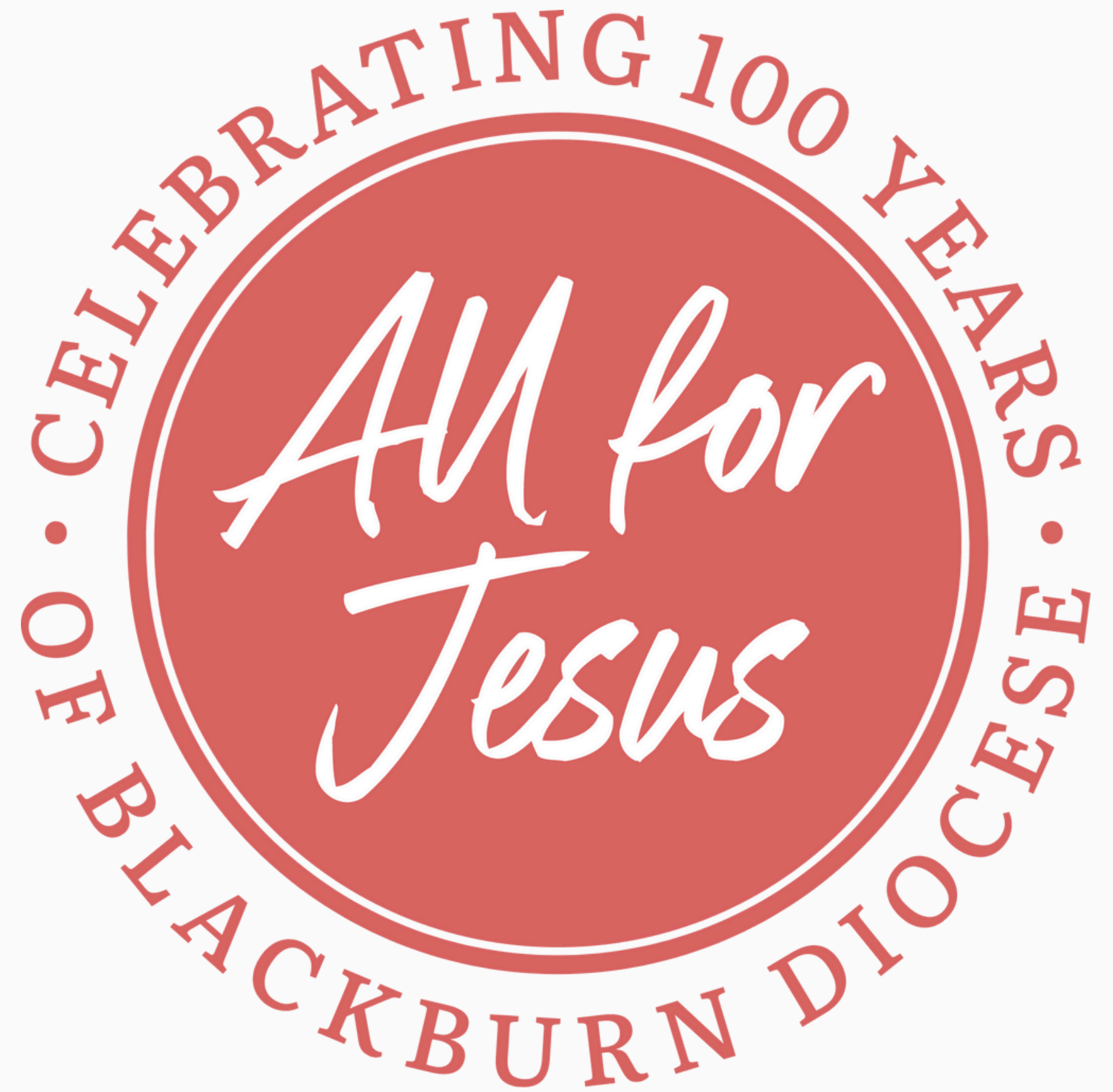


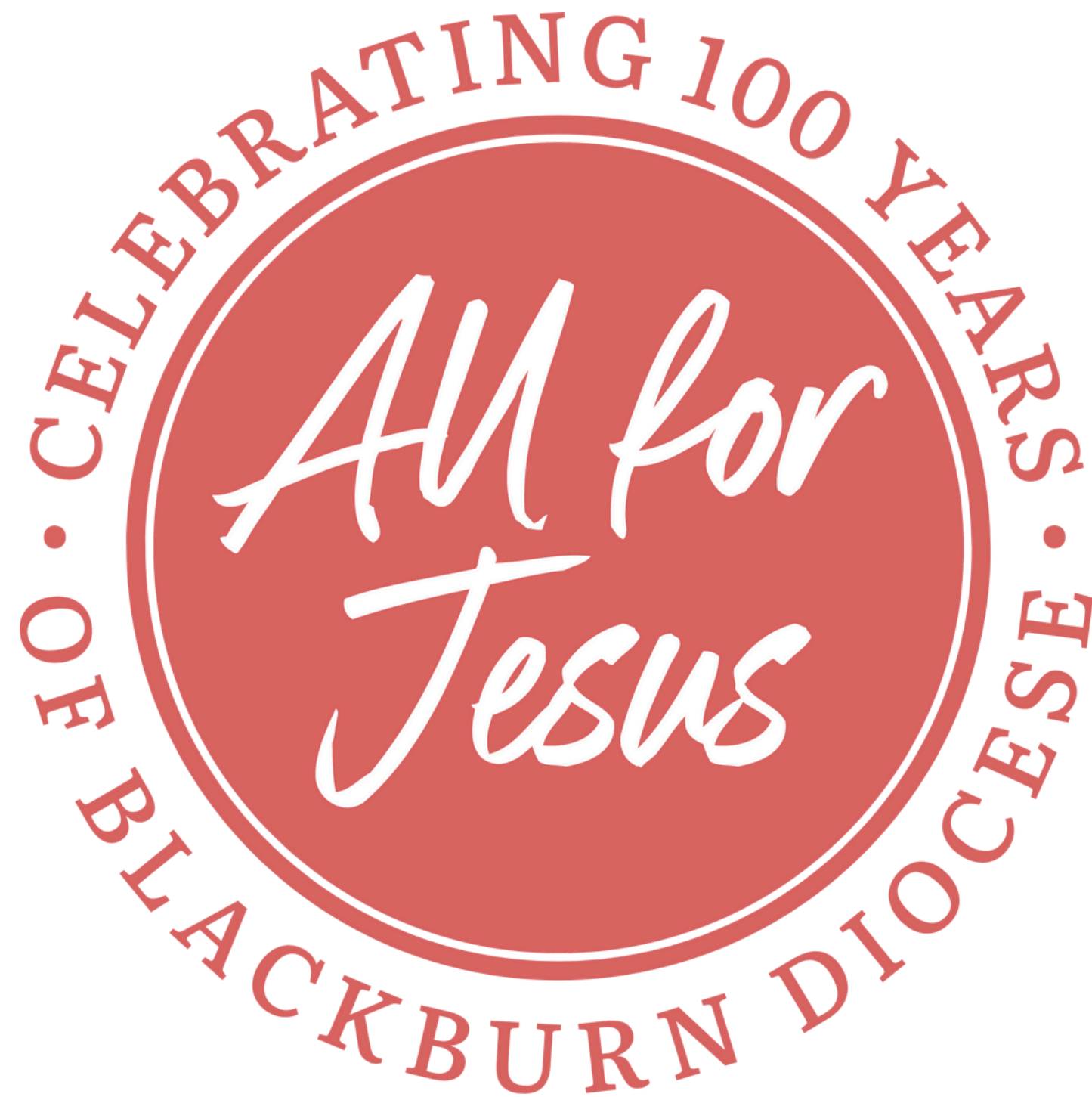
