

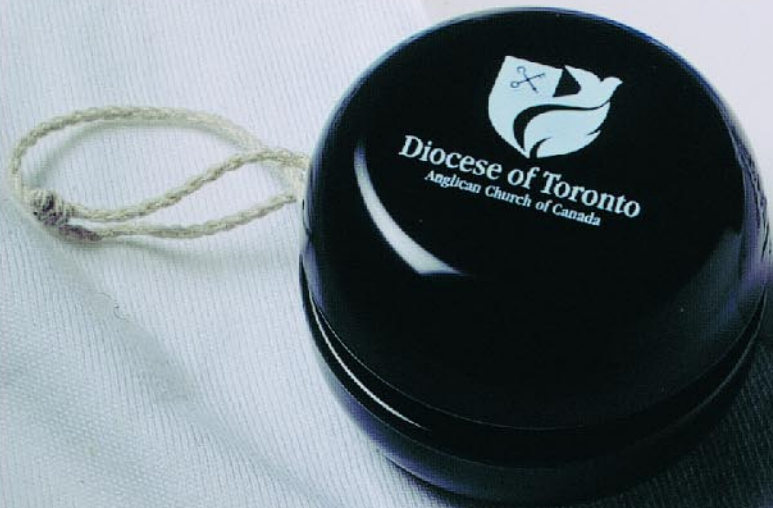
Visual Identity Standards

Diocese of Toronto
Anglican Church of Canada





Diocese of Toronto
Anglican Church of Canada



Making our Mark

The Visibility Task Force was created in 1998 with the mandate to look at the broad issues of diocesan communications, visibility and image. The task force conducted research through a questionnaire to Synod and a communications audit involving 14 one-on-one interviews with clergy and lay members of the diocese.

A major finding of the research was that there was no focal point for communication within the diocese and that communication activities were inconsistent.

The task force's final report also identified the need for a professional communicator to be hired and Christine Watson joined the diocese in January 2000. After several months of meetings, with the College of Bishops, clergy, diocesan staff and lay members throughout the diocese, she prepared the report: *A Communications Program for the Diocese of Toronto: Framework, Directions and Initiatives*.

A major initiative outlined in the report was the need for a visual identity program for the diocese. This program would bring programs and people together, project the core values of the church and serve as a visual symbol, positioning the Toronto Anglican Diocese as distinct within the larger Christian community.

Early in 2001, Christine Watson brought together a focus group to work with her on this project. A graphic designer, Glenn Fretz, was contracted. The group met several times, looked at the existing crest, discussed the various key messages that needed to be communicated and how a new look could better reflect the diocese today. Glenn subsequently came back to the group with two proposals of which one was the group's choice.

The new visual identity was subsequently shared with the Bishops and Directors group and Diocesan Council, prior to being unveiled at Synod 2001.

March 2002

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Symbol

The symbol was designed by Glenn Fretz for the diocese's Communications Department. Mr. Fretz is a leading graphic designer who has created visual identities for corporate, government, non-profit and church-related organizations.

The Diocese of Toronto symbol is the single most important element of the visual identity program. Its carefully designed proportions ensure it can be reproduced consistently and clearly in a variety of media and sizes. It is important, therefore, that it not be altered in any way.

Parishes are encouraged to incorporate the new logo on their own communication materials. Parishes may choose to use the new logo for their own visual identity, or they may decide to use it along with their existing logo.

