Mothers' UNION
Christian care for families
Diocese of Manchester

Business Cards

Units and Branches can contact the Mothers' Union in the Diocese of Manchester office with contact details of those requiring business cards and these can be printed off in house, or a print-ready pdf file produced for use by professional printers.

Letterheads

A Microsoft Word template, which will allow users to achieve the correct position of text on letterheads, is available for deaneries, archdeaconries, units and branches to customise pre-printed letterheads.

These are available on the website **www.mothersunionmanchester.org** or from the Mothers Union' Manchester office.

Fonts

Arial or Palatino Linotype are recommended to be used when composing a letter or longer documents.
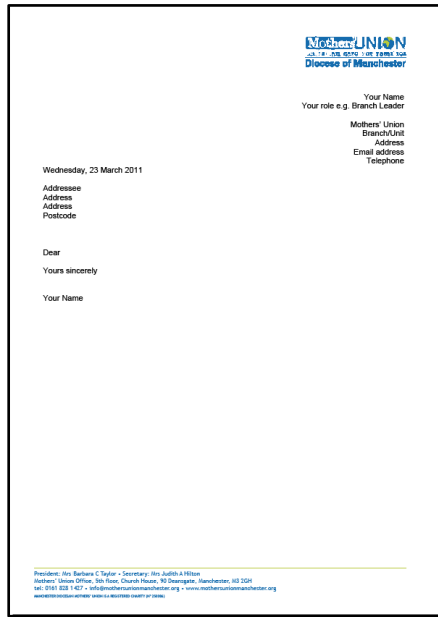
However, Arial is more accessible to groups with accessibility requirements such as dyslexia.

The recommended size for Arial is 12pt and the minimum is 11 pt.
The recommended size for Palatino Linotype is 11pt (minimum 10 pt.)

Franklin Gothic and Trebuchet MS are the main fonts and should be used when creating notices, reports, covers and other items.

Comic Sans should not appear on any document.

This document should be read in conjunction with the central Mothers' Union House Style Guide available for registered members who are also logged-in at www.themothersunion.org/marketing.aspx

Contents

If you have any queries, contact the communications office by calling (0161) 828 1421.

Secondary Typefaces for print or web

Helvetica IT
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ! @#£%"&*O

Arial
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#£%"&*O

Helvetica Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*1234567890 J@#£%A&*O*

Arial Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#£%"&()*

Century Gothic is an appropriate font in situations that require child-friendly letter formations (particularly letters like 'a', 'g' and 't')

Century Gothic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLM NOPQRSTUVWXYZ
1234567890 !@#£%"&*O

Secondary Typefaces for web only—not for print

Tahoma
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#£%"&*O

Secondary Typefaces for print only— not for web

Palatino Linotype
abcdefghij klmnopqrstuvwxyz
ABCDEFGHIJKLAflVOPQRSTUVWXYZ
1234567890 !@#£%"&*O

Palatino Linotype Italic
abcdefghij klmnopqrstuvwxyz
ABCDEFGHIJKLAflVOPQRSTUVWXYZ
*1234567890 !@#£%"&*O*

4 | Typeface

To maintain visual consistency across all publications and materials of Mothers' Union in the Diocese of Manchester, please use the typeface system below whenever possible.

Bodoni Hand is used in the logo. While this is unsuitable for body copy it would work well on marketing materials in headlines. There is no italic or bold version.

Supporting typefaces for use in publications should whenever possible be **Franklin Gothic** or **Trebuchet MS**. If these fonts are not available, the typefaces **Helvetica or Arial** should be used.

Primary Typefaces for print or web

Bodoni Hand

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#£%I\&*O

This is a headline font only. There is no italic or bold version.