## LOGO GUIDELINES

# All For Jesus

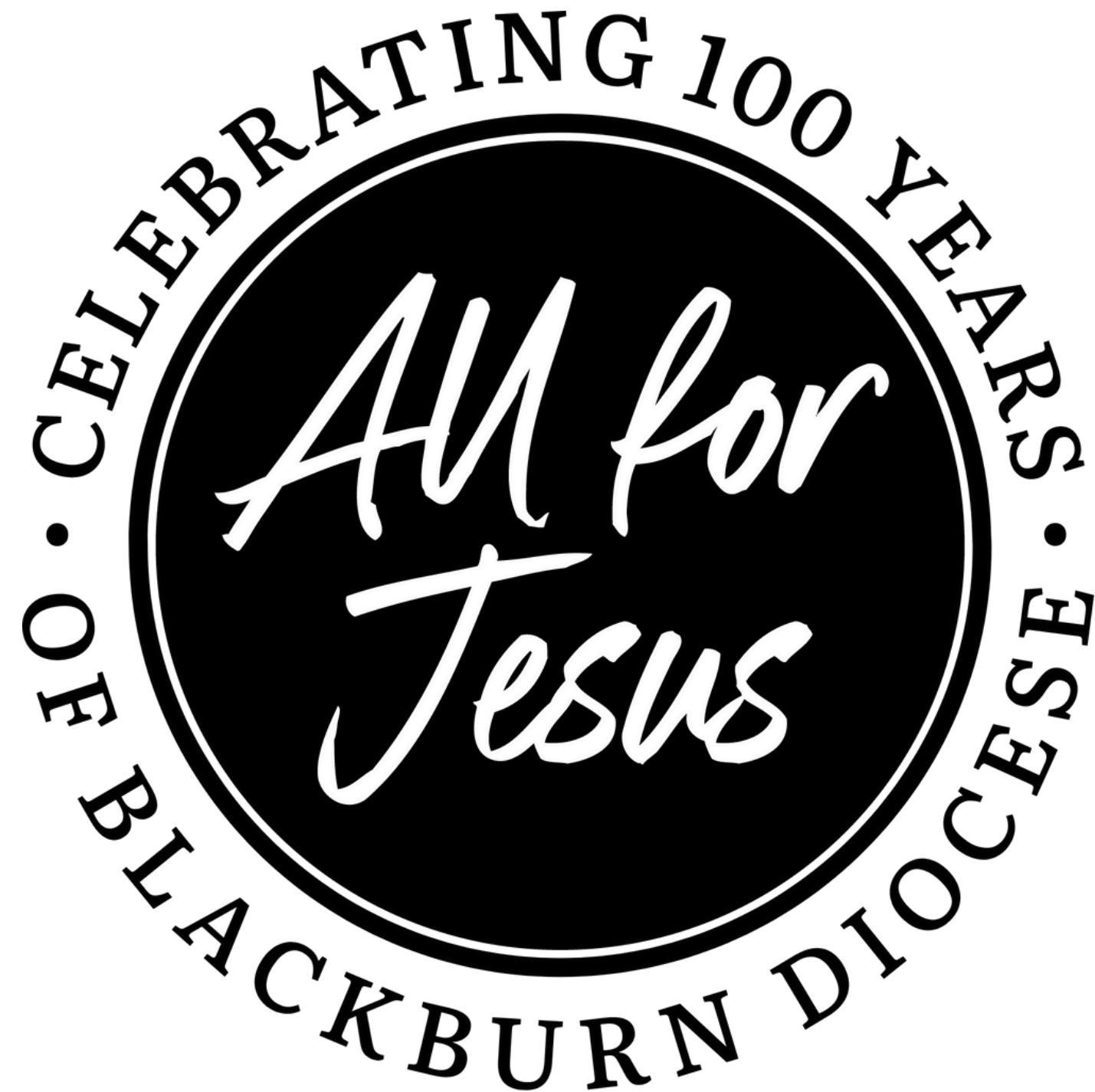
