



Truro Cathedral

sacred space, common ground





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Introduction

The cathedral has undergone many changes in the past five years and the wider changing social and economic landscape has afforded additional challenges in terms of defining and securing the future of the cathedral.

The cathedral has adapted to this environment resulting in changes to its organisational structure and in the way it works, and these changes are reflected in our refreshed brand. **Reinforcing our communication as we embrace new projects will strengthen our brand and define who and what we are to all our different audiences.**

This document is a guide to Truro Cathedral's reinvigorated brand. From the reasoning behind it, to the ways it can and should be used and applied.

This guide is just a starting point – building the brand is as much about the actions of each and every Truro Cathedral employee and volunteer as it is about logos, colours, imagery and words. **It is the responsibility of each of us, every day.**



Sacred Space, Common Ground

Our vision for Truro Cathedral is to create sacred space in which the holiness of God is encountered in an open and inclusive way and; common ground where issues shared by the whole of humanity can be explored.

Our vision is our organisation's guiding star – the thing which simultaneously roots and drives all of the activities that we undertake. **For us, the element at the very heart of our vision is, quite simply, people.** Throughout the development of the vision, plan and brand, we kept returning to this cornerstone: We care for people, we want to share our faith and values with people, we want to listen and learn from people and ultimately want to continually develop our relationships with them and theirs with us, themselves and God.

Sacred space and common ground, is about working to ensure Truro Cathedral is a safe, supportive, holy place that actively and warmly welcomes, engages, develops, supports and extends God's love to all in our community.



Our Logo

A logo (or logotype) is the visual symbol of an organisation – a graphical representation of the organisation's strengths, character and aspirations that is immediately identifiable.

Our logo has been chosen for its ability to represent our history, our present and our future through the different elements the cathedral comprises.

Wherever possible, the full logo including tagline should be used, however for instances where the logo appears very small, the version without the tagline is permissible.



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Our Logo: The Image Mark, Word Mark and Tagline

The master logo is comprised of three elements. The Image Mark, the Word Mark and the Tagline. Wherever possible, this 'lockup' version that represents the unified whole should be used. However separate guidance exists for times this may not be possible.

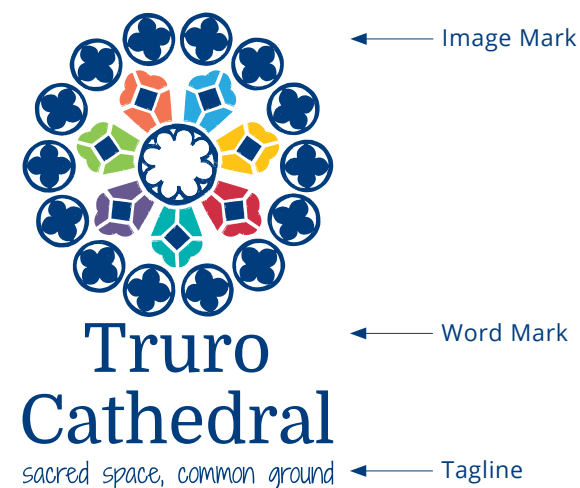
The Image Mark element depicts a rose window – an intentional nod to previous logotypes and therefore an evolution that respects the heritage and history of the organisation. The dark blue again holds fast to our traditional colour and so represents the overarching umbrella of the cathedral and all it encompasses. The individually coloured elements of the inner window represent the different areas of work that the cathedral

undertakes – from worship and music to education and events – all of which work together and support each other.

The Word Mark is the typeset name 'Truro Cathedral' that appears beneath the Image Mark. Again, the typeface is a slightly more 'traditional' font, balancing our history and heritage against the vibrant colours of the Image Mark and positioning us solidly for the future.

Our Tagline helps to communicate our position. It is a compressed version of our vision that defines what it is we stand for and what we strive to achieve. The font choice for the Tagline is intentionally much less formal than that of the Word Mark. Its 'handwriting' nature

implies the presence of people and, after all, people are at the heart of all that we do, therefore it is key they are part of our core brand. Please see page 9 for guidance on use of the Tagline when it is not locked up with the master logo and for guidelines of the expression of the Tagline in plain text.





