools site signage co-branding

*All examples shown are indicative only as each sign will need to be assessed individually.*





Where a School wishes to co-brand with the Anglican Church Southern Queensland, co-branded signage will be used.

Signs play a vital role in communicating the relationship between the school and the Anglican Church Southern Queensland brand.

Signs should be easy to see and easy to read.

They should provide clear, helpful information in a consistent, recognisable manner.



## Marketing

Anglican Church Southern Queensland

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