The new symbol for the Diocese of Toronto includes the following references:

The Shield is the historic heraldic connection



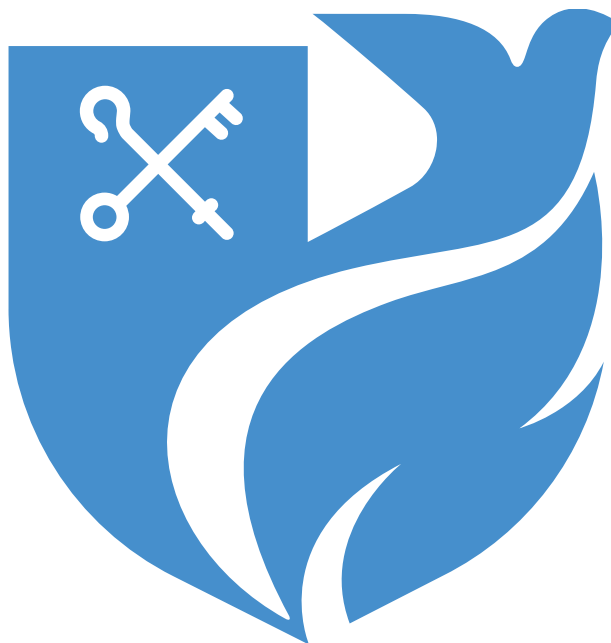
The Crosier and Key are emblems of ecclesiastical authority



The Dove represents the Holy Ghost, messenger of peace and deliverance



The Flames indicate the presence of God, prophetic vision, and mission



Logo

The new diocesan logo consists of three elements, shown in the example below:

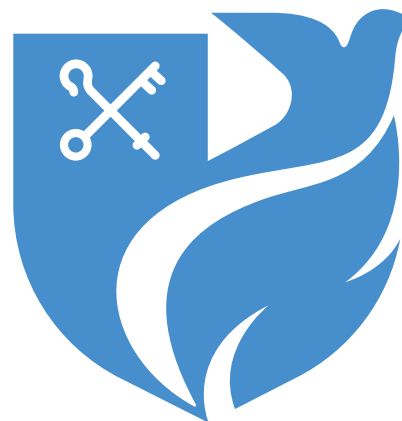
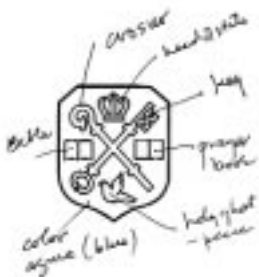
- Symbol
- Diocese of Toronto identification
- Anglican Church of Canada identification

These guidelines illustrate the proper way to combine the symbol with the diocesan and Anglican identification. When used together, these elements are referred to as the logo.

Except as noted elsewhere, the logo must include all three elements.

It was created with carefully designed proportions to be reproduced consistently and clearly in a variety of media and sizes. It is important, therefore, that none of the elements be altered in any way.

The original arms used by the Diocese of Toronto was granted by the Heralds College, London, England in 1839.



Diocese of Toronto

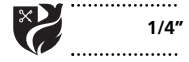
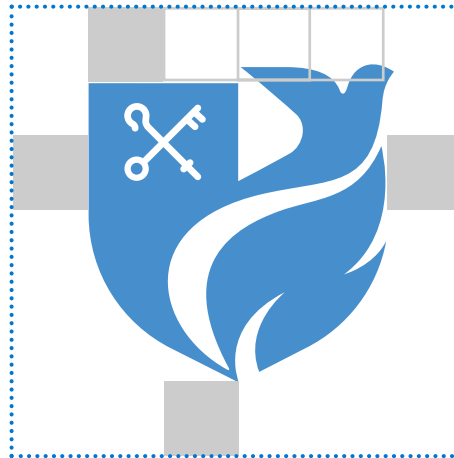
Anglican Church of Canada

Reserved Space

For maximum impact, the diocesan logo must have sufficient space surrounding it. Shown below is the minimum reserved space recommended between the logo and other elements such as illustrations, photographs or the edge or border of a working area such as a printed page or a sign.

To ensure that the logo is presented clearly, it is recommended that it not be reproduced in sizes less than 1/4" as shown below.

The reserved space is determined by drawing an imaginary rectangle around the symbol and/or logo that is a minimum 1/4 of the width of the symbol from the extremities in any direction. No other elements may be placed in this area.



The minimum size of reproduction is 1/4" in height.



