



Synod of the Diocese of West Malaysia  
**St Mary's Cathedral**  
*Making disciples of Jesus Christ*

## BRANDING & STYLE GUIDELINES

### INTRODUCTION

**Consistent visual identities** of a church or organization help people to build familiarity, trust and recognition. At St.Mary's Cathedral our mission is to glorify God in response to his grace by making disciples of Jesus Christ. We want everything which we do to be focused around and supporting this mission and this includes our visual identity and the way in which we present ourselves. We want a fair and honest representation of ourselves through images, logos and photos. **Churches with consistent visual identities are more easily recognized and trusted.**

The purpose of this document is to provide a series of guidelines and standards with regards to the usage of our visual identity in all communications produced by St Mary's and the congregations and ministries under St Mary's. This is to help us ensure our communications are as clear and consistent as possible, in order that they might be effective in assisting us in our mission. Examples of this will be flyers, posters, buntings, cover sheets, postcards etc.

All those involved in producing communications for St.Mary's are asked to refer to these guidelines so we can have consistency throughout our ministries thereby helping to promote unity across all that we do. This is not to be legalistic about the way we do things but rather to be supporting our ministries.

The latest copy of these guidelines can be found at [stmaryscathedral.org.my/resources](http://stmaryscathedral.org.my/resources). Please check that your copy is up-to-date.

### CONTACT

If you have any questions about these guidelines, please contact the Administry Team:  
Shanti: [andrew.ministry@hotmail.com](mailto:andrew.ministry@hotmail.com)  
Lynn: [lynn.ngui@gmail.com](mailto:lynn.ngui@gmail.com)



# DESIGN SPECIFICATIONS FOR THE DESIGNER

- i. Expectations
- ii. Essential Criteria
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## EXPECTATIONS

### TIMEFRAME

Submission/Start Date  
(If you need a Designer,  
add an extra week)

Distribution  
Date

Date of  
Event



This is the recommended time frame given to your project coordinator. Please establish and agree on the delivery dates with them. If you are not able to agree on the delivery date ie. 2 weeks for design, please communicate this to your project coordinator. It may be that you are no longer able to create the design for the project.

## NUMBER OF EDITS/REVISIONS

The project coordinator has been made aware that the number of drafts/revisions have been limited to two. The project coordinator has also been asked to collate all edits from him/herself, the staff team rep and the design team for each draft. This is suggested to minimise the number of edits required for the designer to do. You may be asked to submit more than one initial design idea to begin with.

## PROJECT DIRECTIVE

You will be provided with a Project Directive to direct you in your design. Please ask the project coordinator and Administry Team for this if you have not received it. The form that project coordinators are asked to fill out can be found at: [www.tinyurl.com/projectdirective](http://www.tinyurl.com/projectdirective). If there are any additional questions that you think would be helpful to add, please let the design team know.



## ESSENTIAL CRITERIA

The Cathedral logo is a big part of our **visual identity**. Having it present on our communications sends the message that this is a part of the Cathedral's ministries which are working towards glorifying God.

We want to be helping people to access our individual ministries as well as the wider ministries of the Cathedral. To keep our identity consistent all projects (in the form of 'official' St Mary's communications) must include the following:

### CHECKLIST

- 1. The full St Mary's logo - preferably in colour and with a minimum print size of 50mm (see next page)**
- 2. The website address ([www.stmaryscathedral.org.my](http://www.stmaryscathedral.org.my)) featured prominently . Only applicable if the ministry has a page on the website or the event/training is promoted on the website (eg for online registrations)**
- 3. The date/time/location (if the project is for an event) featured prominently**
- 4. Map - for events/training**
- 5. Be designed using legal (not pirated) software. We are thankful to God for all he has given us and we want to honour him with our time and resources. Using legal software is one of the ways in which we can do this.**



