



Bushey Baptist Church **Corporate Identity Guide**



To know Jesus Christ and to make him known

Importance of the Corporate Identity Guide

Bushey Baptist Church has created an identity guide to ensure there is consistency in the way that it is presenting itself. Whether we are producing leaflets, posters, signage, emails, powerpoint presentations, displaying our website, sending out letters, producing electronic adverts or displaying songs on the church data projector, there would be a great benefit in ensuring consistency.

It is important that when we communicate within our church or externally that the intended audience is clear about who we are and that we are portrayed in the clearest and best way possible. An advantage to having a clear identity is that we start to become recognisable to those people who come into contact with us. Clarity in the way we communicate can also send a subliminal message to our intended audiences (internal and external) that the church is professional in the way that it operates.

Strapline

Using a strapline allows us to reinforce the overarching purpose of our church. Our strapline is 'To know Jesus Christ and to make Him known'. This should be used whenever possible to help reinforce our vision both to our church fellowship and to those people who come into contact with us. It should appear on all church official stationery, electronic communications and printed materials. The strapline should never be shortened or edited, and the font used for the strapline should always be Gill Sans italic.

Charity number

The church's Registered Charity Number should be included on all external material that carries the Bushey Baptist Church logo.

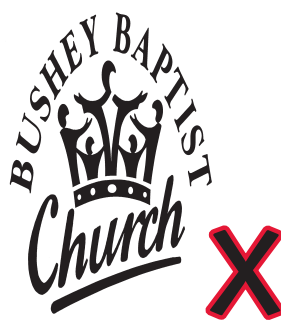
Logo – acceptable usage, colour and size

The core visual feature often making Bushey Baptist Church distinguishable is our logo. The logo should be used on all printed materials representing the church, including stationery, posters, leaflets, magazines, exhibition boards, newsletters, reports, display boards, main welcome signage and advertisements and on electronic communications.

Only one version of the logo exists and this should be used wherever possible usually in black but can also be used in white on a coloured background or one of the other highlighted pantone church colours (covered within this guide).

Size and positioning of the logo

- The logo should not be altered in any way
- The logo should not be smaller than 15mm
- Slogans and titles must not be added within or around the logo
- The logo should be positioned on the top or bottom right hand corner of a page
- The logo shouldn't be squashed in anyway



Bushey Baptist Church colours

Another important way of establishing and achieving brand recognition is through the use of chosen colours. The church should use a select set of bright and vibrant colours for all communications.

Brighter and more vibrant colours if chosen carefully can create a positive message that we are outgoing and active, modern, diverse and appeal to a wide age. Pastel colours that are lighter shades of the brighter colours should be used to allow a subtle contrast.

The colours that should be used are:

All colours are Pantone



273 (purple)

Main colours



186 (red)



356 (green)



165 (orange)



Process Blue



226 (vibrant pink)



116 (yellow)

Background tints

Please use background tints sparingly and not as principle colours



374 (lime)



264 (lilac)



156 (pastel orange)



291 (pastel blue)



218 (pink)



602 (pastel yellow)

Bushey Baptist Church typefaces

All publications, posters and stationery produced for or by the church should use the following fonts:

Main Headings

Gill Sans

- **Gill Sans MT Bold** **ABCDE abcdefghijklmnopqrstuvwxyz 1234567890**
- ***Gill Sans Bold Italic*** ***ABCDE abcdefghijklmnopqrstuvwxyz 1234567890***

Body of text

Gill Sans

- Gill Sans Regular ABCDE abcdefghijklmnopqrstuvwxyz 1234567890
- Gill Sans Light ABCDE abcdefghijklmnopqrstuvwxyz 1234567890
- *Gill Sans Light Italic* *ABCDE abcdefghijklmnopqrstuvwxyz 1234567890*

Where possible please use 12pt for body text, to improve legibility for the visually impaired

For promotional and event material, creative display headers in alternative fonts may be used i.e. Blaze logo, Pulse etc, but Gill Sans should be used for all other remaining text below any display header used.

Displaying Posters within the church

Posters displayed within the church should only be displayed on designated notice-boards. Anyone wanting to display posters should send them to the church office. Under no circumstances should posters be placed onto doors or walls.

Email signatures

Email signatures coming from church staff should follow the example below to ensure consistency and be placed in a Gill Sans regular font, point 12.

First Name i.e. Peter Jones
Title: i.e. Senior Minister

Bushey Baptist Church
Chalk Hill
Oxhey
WD19 4BX

Direct Line: 01923 XXXXXX

Church Office: 01923 XXXXXX

Visit our website www.busheybaptist.org.uk

Registered Charity No.: XXXXXX

(any promotion of forthcoming events can be displayed below the signature footer, but must fit within the font size and colour guidelines)

PowerPoint

When creating PowerPoint presentations (church notices, songs, mission updates, sermon slides) in connection with the church (internal or external presentations), the church font style and colour palette should be applied in all circumstances.

Website

The website is the 'shop window' to who we are and provides us with a great opportunity of engaging with our web visitors. The website is a vital communication channel and every opportunity should be taken to maximise the potential of it. The website should follow the guidelines set within the Corporate Identity Guide.

Any future church social networking site i.e. facebook, twitter etc, should also ensure that it complies as closely as is possible to the corporate identity guide.

For more information

If you are producing communications material for Bushey Baptist Church and require further information, please contact the Church Administrator. Address: Bushey Baptist Church. Chalk Hill. Oxhey. Phone: 01923

Email: info@busheybaptist.org.uk
