GREENHOUSE

Designing, growing and cultivating fresh expressions

STYLE GUIDE | CHURCH OF ENGLAND | MAY 2020


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LOGOS







Logos are available in mid green, white and black and in a variety of formats.

The black logo should only be used where colour printing is unavailable.

COLOUR PALETTE

	Teal	Mid green	Light green	Mid blue	Light blue
CMYK	100 / 62 / 45 / 43	64 / 23 / 100 / 8	31 / 5 / 78 / 0	96 / 72 / 0 / 0	56 / 29 / 0 / 0
RGB	0 / 61 / 80	106 / 145 / 45	196 / 206 / 85	24 / 78 / 157	123 / 163 / 214
HEX	003c50	69912d	c3ce54	184d9d	7ba2d6
80%					
60%					
40%					
20%					

TYPEFACES

LILITA ONE

Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

Uppercase only. Used for headings, hero text, pull quotes and infographic statistics.

HOUSCHKA ROUNDED

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Used for subheadings, hero text, introductions, pull quotes and infographic statistics.

NIRAMIT

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular

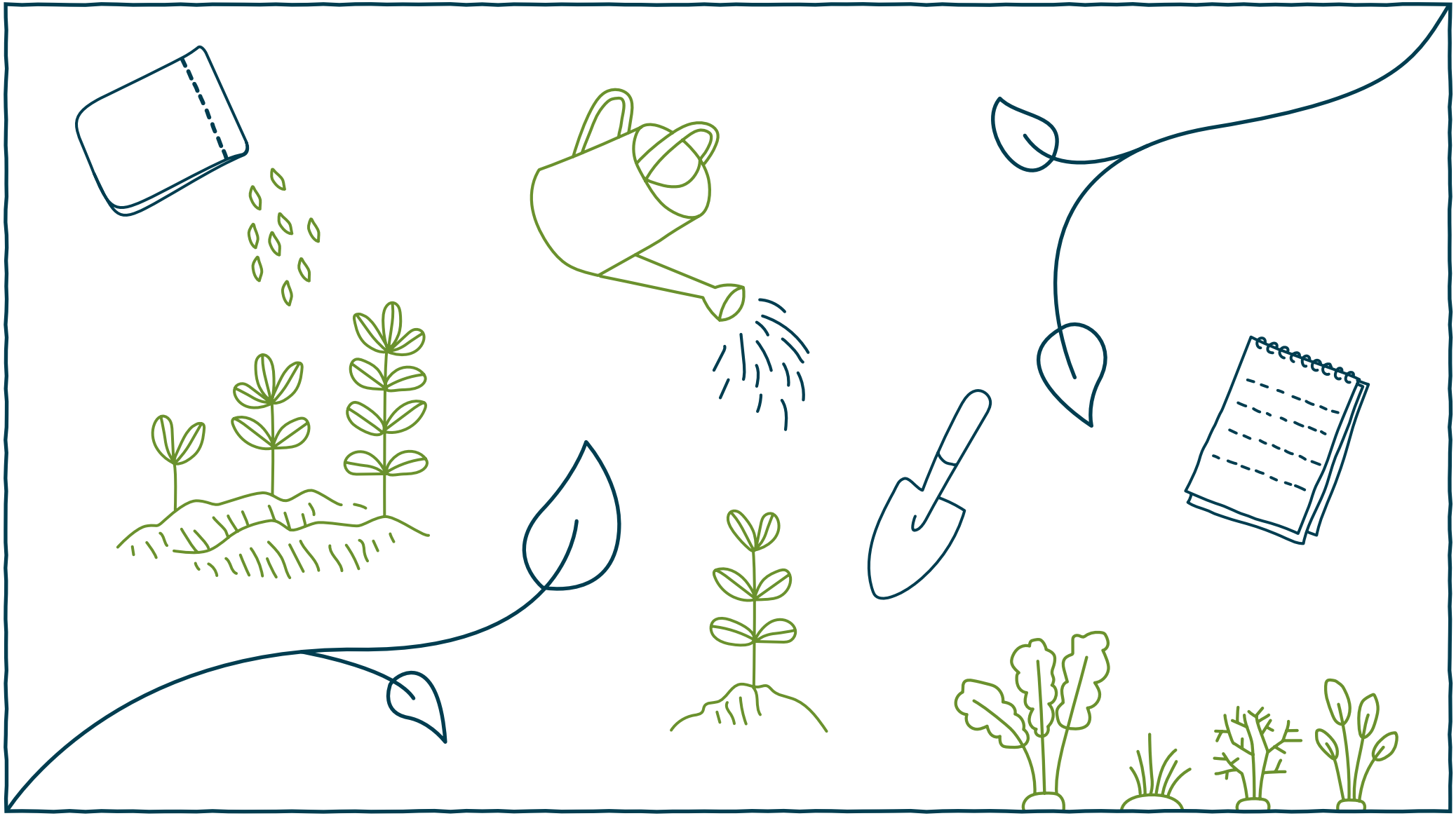
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

For general use and the primary typeface for body text.

ILLUSTRATION STYLE



PATTERN



DEVELOPMENT CYCLE