## LOGOS

### ✓ DOWNLOADS:

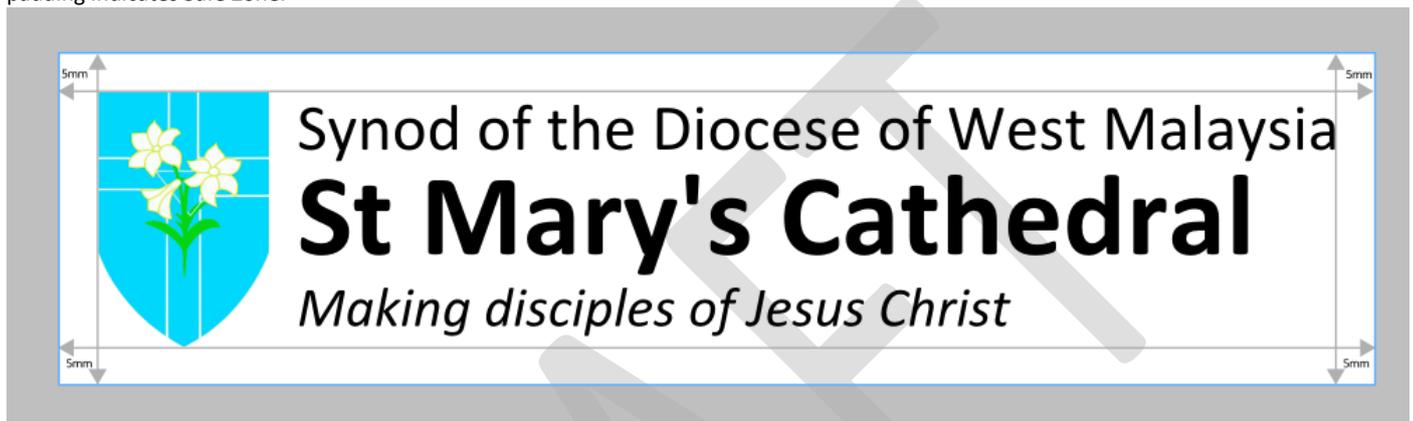
The following logos (and maps) are available for download at:

<http://www.stmaryscathedral.org.my/resources/>

Please note that the SMC logo is only available in svg and png format (none in ai)

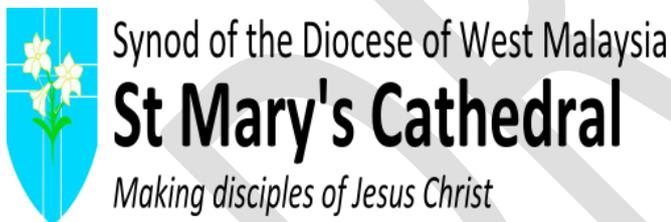
### CORRECT USE OF LOGOS

Blue indicates Clear Space. The blue area must be kept free of other elements (min 5mm height x 5mm width regardless of logo size). Grey padding indicates Safe Zone.



### INCORRECT USE OF LOGOS

We want to be portraying consistent messages with our visual identity about the Cathedral and so we would ask that you avoid doing the following with the logos:



**Don't stretch or distort ie. keep the aspect ratio of the image**

This applies to images/photos used also

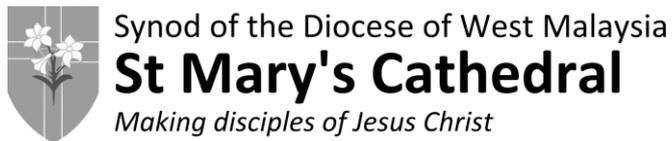
Tip: To maintain the aspect ratio in MS Word, resize using the corner container handlers. In other image programs, hold down the CTRL button when resizing.