Franklin Gothic Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#£%I\&*O

Franklin Gothic Medium Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#£%"&*O**

Franklin Gothic Medium Italic

*abcdefghijklmnopqrstuvwxyz
ABCOEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#£%"&*()*

Franklin Gothic Medium Bold Italic

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#£%"&*()***

Trebuchet MS Italic

*abcdefghij klmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 J@#£%" &.*()*

Trebuchet MS

abcdefghij klmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#£%" &*O

Comic Sans

should not appear on any document or website

Standard References

Referring to the organization

The organization is to be referred to as 'Mothers' Union in the Diocese of Manchester'.

Care is to be taken to place the apostrophe after the 's', and not after the 'r'.

Disability Issues

The accessibility requirements needed for legible print often differ from person to person.

As a general rule, **covers and poster text should be set in Franklin Gothic**, **Helvetica or Arial** with a minimum size of 12pt, avoiding the use of all uppercase heading and titles in documents.

Provision should be made to meet the specific accessibility requests of everyone at the Diocese of Manchester.

Some may require printed material to be produced in large print (Arial 16 point and above) or on a specific colour of paper.

The Diocese of Manchester should make all text available electronically, so that reading software can be used to transcribe information.

The availability of information in electronic form should be clearly marked on documents.

1 | The Logo

The logo is the primary graphic element of the branding program of Mothers' Union in the Diocese of Manchester. Consistent application and precise production of the logo will identify and reinforce public awareness of the diocese and its services.

When the logo is used properly with the other elements of this corporate identity, a unique and effective visual style can be established. Reproduction quality copies and digital images of the logo may be obtained through the communications office at **(0161) 8281421** or dmarshall@manchester.anglican.org

The standard logo should appear on all communications for Mothers' Union in the Diocese of Manchester.

All materials using the logo of Mothers' Union in the Diocese of Manchester must be approved by the Manchester Mothers' Union office by calling (0161) 8281427.

The logo of Mothers' Union in the Diocese of Manchester consists of -

- The International Mothers' Union logo (Europe and Africa version)
- A horizontal line below (in the same colour as the typeface)
- The words 'Diocese of Manchester' in Franklin Gothic Medium below the line.

The elements of the logo should not be separated.

The logo should not be printed any smaller than 30mm in width.
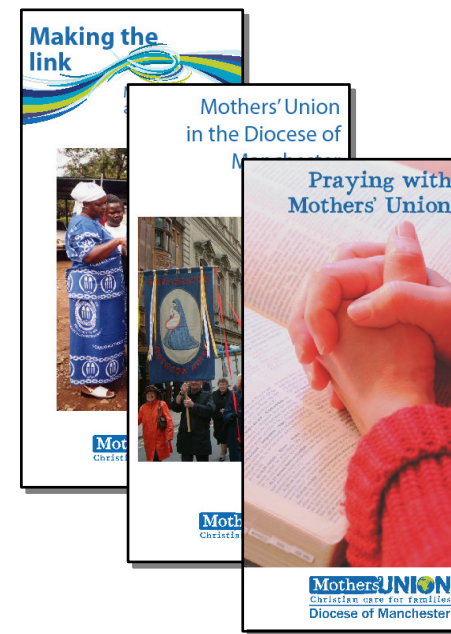
30mm

3 | Publications

Logos

Logos should not be printed any smaller than 30mm in width.

Nameplates

No publication nameplates may be altered without permission from the office of Mothers' Union in the Diocese of Manchester.

Example Publications

Business Cards

Business Cards are printed professionally for diocesan officers. Archdeaconries, Units and Branches can contact the Mothers' Union Manchester office with contact details of those requiring business cards and these can be printed off in house, or a print-ready pdf file produced for use by professional printers.

