

# Our Logos

We have three leading full colour Primary Logos:

1. Diocese of Salisbury Logo
2. Making Jesus Known Logo
3. Window only

## Primary Logos — Full colour



1. DOS/MJK Logo



2. DOS Logo



3. MJK Logo

## Secondary Logos — Single colour (available in Blue, Black and White)

Blue



Black



White



## Clear area and minimum size



It is best practise to leave adequate clear space around the logo to maximise legibility. Recommended minimum size is 15mm high. Do not alter any elements of the logo.

There are both RGB versions available for screen use and CMYK versions for print.

# Our Colours

We have a vibrant range of colours within our logo which are inspired by liturgical colours. Although we have many colours we lead with **Blue** where possible.

## Primary Colours

|   |  |   |  |   |
|---|--|---|--|---|
| <b>Blue</b><br>C82 M52 YO KO<br>R24 G117 B210<br>Hex 1875D2<br>Pantone 285C | <b>Purple</b><br>C44 M64 YO KO<br>R174 G109 B225<br>Hex AE6DE1<br>Pantone 265C | <b>Green</b><br>C82 M6 Y100 KO<br>R0 G167 B69<br>Hex 00A745<br>Pantone 361C | <b>Yellow</b><br>C0 M40 Y100 KO<br>R255 G167 B0<br>Hex FAA700<br>Pantone 1235C | <b>Black</b><br>C0 M0 YO K100<br>R0 G0 B0<br>Hex 000000 |
|---|--|---|--|---|

## Secondary Colours

|  |                                 |                                |                                 |   |
|--|---------------------------------|--------------------------------|---------------------------------|---|
| <b>Sky Blue</b><br>C41 M13 YO KO<br>R140 G194 B246<br>Hex 8CC2F6<br>Pantone 292C | <b>Purple 50%</b><br>Hex D6B6F0 | <b>Green 50%</b><br>Hex 7FD3A2 | <b>Yellow 50%</b><br>Hex FFD37F | <b>Grey (Black 30%)</b><br>C0 M0 YO K30<br>R198 G198 B198<br>Hex C6C6C6 |
| <b>Sky Blue 25%</b><br>Hex E2F0FD  | <b>Purple 20%</b><br>Hex EFE2F9 | <b>Green 15%</b><br>Hex D9F2E3 | <b>Yellow 20%</b><br>Hex FFEDCC | <b>White</b><br>C0 M0 YO KO<br>R255 G255 B255<br>Hex FFFFFF             |

# Our Typeface

Our typeface is called DM Sans. It is an open source Google font and can be downloaded [here](#). We use two weights, Bold and Regular.

Headline

**DM Sans Bold**

Body copy

DM Sans Regular