Our Logo: Area of Isolation

All logo variants are governed by an area of isolation – a minimum ‘clear space’ around the logo, inside which no copy or imagery can appear. This reinforces the importance of the logo by separating it from competing visual elements.

The area of isolation also describes the minimum distance between the logo and the edge of the page or screen. The amount of clear space is defined by the height of the capitals on the Word Mark and scales proportionately with the logo. This scale applies to logo variants with and without the Tagline and both vertical and horizontal applications.

The logo should never be used smaller than 5mm (or 0.25") high.

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Our Logo: Orientation

Under most circumstances, the vertical version of the logo should be used.

It is understood that there will be select applications whereby the alternative horizontal version (with or without lockup) can be used.

The master logo must always be centralised and the horizontal version must always be right-reading. Do not invert or flip the logo.



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Our Logo: Tagline usage

When use of the logo with the tagline lockup is not appropriate or desired, the tagline must not be used as a freestanding element.

If space/size does not allow for the use of the lock-up logo, the alternative version of the logo should be used.

When writing the tagline in body text, lower case should be used for all unless it forms the start of a sentence, in which case usual grammar rules apply.

~~sacred space, common ground~~

~~sacred space, common ground~~



Our Logo: Colour Variations

Different applications and projects use different printing technologies and, therefore require different versions of our logo. The designs here are the most commonly used.

Full colour



One colour – blue



One colour – black & white





Our Logo: Colour Variations

The full colour positive logo should be displayed on light backgrounds.
For darker backgrounds, the full colour reverse or 1 colour reverse should be used.

Full colour



Reverse logo



1-colour reverse





Our Logo: Reversed-out variations

In certain instances, reversed out versions of the logo will be required. The designs pictured here allow for creative flexibility in applying the logo in these situations, while ensuring they do not stray too far from the brand's visual identity.



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Our Logo: On coloured backgrounds

In some instances, the logo will be required to work on coloured backgrounds. These backgrounds should always be drawn from the brand's colour palette.

When placed on the darker coloured backgrounds of the palette, the logo should be white. When placed on the lighter coloured backgrounds of the palette, the logo should be the primary blue or black.

Refer to pages 20 - 23 for further information regarding the colour palette.





Our Logo: On greyscale backgrounds

A 40% greyscale value provides a strong contrast between the logo and background and serves as the cut-off point between the one-colour positive and one-colour reverse logo.

The one colour reverse logo should be used on the darker backgrounds (those with a greyscale value of 40% or more) and the one colour positive logo should be used on the lighter backgrounds (those with a greyscale value of 40% or less).





Our Logo: On photographic backgrounds

Wherever possible, the full colour lock-up version should be used, however when placing the logo over a photograph it may be better to use the 1 colour positive or 1 colour reverse in order to maintain a strong contrast between logo and background.

Consider logo placement when selecting the background image.

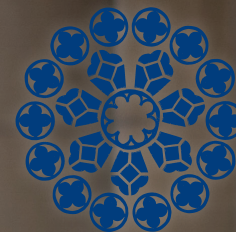
The application area should significantly approximate a solid colour and avoid areas that are visually cluttered, high contrast, textured or uneven.



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Our Logo: Improper usage

The guidelines laid out in the previous pages detail the correct way to use the logo and logo lock-up. Whether the logo is used in a small team PowerPoint or a national fundraising appeal, we all have responsibility for ensuring it is treated properly.

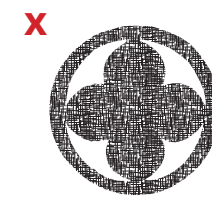
This page shows you some of the more obvious ways the logo can be mistreated – these are things to be avoided. **Sticking to the outlined rules ensures that the logo use remains consistent and will help our brand to build more equity over time.**



DO NOT change the colour of the image or word mark.



DO NOT outline the image or word mark.



DO NOT fill in the image with patterns of any kind.



DO NOT use departmental names in a lockup with the master brand.



DO NOT stretch the image or word mark.



DO NOT use the word mark without the image.



DO NOT change the font of the word mark.



