



Great Snaith

**The Parish of Great Snaith
Style Guide**

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Introduction

The Great Snaith logo was created to provide a simple, yet striking, image that would represent the unity within the parish of Great Snaith, with no church more important than any of the others. The cross contains five elements representing the five churches within the Parish: “The Holy Trinity” at Cowick, “St John the Baptist” at Heck, “St Paul” at Hensall, “St John the Baptist” at Pollington, and the Priory Church of “St Laurence” at Snaith.

The colours are designed to emphasise the connection between the churches on earth, and God.

These guidelines have been prepared to ensure that the logo is used in a manner that always represents the Parish in the correct way, and provides consistency through documentation, whether written or electronic.

For further details, please send an email to: communications@greatsnaith.org.uk

Inside the Logo Zip File

Different versions of the logo are supplied as follows:

Filename

Description

Black-No_Shadow-Transparent_Bgnd.png	Black logo with no shadow on transparent background
Black-No_Shadow-Transparent_Bgnd-No_Text.png	As above, but with “Great Snaith” text removed
Black-No_Shadow-White_Bgnd.png	Black logo with no shadow on white background
Black-No_Shadow-White_Bgnd-No_Text.png	As above, but with “Great Snaith” text removed
Black-Transparent_Bgnd.png	Black logo on transparent background
Black-Transparent_Bgnd-No_Text.png	As above, but with “Great Snaith” text removed
Black-White_Bgnd.png	Black logo on white background
Black-White_Bgnd-No_Text.png	As above, but with “Great Snaith” text removed
Colour-Black_Bgnd.png	Colour logo on black background
Colour-Black_Bgnd-No_Text.png	As above, but with “Great Snaith” text removed
Colour-No_Shadow-Transparent_Bgnd.png	Colour with no shadow on transparent background
Colour-No_Shadow-Transparent_Bgnd-No_Text.png	As above, but with “Great Snaith” text removed
Colour-No_Shadow-White_Bgnd.png	Colour logo with no shadow on white background
Colour-No_Shadow-White_Bgnd-No_Text.png	As above, but with “Great Snaith” text removed
Colour-Transparent_Bgnd.png	Colour logo on transparent background (Default)
Colour-Transparent_Bgnd-No_Text.png	As above, but with “Great Snaith” text removed
Colour-White_Bgnd.png	Colour logo on white background
Colour-White_Bgnd-No_Text.png	As above, but with “Great Snaith” text removed
White-Black_Bgnd.png	White logo on black background
White-Black_Bgnd-No_Text.png	As above, but with “Great Snaith” text removed
White-No_Shadow-Black_Bgnd.png	White logo with no shadow on black background
White-No_Shadow-Black_Bgnd-No_Text.png	As above, but with “Great Snaith” text removed
White-No_Shadow-Transparent_Bgnd.png	White logo with no shadow on transparent background
White-No_Shadow-Transparent_Bgnd-No_Text.png	As above, but with “Great Snaith” text removed
White-Transparent_Bgnd.png	White logo on transparent background
White-Transparent_Bgnd-No_Text.png	As above, but with “Great Snaith” text removed

Use of the Logo

The logo has two configurations:

1. with associated “Great Snaith” text
2. without text

In general, the version with text should be used. Where it is implicit that the logo can only refer to the Parish of Great Snaith, such as the banner in the header, the logo without text may be used.

Version 1 logotype with text



Version 2 logotype without text



Logo Colour – White Background

When the logo is used on a white background, colour should be used where possible. If colour cannot be accommodated, the logo may be used in black.

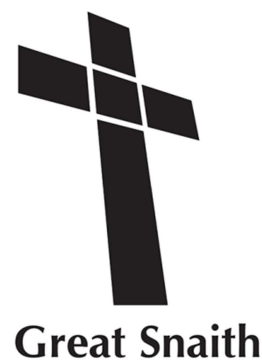
Where colour is available



Where colour is not available but greyscale is permitted (this version of the logo has shadows for emphasis)



Where colour is not available and a single colour is permitted, for instance when the document will be photocopied (this version has no shadows and is a single colour throughout)



Logo Colour – Black Background

When the logo is used on a black background, it must be shown in white. If greyscale printing is allowed, the logo with shadow should be used, otherwise the logo with no shadow should be used (for example, when photocopying).

White logo with shadow



White logo without shadow



Banner Headers and Footers

Banner Header

The logo can be used in banner headlines as shown in the header of this document. In this case, the following rules should be applied:

1. The colour of the banner must be as follows:

Pantone	2757
RGB	R 17 G 34 B 102
CMYK	C 100% M 96% Y 29% K 22%
Hex	#112266

2. All text not embedded in fonts should be in font type “Calibri”
3. The title should be “The Benefice of Great Snaith”
4. The churches must be listed in alphabetic order i.e. Cowick, Heck, Hensall, Pollington and Snaith

Footer

Where a footer is used, it should be as shown in the header of this document, and the following rules should be applied:

1. The colour of the banner must be as follows:

Pantone	Hexachrome Black
RGB	R 34 G 34 B 34
CMYK	C 72% M 66% Y 65% K 72%
Hex	#222222

2. All text not embedded in fonts should be in font type “Calibri”