Letterheads & Compliments Slips

Compliments slips and Letterheads are available from the office of Mothers' Union in the Diocese of Manchester.
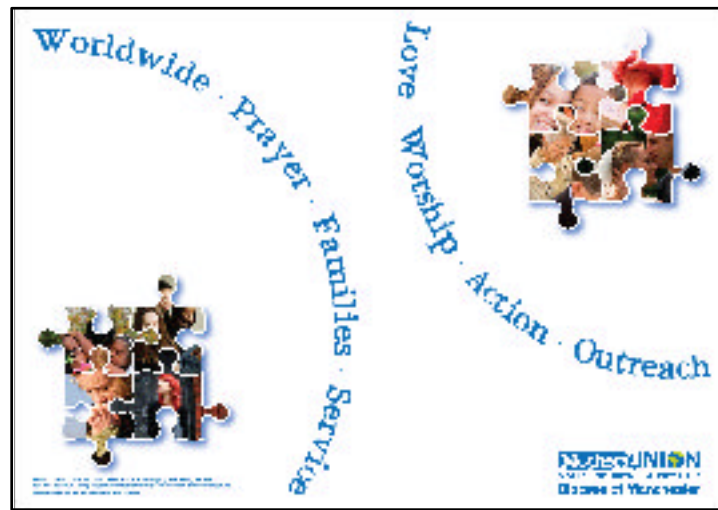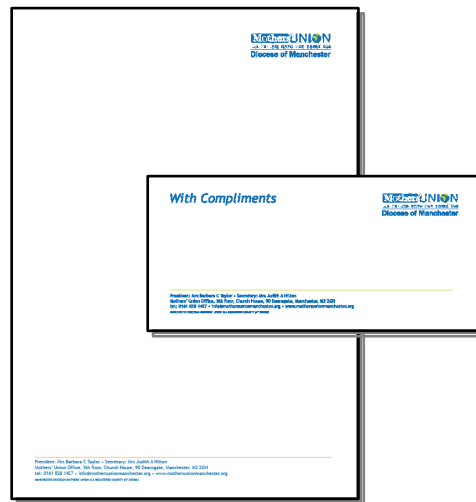
A Word template is available which will allow users to achieve the correct position of text on letterheads.

Arial or Palatino Linotype are the recommended fonts to use when composing a letter or longer documents.

However, Arial is more accessible to groups with accessibility requirements such as dyslexia.

The recommended size for Arial is 12pt and the minimum is 11 pt.
The recommended size for Palatino Linotype is 11pt (minimum 10 pt.)

Compliments Slip Actual size 210mm x 99mm.
Letterhead Actual size A4 (210mm x 297mm).

The Logo comes in four variations
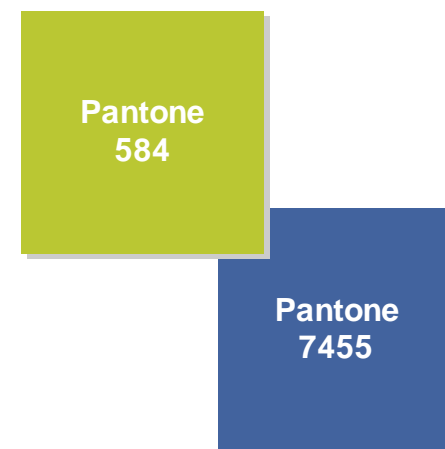
Standard Logo

Standard Logo, monochrome

Standard Logo, monochrome black

Standard Logo, monochrome white
(for use on black and dark backgrounds)

Logo Colours
Mothers' Union " Green" and Mothers' Union "Blue"

Pantone
584

Pantone
7455

	PANTONE	RGB	CMYK
Green	584	R 187 G 199 B 51	C: 30 M: 5 Y: 100 K: 0
Blue	7455	R 68 G 101 B 160	C: 87 M: 55 Y: 0 K: 0

Misuse

Alteration

Unacceptable distortions of the logo

The logo is not to be distorted nor changed in any way.

Do not print a positive logo on a dark background .

Do not reverse the logo on a light background.

Do not print the logo in colours other than those stated .

Do not create a new logo by combining the elements with surrounding, adding or overprinting.

Do not remove elements of the logo.

Do not contain or surround the logo in other graphic devices or elements.

DO NOT OUTLINE

Do not place a stroke around any element of the logo

DO NOT DISTORT

The logo has been squashed while being re-sized .

The logo has been stretched.

If you are unsure, please call (0161) 828 1421