How to use the  
All For Jesus  
Logo



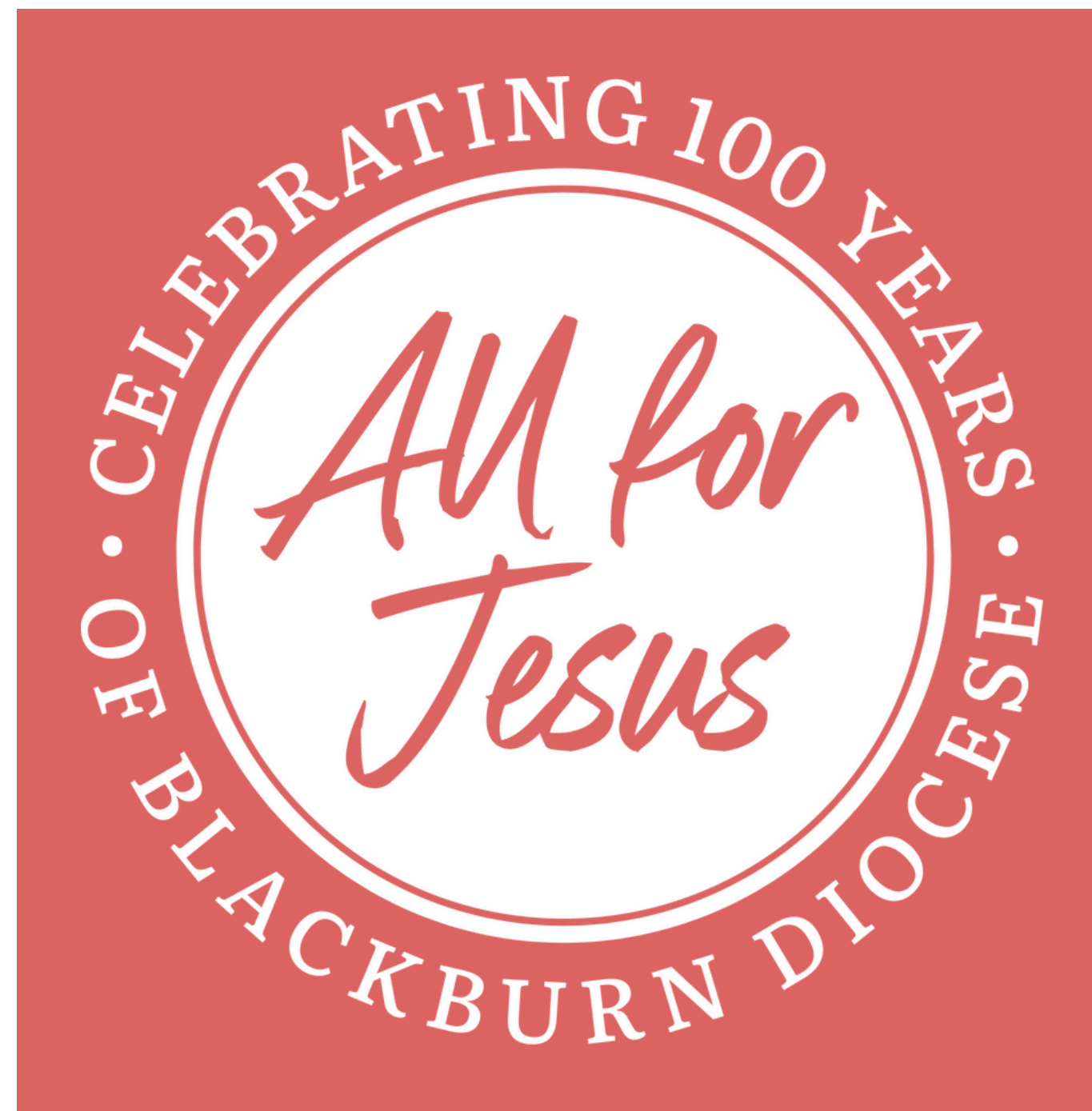