Addresses

In general, when adding an address block to the logo, it must be included as part of the logo layout as shown.

There are situations where the address block cannot be placed under the signature in the preferred form (letterheads, for example). Alternative locations can be considered with permission from the Communications Department.

Preferred



Diocese of Toronto

Anglican Church of Canada

The Incorporated Synod
of the Diocese of Toronto

135 Adelaide Street E.
Toronto ON M5C 1L8
Telephone: 416-363-6021
Toll-free: 1-800-668-8932
Fax: 416-363-7678
www.toronto.anglican.ca

align

The preferred position for the address information is aligned flush left with the "A" in Anglican. The space between the logo and address should not be less than the minimum reserved space required (see page 4).

Alternative



Diocese of Toronto

Anglican Church of Canada

align

The Incorporated Synod
of the Diocese of Toronto

135 Adelaide Street E.
Toronto ON M5C 1L8
Telephone: 416-363-6021
Toll-free: 1-800-668-8932
Fax: 416-363-7678
www.toronto.anglican.ca

An alternative position for the address information is aligned flush with the top of the symbol. The space between the logo and address should not be less than the minimum reserved space required (see page 4).

Typeface

The use of type plays an important role in the visual identity program. The consistent use of type, together with other visual elements such as the symbol, colour and layout formats is fundamental to creating and maintaining the diocesan “look and feel.”

It is recognized that, while this typeface should be used in publications (page 14), it may not be available for general office use, e.g. letters, memos, etc. Times Roman is available on most computers and may be used for general correspondence (see page 10).

ITC Garamond Condensed Book is the preferred typeface for all publications. The Frutiger typefaces are used for captions, headlines or for emphasis.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

ITC Garamond Book Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Frutiger Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Frutiger Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Times Roman

The Garamond typeface was designed by a Parisian, Claude Garamond in 1530. Because of the soundness of Garamond's designs his typefaces have historical staying power, and remain the day-to-day tools of professional typographers. Reading a well set Garamond text page is almost effortless—a fact that has been well known to book designers for over 450 years.

Colour

The following specifications were developed to add flexibility and to protect the appearance of the logo.

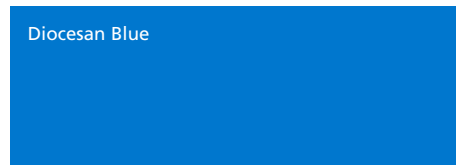
1. A white background is preferred. The preferred colour for the symbol is the diocesan blue, and black for all type.

2. When reversed out of a blue background, the symbol and type must be white.

3. For selected applications, the symbol can be blind embossed.

4. If your publication contains black and does not contain blue, you may use a black-only version of the logo.

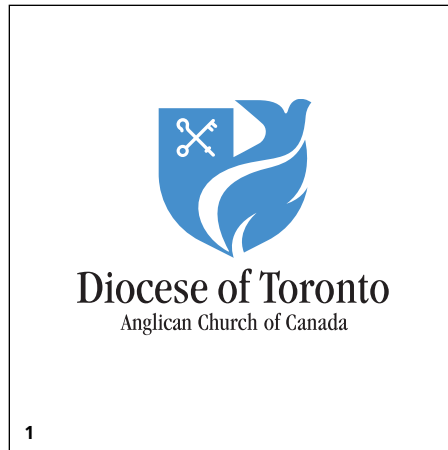
5. When reversed out of black or another colour, photo or textured background, the logo (both symbol and text) must be white.



