Ecclesiastical
Law
Society

Ecclesiastical Law Society Brand Guidelines

Design by Cristina Morientes for Square Eye

LOGO VERSIONS

Ecclesiastical Law Society Brand Guidelines

These brand guidelines have been created to help consistency when applying the Ecclesiastical Law Society logo to any kind of client-facing, brand or promotional materials.

Pantone 485C / 485U

MAIN BRAND COLOUR

CMYK: 0 100 100 0
RGB: 227 6 19
WEB: e30613

Black 90%

MAIN BRAND COLOUR

CMYK: 0 0 0 90
RGB: 60 60 59
WEB: 3c3c3b

DOS & DON'TS OF COLOUR & BACKGROUND USES

Ecclesiastical Law Society Brand Guidelines

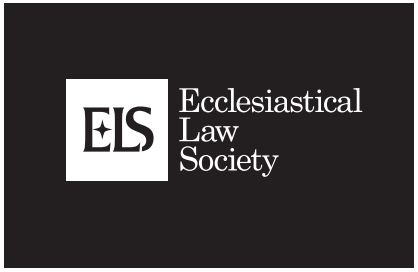
DOS

White or light background

White or light background (1 colour)

Black background

Black background (1 colour)



Negative background

Low contrast

DON'TS

Random background colour

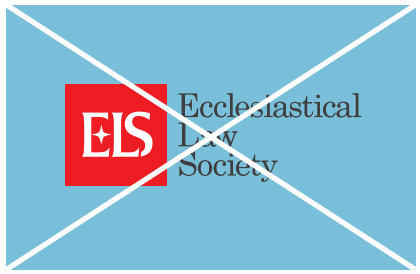
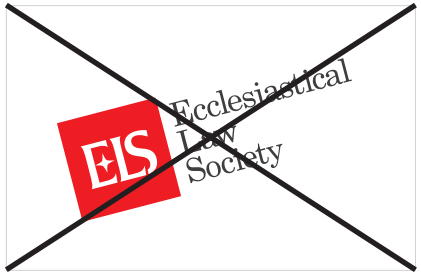


Photo background

Logo manipulation



These are the colour and background uses for the Ecclesiastical Law Society logo.

BRAND COLOURS

Ecclesiastical Law Society Brand Guidelines

Ecclesiastical Law Society

BRAND COLOURS

Pantone 485C / 485U
MAIN BRAND COLOUR

CMYK: 0 100 100 0
RGB: 227 6 19
WEB: e30613

Black 90%
MAIN BRAND COLOUR

CMYK: 0 0 0 90
RGB: 60 60 59
WEB: 3c3c3b

SECONDARY PALETTE

SECONDARY COLOUR

CMYK: 0 70 100 78
RGB: 54 42 36
WEB: 381100

SECONDARY COLOUR

CMYK: 15 24 44 3
RGB: 219 191 151
WEB: dbbf97

SECONDARY COLOUR

CMYK: 6 5 5 0
RGB: 243 241 241
WEB: f3f1f1

The Ecclesiastical Law Society logo uses the red primary colour. No other colours or shades are permitted for the logo other than those specified on the Colour & Background uses page.

Part of the Ecclesiastical Law Society branding is the secondary colour palette. This colour palette can be used on any materials when a different colour range might be required, such as Ecclesiastical Law Society's website or PowerPoint presentations.

Ecclesiastical Law Society

Century

Century Regular

HEADLINES

Effra

Effra Regular

BODY COPY

Effra Medium

BODY COPY

Arial

Arial Regular

BODY COPY

Arial Bold

BODY COPY

Century is the brand typography for headlines.

Effra is the brand typography for body copy. Use Arial when Effra is not available (i.e. PowerPoint presentations).

SIZE & SPACE

Ecclesiastical Law Society Brand Guidelines

To maintain legibility the Ecclesiastical Law Society logo should be reproduced at no less than 30mm wide

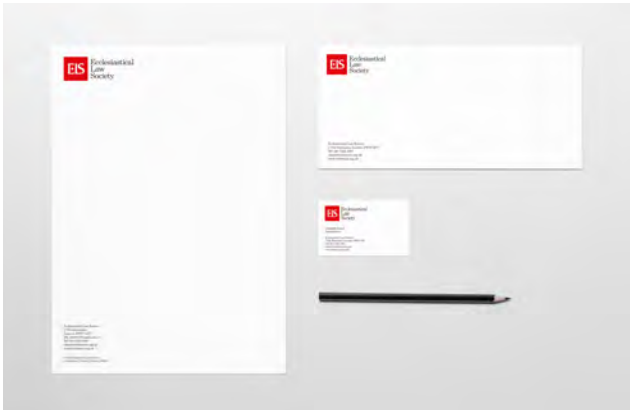
Equally, it's important not to show the logo at too large a size. The recommended size and positioning for reproduction on A4 materials, such as letterheads, is shown on the left.

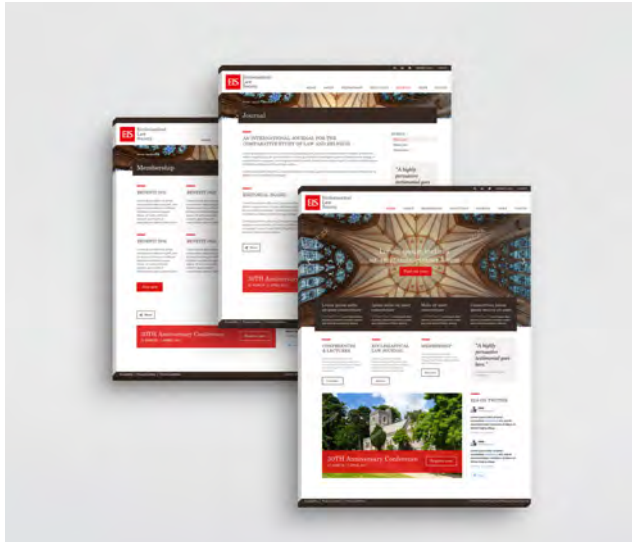
Ideally the logo should always appear in the top left corner.

The Ecclesiastical Law Society logo should have a clear area around it. It can appear on a coloured or photographic background, but any details should stay clear of the logo.

EXAMPLES OF BRANDING APPLICATION

Ecclesiastical Law Society Brand Guidelines





If you have any questions about the Ecclesiastical Law Society logo, branding or application, please contact Cristina Morientes at cristina@squareeye.com.

www.squareeye.com