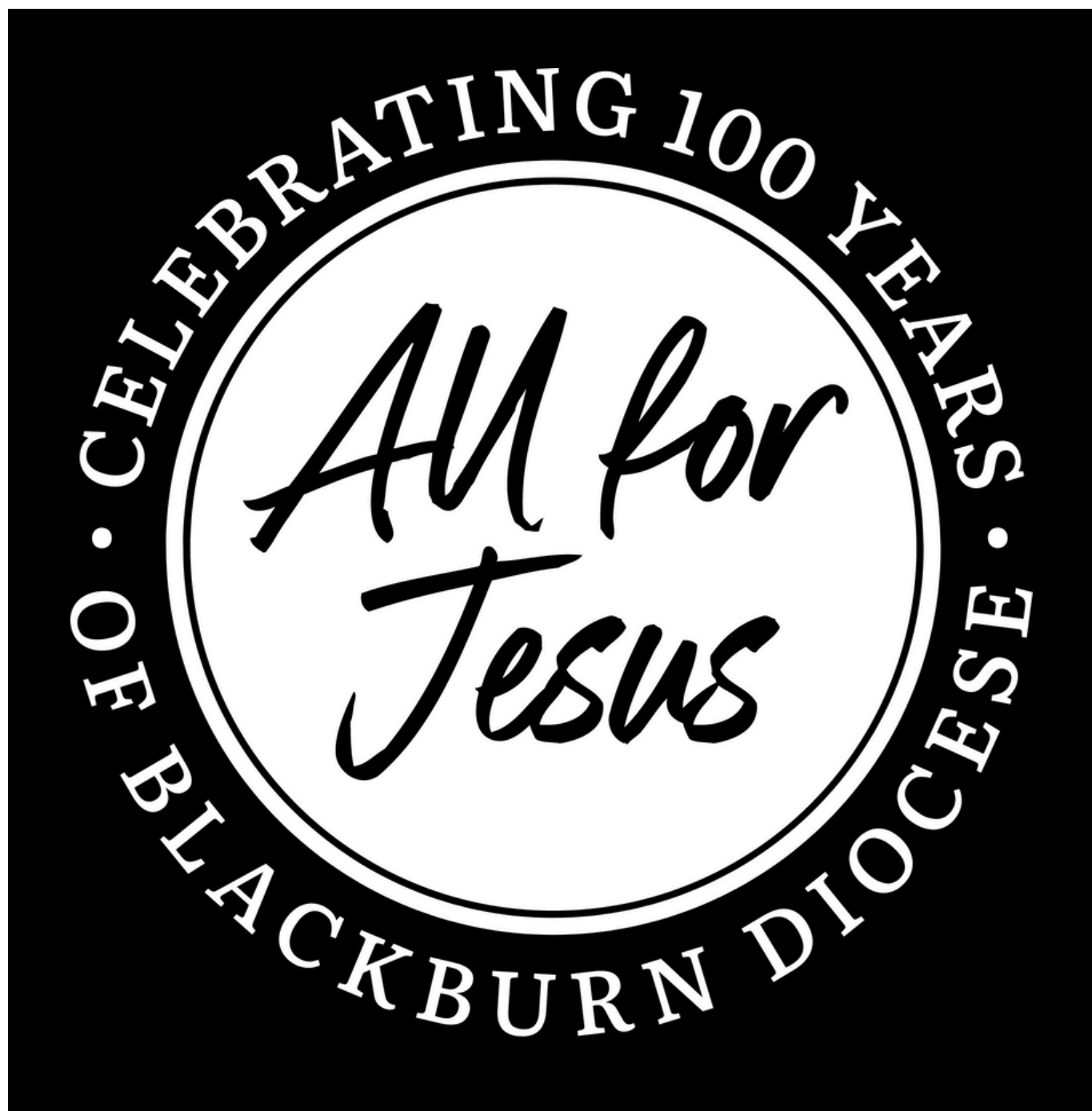
# Primary Colour Logo