Fonts

A brand's typeface is its visual voice. The typefaces we have chosen for Truro Cathedral are: Domine, Shadows Into Light Two, and Open Sans. These represent a number of our brand traits whilst also adding a human face to our logo and communications – reminding all our audiences that people are at the heart of our organisation. The fonts selected are all freely available Google Fonts and can be downloaded from: <https://fonts.google.com/>

Primary typeface:

Open Sans

Consistent application of Open Sans to the basic text elements of all printed and electronic pieces allows us to create a uniform visual language for the Truro Cathedral brand. This is a standard Google font and so freely available.

Secondary typeface:

Domine

In addition to Open Sans, Truro Cathedral uses Domine for specific applications eg Titles. This is a standard Google font and so freely available.

Highlight typeface:

Shadows Into Light Two

This is the name the cathedral has allocated to its use of Shadows Into Light Two, used in the tagline. This is a very 'human' font and should be used for pull-out quotes or to highlight key points. This is a standard Google font and so freely available.



Fonts: Typefaces in application

Sample Headline Copy (should be set in Domine at a minimum size of 20pt).

Paragraph Headers (should be set in Open Sans at a minimum size of 10pt).

Body copy (should be set in Open Sans at a minimum size of 10pt).

Pull-out quotes or highlight paragraphs (should be set in Shadows Into Light at a minimum size of 12pt).



Colours

As with a typeface, a colour can be something a brand is known for, and so choosing colours can be tricky. A brand's choice of colours conveys a great deal about its personality.

The colours we've chosen for Truro Cathedral strike the optimum balance – the solid blue provides the consistency with the brand's previous core colour, a familiarity and solidity; whilst the supporting colours are vibrant yet approachable – representing the accessible yet varied work the cathedral undertakes within the county of Cornwall – itself known for its creativity.

The Truro Cathedral colour palette comprises three sub-palettes: a primary, secondary and tertiary.

The primary represents the core, overarching solid blue of the logo. The secondary palette comprises the complimentary colours that form the inner wheel of the core logo, each representing a key area of cathedral life. The tertiary palette, again complimentary, comprises additional colours used to represent areas not covered in the core logo.



Colours: Area Representation

Each of the core areas of cathedral life/activity has been allocated a colour. This colour can be used as an accent for activities/information relating to that area of cathedral life – for example, use of red coloured graphic elements (see page 28) and red title text for a music concert, or light green for worship.

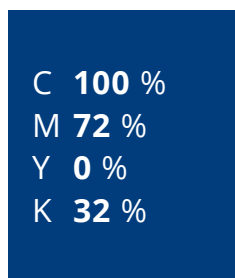
Core Truro Cathedral colour	Support Us (fundraising / volunteering etc)	Music	Learning & Arts	What's On (Events)	News
	Visit Us + Food & Drink	Worship	Shop		Social Responsibility + History



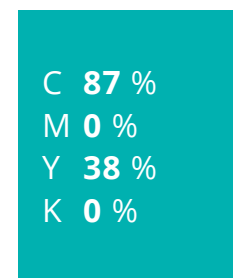
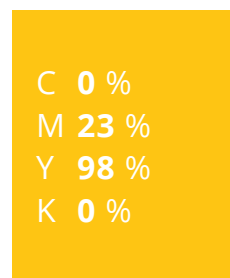
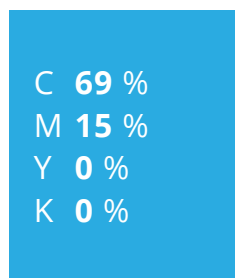
Colours: CMYK colour palette

The Truro Cathedral colour palette comprises three sub-palettes: a primary, secondary and tertiary.

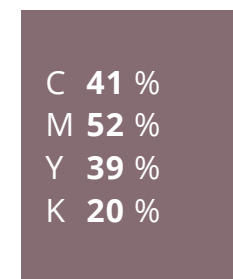
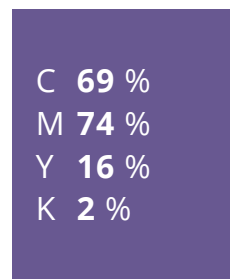
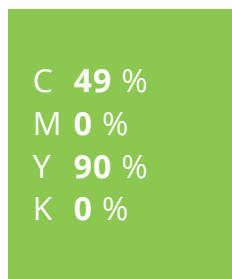
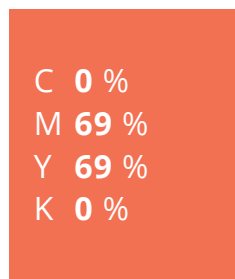
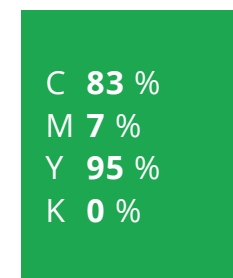
Primary



