

Christian**Ecology**Link

Design guide



Christian**Ecology**Link

Introduction

The design guide has been developed for CEL and its supporters to enable them to produce effective and consistent publicity. If you are involved in the design and production of publications you should find this a quick and easy guide to the correct use of our visual brand identity.

The guide outlines how to maintain our visual brand identity through the correct use of the four key elements:

- ▶ logos
- ▶ colours
- ▶ typeface
- ▶ graphic elements.

Plus, some quick hints and tips on using the CEL templates.

For us to maintain the quality and consistency of the visual brand identity, you must follow these guidelines. As a member of CEL you are responsible for ensuring the identity is adhered to.

Please read through the guide before you start to produce any publications.

Logos

CEL Logo

The CEL logo is the principal element of our identity. Every aspect of the CEL's activities should be identified by this logo. For the CEL logo to be most effective it should always appear on a white background. The logo needs to retain some distance from other layout elements. As shown, we calculate the minimum exclusion zone around our logo using the height of the capital letter 'C' in **ChristianEcologyLink**.

To ensure the logo looks sharp and clear always reproduce the logo from a master file containing original digital artwork. The logo is available in EPS, TIF and JPEG digital formats for print and screen use. When using the logo **do not** ...

- ▶ use the logo elements separately
- ▶ change the proportions of the logo
- ▶ try to recreate the logo
- ▶ change the colours
- ▶ add any wording or graphics to the logo
- ▶ use below the minimal width of 25mm.



x = height of capital 'C'

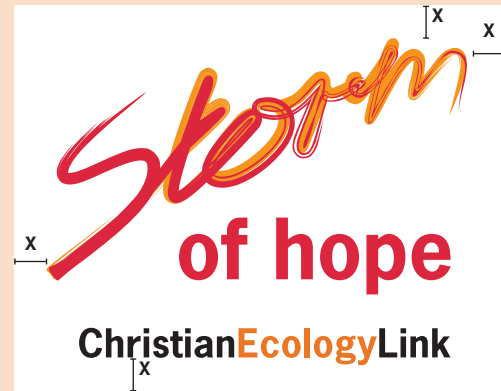


Storm of hope logo

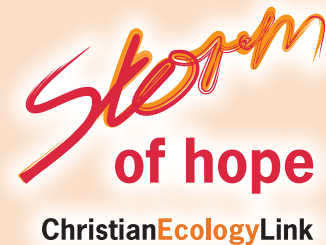
This is only used on core publications written by Steering Committee members.

The guidelines for the CEL logo apply to the Storm of hope logo with the following additions:

- ▶ The logo can be given a white glow when placed on photos.
- ▶ The logo can be used without the wording 'Christian Ecology Link'.



x = height of capital 'C'



Colours

Colour publications

When a CEL product is reproduced in colour, the following principles apply:

- ▶ CEL logo is printed in colour
- ▶ Photographs are printed in colour
- ▶ Boxed items are either: black text on 20% tint of CEL orange or: white text on CEL red.

Single colour publications

Single colour publications are printed in black.



CEL orange

CMYK: 4C 66M 100Y 0K

RGB: R231 C111 B0

Web: e76f00

Pantone: 152C



CEL red

CMYK: 10C 98M 78Y 0K

RGB: R210 G16 B52

Web: d21034

Pantone: 186C

Typography

Typography is an important element in creating a coherent house style. The CEL primary font, News Gothic, has been carefully chosen for its legibility and range of weights (regular, italic, bold and bold italic). The font must be used by commercial printers.

For body text, use our default font News Gothic with a minimum point size of 8.5 and a leading of 11.5.

All type should be set ranged left and ragged right (do not justify). Type should be normally set in upper and lower case with automatic hyphenation turned off. Standard letter and word spacing should always be used. Type should not be condensed or expanded by graphics software.

Avoid using block capitals as they can be difficult to read. Punctuation should be kept to a minimum. Abbreviations and hyphenation should be avoided wherever possible.

Headings should be short and give a snapshot of the preceding copy.

A secondary font, Arial Narrow, can be used by supporters when producing publications on their home PCs. This font is widely available on most PCs.

News Gothic - regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890 \$%&(.,:;"'!?)

News Gothic - italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890 \$%&(.,:;"'!?)*

News Gothic - bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890 \$%&(.,:;"'!?)**

News Gothic - bold italic

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890 \$%&(.,:;"'!?)***

Graphic elements

When creating CEL documents, the following graphic elements must be applied:

Header

On a standard litho printed A4 or A5 sheet this header bleeds off the sheet and is 9mm high (plus appropriate bleed). The header area contains either the colour image CEL_stip.tiff or the grayscale image CEL_stip_b/w.tiff. It is important to crop the image from the top so that the bottom portion of the image is visible within the box.

On most laser printers images can not print to the paper edge so the above is replaced by a 3mm high line containing the image which is positioned 6mm from the top, left and right edges.

Footer

On a standard litho printed A4 or A5 sheet this is positioned 10mm from the page bottom, is 3mm high and bleeds off the sheet edges. The footer area contains either the colour image CEL_stip.tiff or the grayscale image CEL_stip_b/w.tiff. Crop the image as guidelines above.

For laser print production the 3mm high line is positioned 6mm from the left and right edges.

PLEASE NOTE Proportions will increase for larger documents. Adjust accordingly.

Templates

General guidelines

Layout

Do not alter the templates layout – including the logo positioning and font size.

Typography

The templates have pre-set styles for formatting copy. Please use these styles to achieve a consistent look and feel to our publications. Do not format your article using spaces, multiple tabs, or blank paragraphs to get the spacing you want.

Clip Art

Clip art looks unprofessional and will quickly date your publication. If an image is required use good quality photography.

Photographs

- ▶ Use a balance of images to portray both the positive and negative sides of issues.
- ▶ Names of people in photographs must be given in the captions, where possible.

- ▶ Always ask an individual's permission to take and use their image.

Proofing

It is important to thoroughly proof read all design work and check that both the text and design are correct. Once artwork is signed off it is difficult to make any amends without incurring extra costs.

Paper

Use white paper with at least 75% recycled fibre for all CEL publications.

Topic leaflet

There are two word templates for A5 Topic leaflets.

- ▶ Topic_text – a text only version
- ▶ Topic_pic – a version with a photo on front cover.

Each template contains two A4 spreads. This means the leaflets can be produced by using double sided printing and hand folding to A5. Only use Word styles starting with 'topic' wherever possible; and ignore the Word built-in styles (such as Heading 1 and Heading 2).