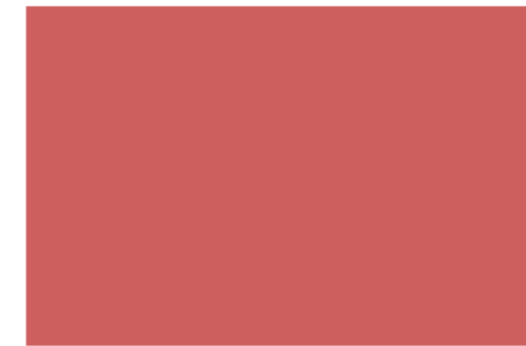
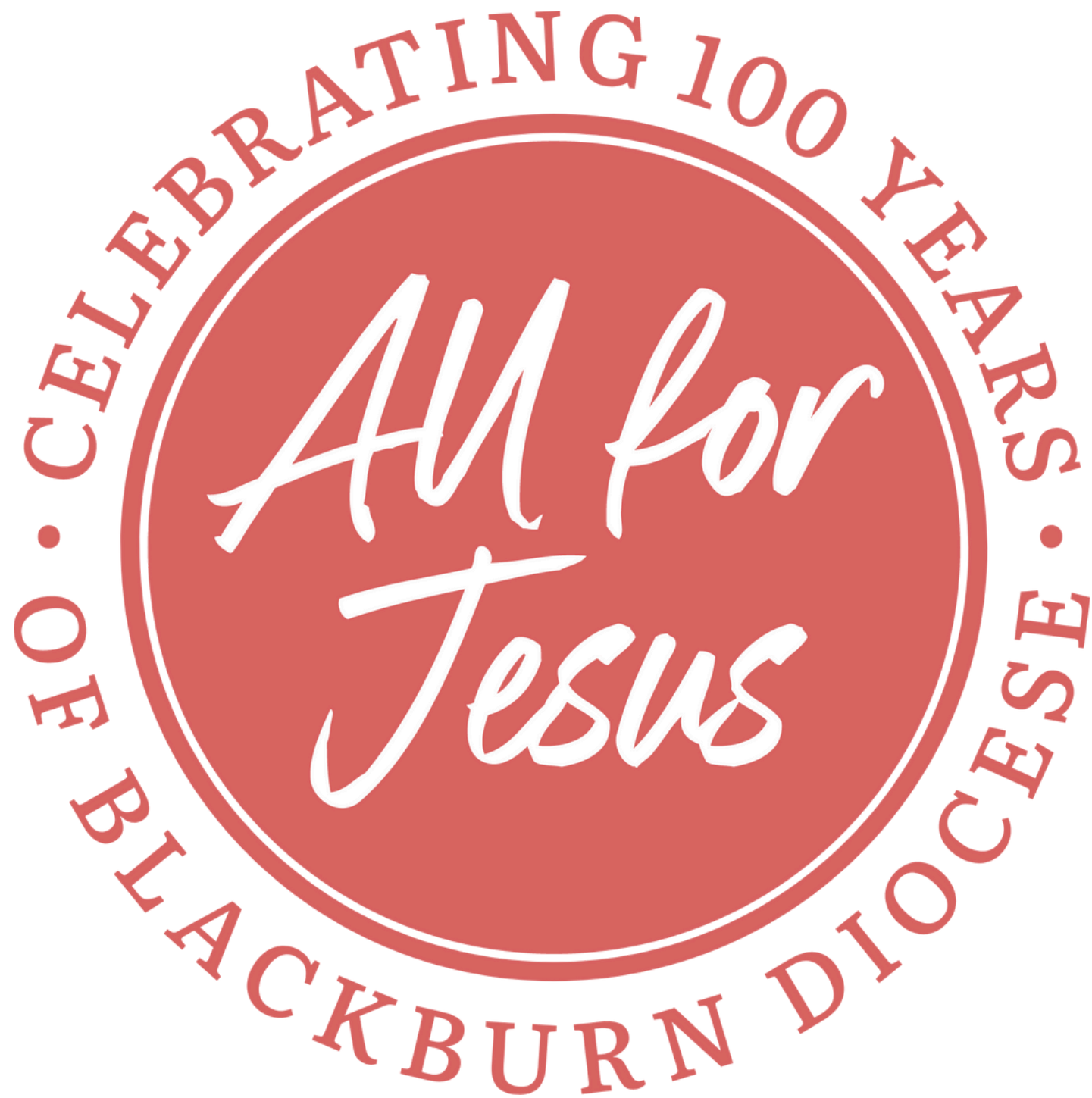
# Primary Mono Logo



# Primary Whiteout Logo



# Brand Colour



POP RED

C: 0

M: 70

Y: 50

K: 10

Hex: #DB6462



# Logo Font

CELEBRATION FONT - BOSTON SKYLINE

*All for Jesus*

TITLES FONT - LITERATA (AVAILABLE AT GOOGLE FONTS)