Secondary



Tertiary

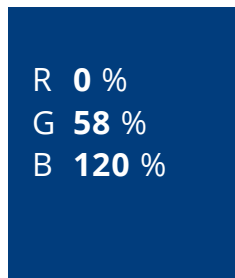




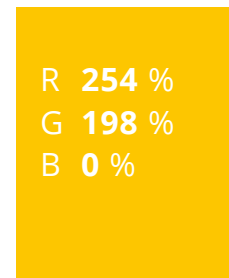
Colours: RGB colour palette

The Truro Cathedral colour palette comprises three sub-palettes: a primary, secondary and tertiary.

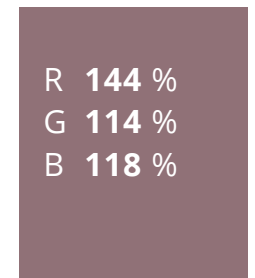
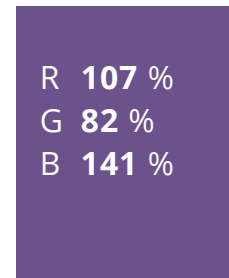
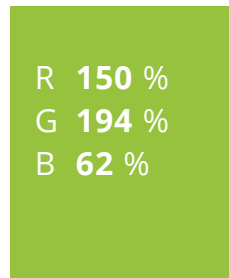
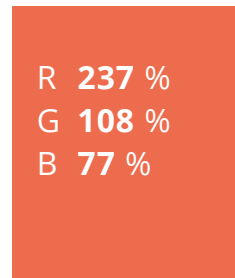
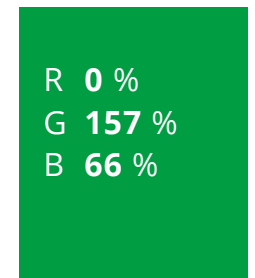
Primary



Secondary



Tertiary

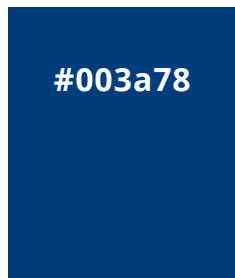




Colours: Hex colour palette

The Truro Cathedral colour palette comprises three sub-palettes: a primary, secondary and tertiary.

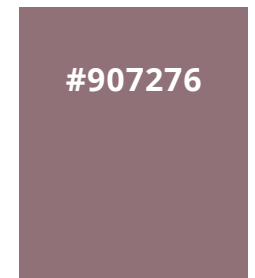
Primary



Secondary



Tertiary





Imagery

Images are a key element of a brand's broader visual language. They can be used for advertising, posters, brochures – anything where the visual interest of the photograph will help communicate the message. Just as we've chosen a particular mark and colour palette, so too have we created guidelines for the kinds of imagery to use. Guidelines that are tools to help in selecting appropriate imagery for the Truro Cathedral brand.

Three distinct photographic approaches have been developed to support the Truro Cathedral brand...



Imagery: Reportage style images of people and activities

Moving away from 'staged' style images wherever possible to try to capture the heart and essence of events, services and activities. The reportage style is relaxed, approachable and should appear to provide a 'glimpse' into cathedral life.





