



How can we help?



Clergy Support⁺ Trust



Brand Guidelines



Logotype

Our logo is very important to us. It's the symbol that represents and unites us as a movement. We're not trying to be cool, hip, or millennial-pleasing. We're just trying to present ourselves as an attractive, approachable authority for clergy wellbeing.

Logotype

Clergy
Support†
Trust

Logotype

**Clergy
Support†
Trust**

**Clergy
Support†
Trust**

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Support†
Trust**

**Clergy
Support†
Trust**

Protecting the logo

To protect the clarity and visual integrity of the logo, it has an exclusion zone. It must always appear legibly on a clear background.

This clear space is defined by the height of the capital S of 'Support'



This clear space should be applied on all four sides of the logo.



Placement

The logo lock-up must always be placed at the top left hand corner of your design or graphic device. This rule applies to both portrait and landscape designs.

Recommended sizes

The minimum sizes for the logo lock-up is set at 23mm for print applications and 145px for digital applications respectively. To ensure legibility, especially with printed materials, graphic devices should never appear at sizes smaller than this.



**Clergy
Support
Trust**

1 Dean Trench Street
London SW1P 3HB
020 7799 3696
help@clergysupport.org.uk
www.clergysupport.org.uk

Patron:
Her Majesty The Queen

Honorary Presidents:
The Archbishops of Canterbury
and York and the Bishop of London

Charity Registered in England and
Wales with charity number 207736

Minimum sizing – print

**Clergy
Support
Trust**

23mm

Minimum sizing – digital

**Clergy
Support
Trust**

145px

Please don't...

It's easy to make mistakes with a logo, so here are a few pointers to make sure it looks as good as it can across everything we do.

Please don't...
rotate the logo



Please don't...
use colours outside of the palette



Please don't...
create a patterned box



Please don't...
outline the logo



Please don't...
add a drop shadow



Please don't...
make a pattern with the logo



Backgrounds

Our logo must always sit on top of a white or Clergy Support Trust purple background. It can never sit directly on top of an image.

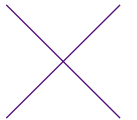
Please use...
the logo on a white bounding box that sits on top of an image.



Please use...
the logo on a purple bounding box that sits on top of an image.



Please do not use...
the logo directly on top of an image.



Font

Work Sans is a free, open source typeface globally available through Google Fonts, an easy to access directory of designer web fonts.

Based loosely on early Grotesques, such as those by Stephenson Blake, Miller & Richard and Bauerschen Giesserei the Regular and SemiBold weights are optimised for on-screen text usage at medium-sizes (14px-48px) and can also be used in print design.

Our brand font is **Work Sans.**

Work Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
wxyz0123456789#@!&?/

Work Sans SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
wxyz0123456789#@!&?/

Typography

Work Sans can be accessed
and downloaded here:

[Google Fonts](#)

[Type Wolf](#)

**We use Work Sans SemiBold
for all “quotes”, headings,
sub-headings & calls-to-action.**

And we use Work Sans Regular for all body copy.

Why Work Sans?

It's a friendly, clean sans serif font with a great combination of soft curves and straight lines. Practical, approachable and modern, Work Sans is freely obtainable and exemplifies the brand's straight forward, up-to-date personality.

Colour matching

For the best possible display of the brand colours across all Print, Onscreen and Internal comms please use the following colour values.

Purple

Print

Pantone for print P2597C

CMYK 80 100 0 0

Internal

Pantone for office printer P267C

Onscreen

RGB 80 13 118

Hex #500d76

Pantone for screen P2607C

Orange

Print

Pantone for print P165C

CMYK 0 70 100 0

Internal

Pantone for office printer P1505C

Onscreen

RGB 255 91 53

Hex #ff5b35

Pantone for screen P171C

Mid Grey

Pantone Cool Gray 10C

CMYK 0 0 0 70

RGB 99 101 106

Hex #63656a

Light Grey

Pantone Cool Gray 4C

CMYK 0 0 0 25

RGB 118 118 118

Hex #bcbcbc

White

Opaque white

CMYK 0 0 0 0

RGB 255 255 255

Hex #ffffff

Clergy Support† Trust

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If you have any doubts as to how best employ these design assets please seek advice from the marketing team. Thanks.

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