Celebrating 100 Years

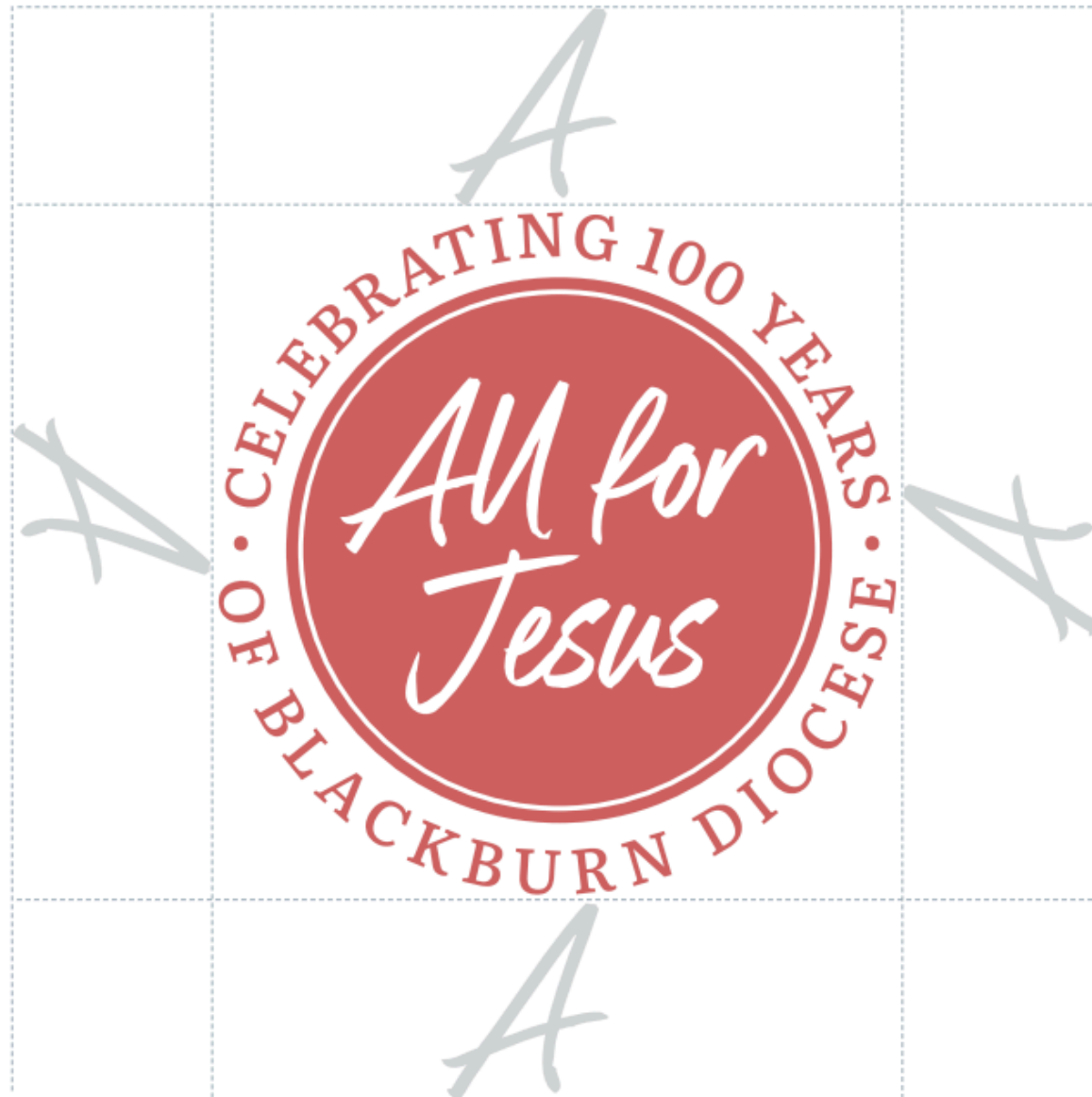
BODY COPY - MULI (AVAILABLE AT GOOGLE FONTS)

Pa iumqui ommolorum volorer itatur aut illanimenda volupta inumquodi aut faceptatur ressum sunt, te lame cusam a conestiurio omnis alit ulpa volupta quam, aut ma es am apis ipsum net prae etur re volorestio. Iquatur reperch illabor alit, quibus mos de dernati rest, estiumquam quatet officae sam que voles expliquid expellate velecuptatis ipis dolor mint, te perum eventur sequam laut vellaborae cusam facestint voloescita sapiciandam, sum in corit, quia quiam illabor si tem rectotas ea por sam fuga. Namus ideless eritis volo con num experi cullatecti omnis elia dunt estis ut quo diaturn fuga.

# Exclusion Zones

The logo needs space around it in order to maximise its visual presence. An exclusion zone around the logo prevents any graphic element (such as type or photography) from interfering with its integrity.