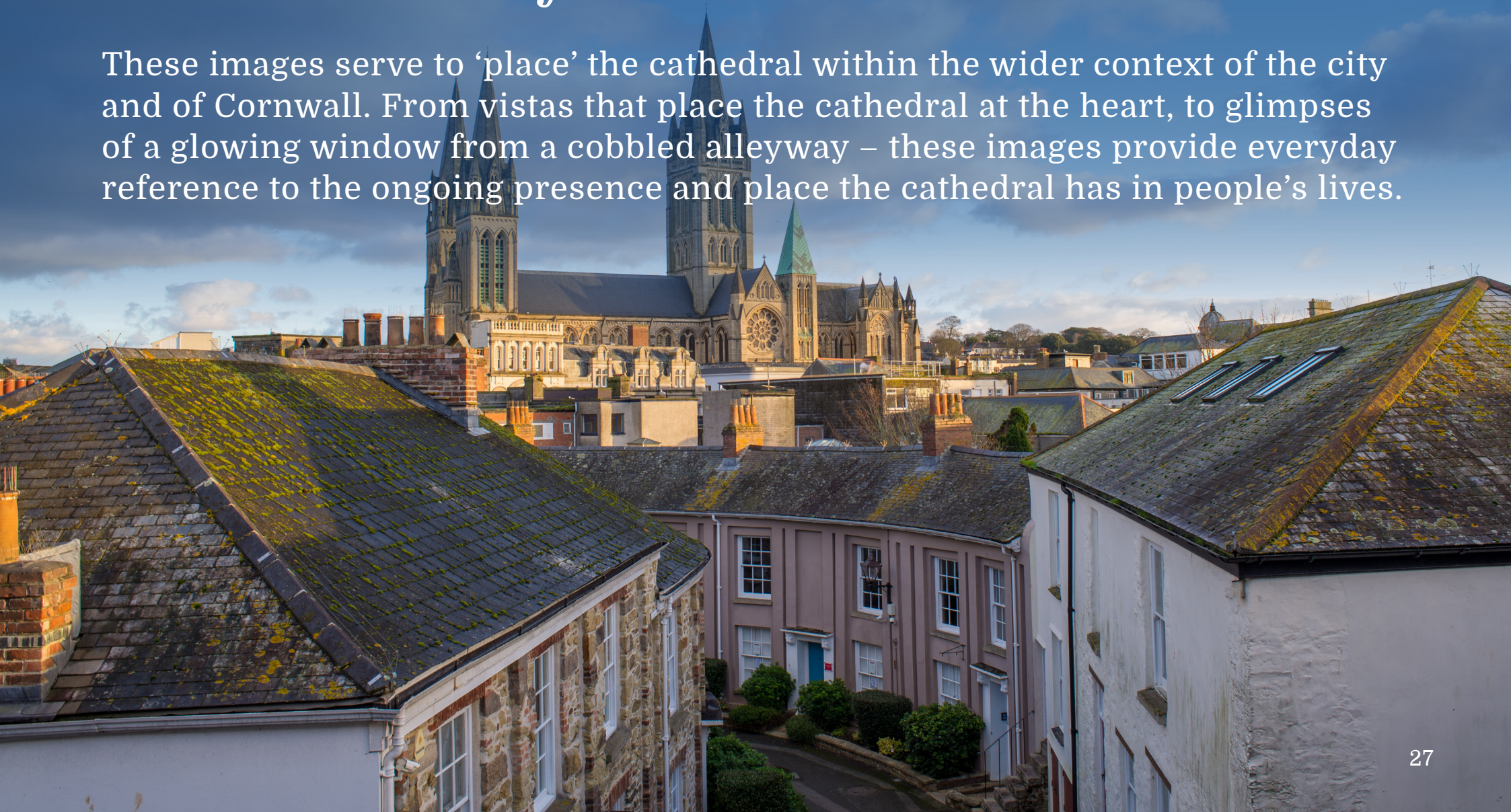
Imagery: Patterns in the cathedral world

This comprises 'patterns' found in and around the cathedral. It could be the repeat of archways, it could be rows of candles, it could be rows of chairs or cups in the café or displays in the shop, craft materials laid out for a workshop or even organ pipes. Looking with the right eyes, the cathedral is FULL of interesting and unusual and beautiful patterns. It is about the beauty in the detail as well as in the overall more 'obvious'.



Imagery: The cathedral in the wider community

These images serve to ‘place’ the cathedral within the wider context of the city and of Cornwall. From vistas that place the cathedral at the heart, to glimpses of a glowing window from a cobbled alleyway – these images provide everyday reference to the ongoing presence and place the cathedral has in people’s lives.





Graphic elements

Graphic elements play a vital role in creating distinctiveness for a brand. Serving as an immediate visual cue and prompt for the brand, they should be incorporated into digital and physical communications whenever possible and appropriate. It is important that the small number of graphic elements we have are used thoughtfully in order to achieve brand consistency.