**Don't change fonts/colour**

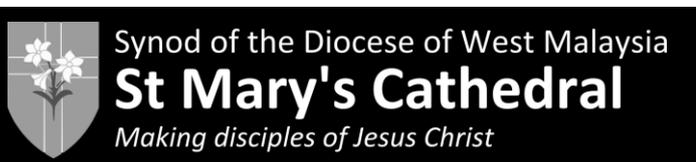


## ALTERNATIVE LOGO VERSIONS & SPECIFICATIONS



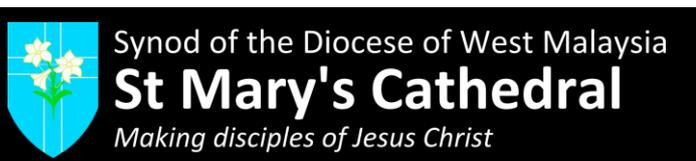
### Monochrome Logo

To be used when standard colour logo is not desired or inappropriate



### Monochrome Inverse Logo

To be used on printed or digital material with black background



### Inverse Logo

To be used on printed or digital material with black background



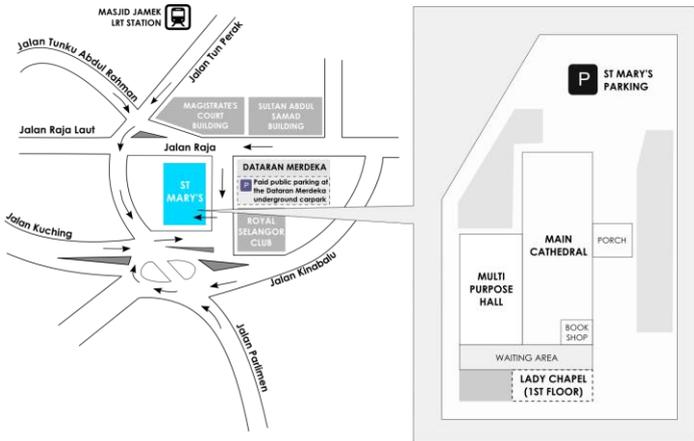
### Visual Element Only (Colour and Monochrome)

To be used only where the full size standard logo has already been displayed (either print or digital)

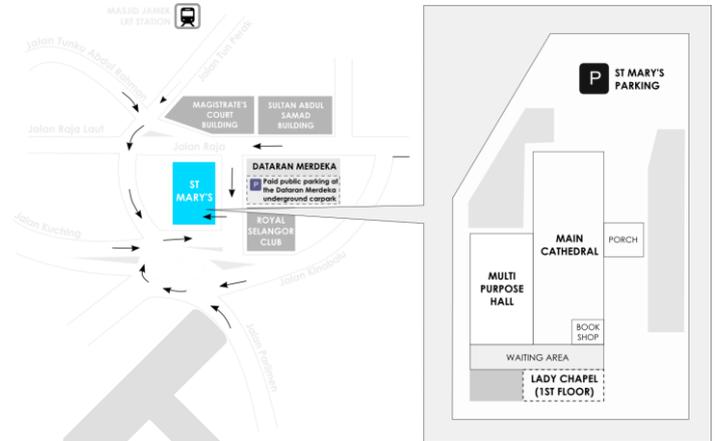


# MAPS

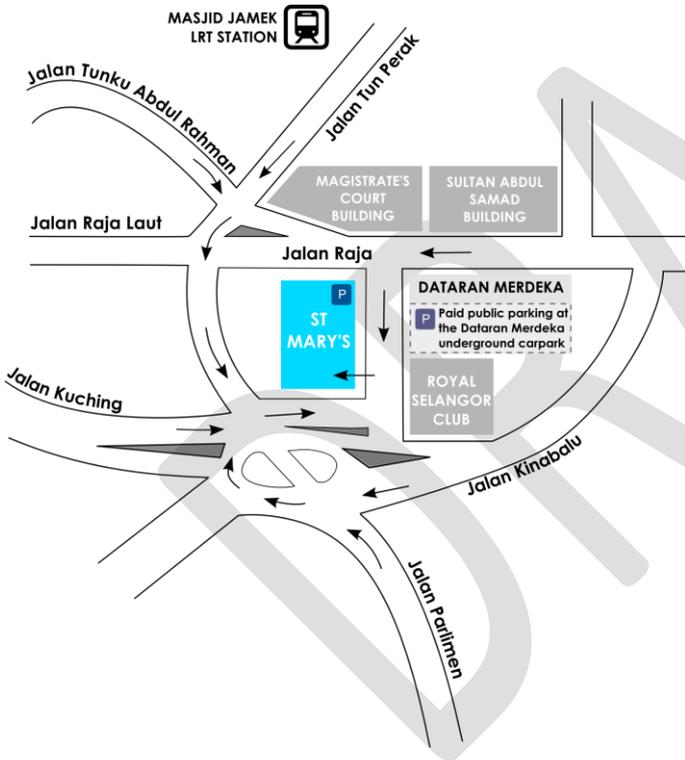
Location map is to be included on promotional/marketing materials where possible. For events outside of the Cathedral, try to source maps from the event location.