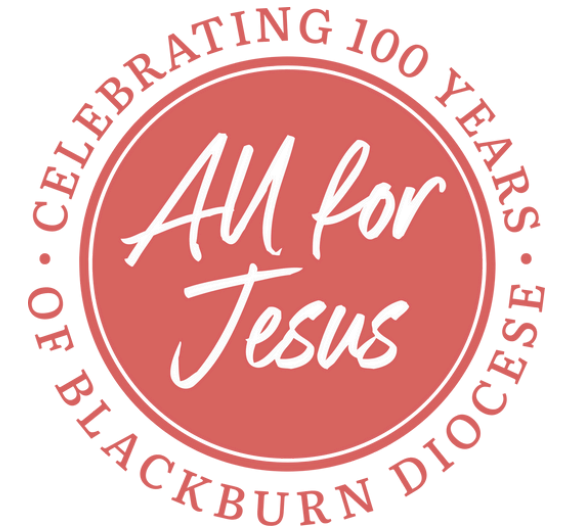
The exclusion zone can be estimated by using the width of the letter A depicted in the diagram below.



On printed materials, the logo should be no smaller than this minimum size (to keep the strap line visible). This is set by making sure the strap line's text is no smaller than 9pt.



# Logo usage



## Use the right version

- Always use the official logo files provided.
- Choose the correct version for the context: full colour or black and white. Please note, there is only one colour for the logo (pop red) and that is provided in the files available alongside the black (mono) and 'white-out' versions.

## Give it space

- Leave enough clear space around the logo so it's not crowded by text, images, or edges.
- A good rule: leave space at least equal to the height of the letter 'A' in the 'All for Jesus' text in the centre on all sides when placing in various contexts.

## Keep it proportional

- Never stretch or squash the logo. Always resize it proportionally by holding Shift (in Word, PowerPoint, etc.).

## Use approved colour only

- Stick to the official brand colour. Please don't change the logo colour.

## Make it legible

- Use the right version for light or dark backgrounds.
- Ensure there's enough contrast so the logo is easy to see.

## Always use high-quality files

- Use PNG or vector files for clarity, especially for print or large displays. You can download the files from the Diocesan website.



# Reminders

Rules on logo use to keep in mind



**DO NOT** change the color.  
Use colors in the palette.



**DO NOT** crop  
the logo.



**DO NOT** add  
shadows or effects.



**DO NOT** rotate  
the logo.



**DO NOT** put over  
another illustration



**DO NOT** use tint  
or opacity.

# Context

## Suggestions for how to use the logo

### Stationery

- Use high-resolution files (PNG or vector) to keep the logo sharp.
- Place the logo in a consistent spot — usually top left or top centre.

### Email signatures

- Use a small version of the logo that doesn't overpower the text.
- Make sure it's clear and readable — avoid blurry or pixelated images.
- Don't add effects or animations.
- Keep it aligned with your contact details, usually on the left or above.

### Social media

- Banner/header: Place the logo in a corner with enough space around it.
- Posts: Use the logo subtly — don't let it dominate the message.
- Always check how it looks on both mobile and desktop.

### Websites

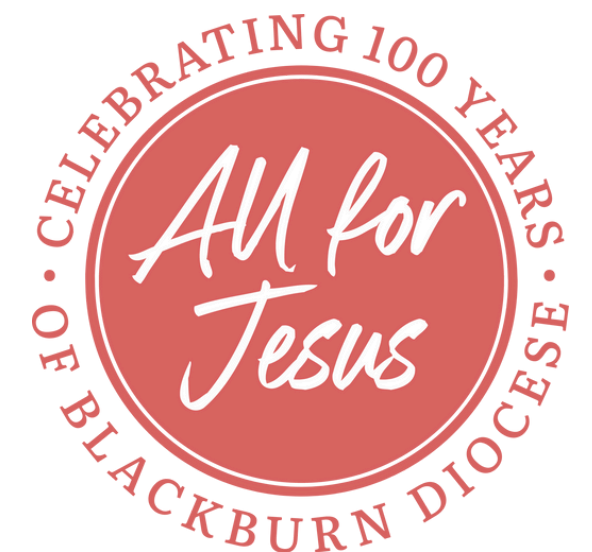
- Use the logo in the header (top of the page) and footer.
- Keep it visible but not oversized — balance with other logos/elements around it.
- Use the correct version for light or dark backgrounds.

### Posters, flyers, and event materials

- Place the logo at the top or bottom, not in the middle.
- Leave white space around it — don't crowd it with text or images.
- Use the full-colour version unless the design calls for black & white.
- Don't stretch or distort the logo to fit - resize proportionally.

### Videos and presentations

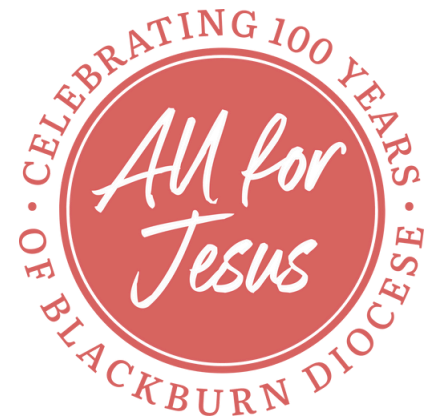
- Use the logo in the intro slide, outro, or corner watermark.
- Keep it small and unobtrusive during content.
- Don't animate or rotate the logo.