Scalloped top banner



Slanted bottom strip



Shaped bullet points



Highlight boxes





Brand voice

Truro Cathedral's brand voice is the verbal partner to our visual look. It is the tone and style with which we addresses our audiences. The brand's voice manifests itself in words – written on the page or screen, spoken in formal and informal settings. Handled with care, our voice is consistent across all these elements, reinforcing the key traits that underline it.

Speaking to audiences:

The audience's perspective – what they hope to hear and how they want to hear it – is the starting point for any effective communication. Truro Cathedral's brand speaks to many audiences; colleagues inside the organisation, our volunteers, our supporters, our congregations, our suppliers, our visitors and the wider community. Each of these audiences has different needs and communication that works for one will not necessarily work for another. Putting yourself in your audience's shoes will help you craft communications from their perspective, with their needs in mind.

Speak Clearly:

Truro Cathedral's brand voice speaks in a straightforward manner to communicate the different aspects and activities of our organisation to our audiences. Our voice is accessible to all and not filled with acronyms or terminology not widely understood outside of specialist circles. Where specialist terminology must be used (eg Christian faith related) it is explained. Overall, our brand voice speaks a simple, everyday language.



Brand voice continued

Capitalisation:

Reference to Truro Cathedral:

- Whenever the cathedral's name is written in full (Truro Cathedral) it should be capitalised.
- Whenever the cathedral is referred to without its full name (eg: Truro's only cathedral; our cathedral; the cathedral), 'cathedral' is lower case.

Job titles:

- Job titles should not be capitalised unless immediately preceding the person's name, used as part of the name, or featuring on your email sign-off, letterhead or business card. Job descriptions are not capitalised.

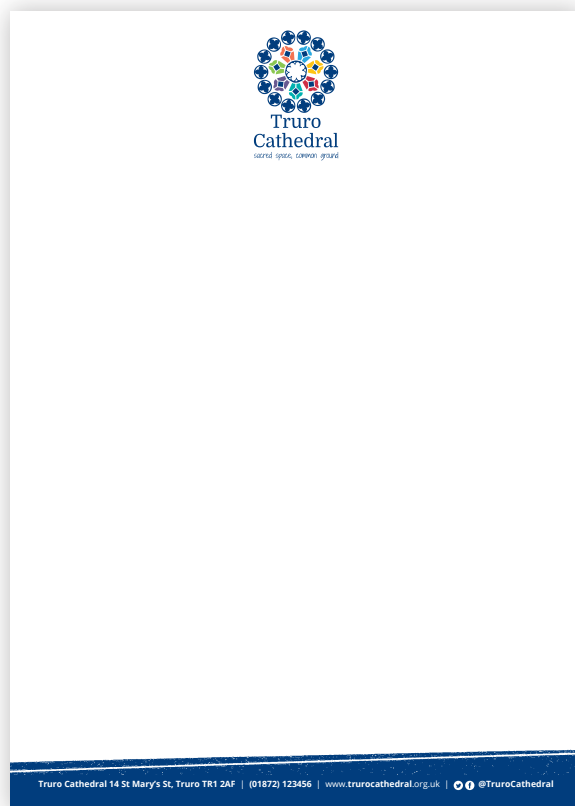
Examples of correct usage:

- The Dean of Truro, Roger Bush, commented on the capitalisation issue. (Immediately preceding the name).
- Dean Roger commented on the capitalisation issue. (Part of the name).
- Commenting on the capitalisation issue, the dean said... (Job description).
- When asked, Ellen McKessock, the cathedral's director of operations responded... (Job description).
- Tom Smith is a boy chorister in Truro Cathedral Choir. (Job description).



Our brand in use

Business card, letterhead, email signature



Roger Bush
Dean of Truro
Truro Cathedral

Office **(01872) 123456**
Mobile **(07775) 123456**



  **@TruroCathedral**
www.trurocathedral.org.uk



Our brand in use: email signature

Email signatures provide daily opportunity to underline our brand's voice and traits. The internal and external templates provided should be applied to all email signatures. Creating or adding additional elements is prohibited – unless provided by the Development Team in support of a particular activity or appeal. Should this be the case, temporary guidelines will be issued at the time of providing any additional graphical elements.

Internal:

Roger Bush

Dean of Truro

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