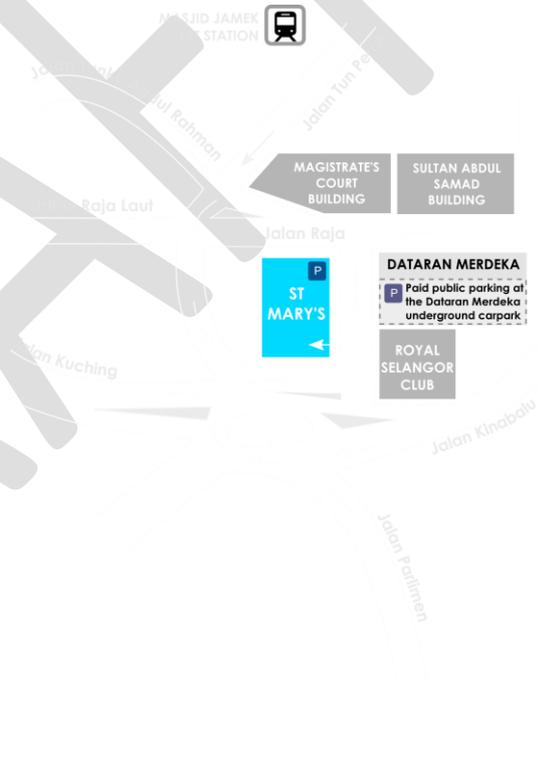
Regular



Inverse



No bubble



No bubble Inverse



## IMAGES/PICTURES/PHOTOS

### CHOOSING IMAGES

**Images/pictures/photos help to convey many unwritten messages.** We want to make sure that the messages that they do convey are **honest, consistent and reflective** of our community and ministries. We are a **community of people** and as a general rule, the pictures we use to depict our church and our ministries should be of people rather than of buildings and/or infrastructure.

Where possible we use high quality photos of our own people (with their permission) and ministries in an effort to avoid stock photography. However, if stock photography of people is used in any of our material (printed or digital) it is essential that it be seen to depict real people in real situations, such that they appropriately illustrate our particular context. Please be aware of ethnic and cultural sensitivities when selecting images so they reflect who we are.

### IMAGE RESOURCES

There are websites (for example - sxc.hu, creationswap.com, www.publicdomainpictures.net) that provide **free stock photos**. Please read the fine print as you might be required to ask for permission or to give credit to the owner.

You can **purchase images** as well from sites such as istockphoto.com, lightstock.com, but if you wish to claim the costs, please get approval first from the member of Staff Team.

You may also take photos or arrange for a photographer to take pictures. Please get permission from the photographer before using their pictures. If you take pictures of people, please also check if they are comfortable to have their picture in the publicity material you are producing.

### COPYRIGHT ISSUES

We encourage designers to use images from one of the three sources above. However, if you are only able to find an appropriate image from the internet and you wish to use that image in publicity material going out to the public (whether it's emailed, put on a postcard or on a website), please get written permission from the owner first. To the best of our ability we want to ensure integrity in all of our ministries which extends to our communications as well. We want to be fair in what we do so that the church and its ministries are not perceived to be taking things which are unauthorised and inadvertently undermining the Gospel.

While technically we don't have to be so strict with images used internally that don't go out, we should still try to maintain the same standard. It's safer to be careful that we're not giving others the impression that it's ok to take images without permission.

### DATE FORMATS

Date format: When writing dates please use the following format:

26 February 2012 – correct

26<sup>th</sup> Feb 12 - incorrect

There's no need to add an st, nd, rd or th after the number.

## SPECIFIC INSTRUCTIONS FOR DIFFERENT TYPES OF PUBLICITY/DOCUMENTATION

### ARTWORK - postcard, flyers etc

File Format for submission: Please submit your artwork in either:

a. pdf (300dpi)

b. ai

Please convert text to outline.

### DOCUMENTS (eg. booklets, handouts, liturgy)

Fonts for documents:

Again for consistency, here are font specifications for documentation designs:

Body Text: Calibri

Body Text Emphasis – Calibri Bold

Page and Sub Headings – Calibri Bold CAPS

Keep font sizes consistent throughout the document.

Please ensure page numbers are added.

File Format for submission: pdf

### VIDEOS - Copyright

Please consider copyright implications before using videos in publicity material or events and obtain permission from the copyright owner before using the video.