# Co-branding

If placing your parish logo and/or the Diocesan logo next to the All for Jesus logo:

- Keep both logos the same size.
- Leave enough space between them.
- Don't merge or overlap them.

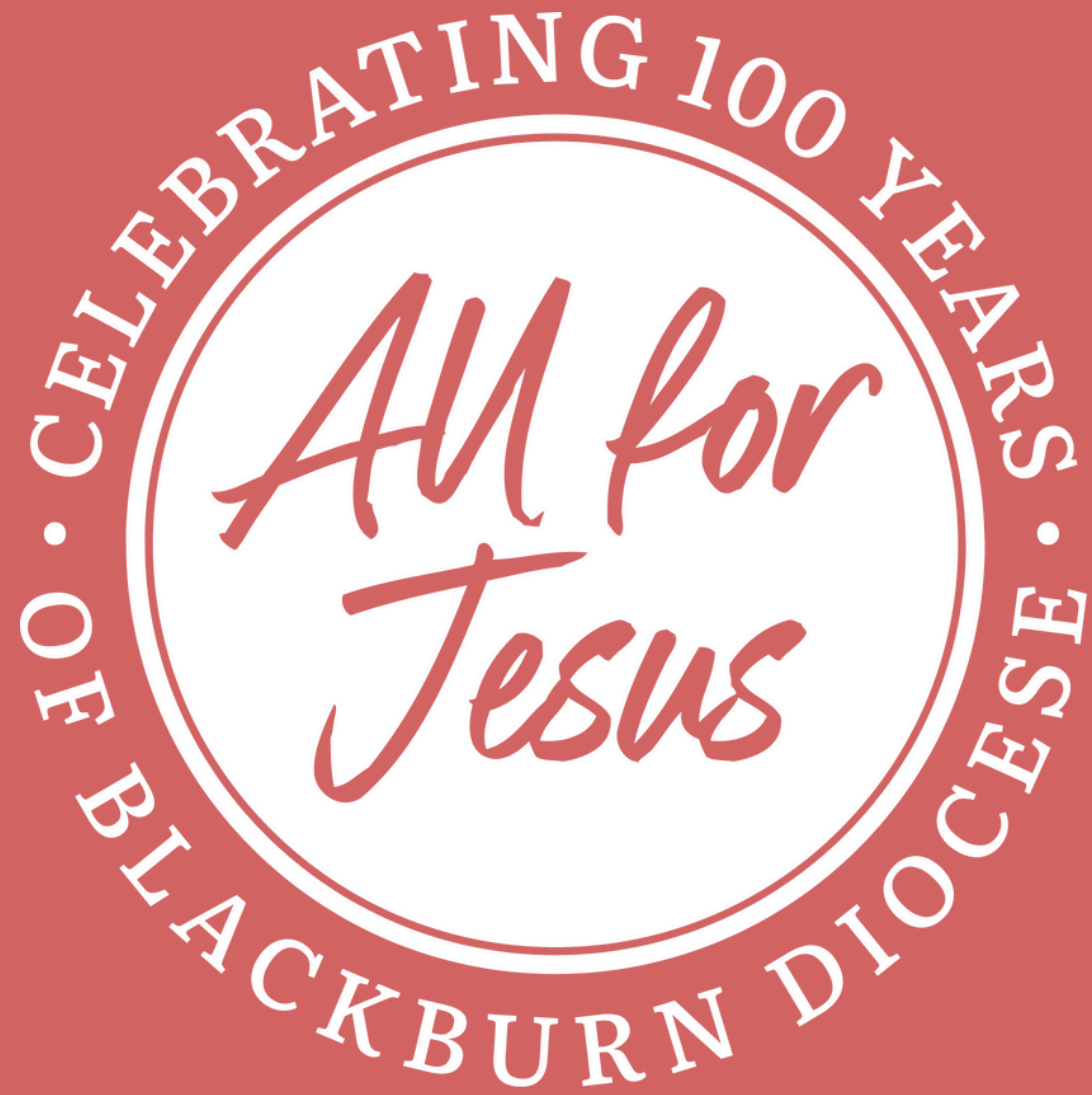


## Vision 2026 Logo

- The Vision 2026 branding is now being phased out. It will be replaced with a new brand for the next vision for the Diocese; to be introduced by the end of 2026 and taking us to 2033.
- You may still see it occasionally, in the context of looking back on the achievements of the last 10 years, but going forward general use of the Vision 2026 branding should stop and no new digital or printed materials using the Vision 2026 branding should be commissioned/produced.



## LOGO GUIDELINES



If you have any questions about how to use the All for Jesus branding, please contact us: [communicate@blackburn.anglican.org](mailto:communicate@blackburn.anglican.org)