Diocesan Blue

The following formulas are employed to ensure that the Diocesan Blue is properly displayed:

OPANTONE® Matching System*	Coated: 279C
PANTONE® Matching System*	Uncoated: 279U
CMYK 4-color process	C69 M34 Y0 K0
HTML 256 Display Color	#537DB8
RGB Video Display Color	R0 G46.8 B80.9



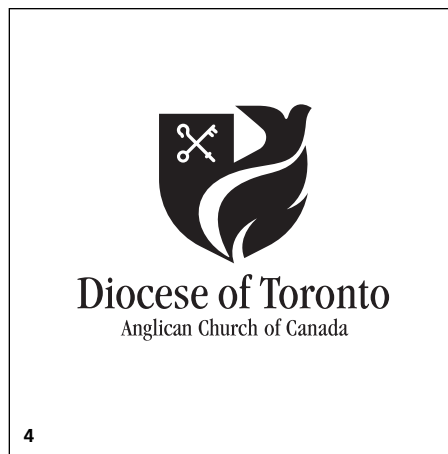
1



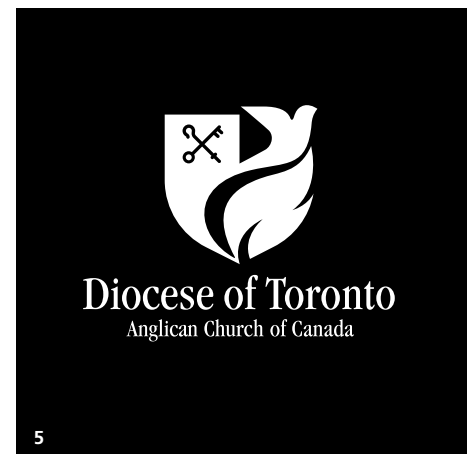
2



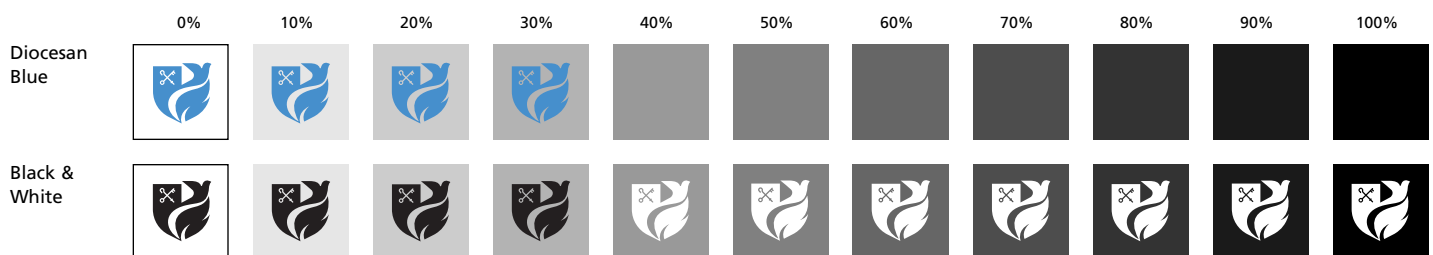
3



4



5



When the logo is displayed on a background tone, it is important to maintain sufficient contrast. The chart above shows acceptable applications of the logo on tones.

*PANTONE is a registered trademark of Pantone, Inc.

Incorrect Use

Proper use of the logo is the cornerstone of the diocesan visual identity program. Following the basic rules outlined in this manual will ensure their correct form and application.

Absolute consistency in the appearance of the diocesan logo is critical. Some unacceptable uses and treatments are illustrated below. No matter how appropriate a change may seem, the form of the logo must not be altered.

1 Do NOT use the old version of the symbol.



1

2 Do NOT distort, stretch or vary the proportion of the symbol.



2

3 Do NOT change the orientation of the symbol.



3

4 Do NOT substitute other typefaces or letterforms in the logo.



4

5 Do NOT use another shape to surround or enclose the logo.



5

6 Do NOT add phrases or other information to the logo.



6

7 Do NOT print the logo over a conflicting background.



7

8 Do NOT change the configuration of the logo.



8

The examples on the following pages demonstrate the unified look for the Diocese of Toronto. In each application the diocesan logo is displayed prominently and consistently to add to the strength of the diocesan identity.

Letterhead

A single letterhead design is used for all official written communication on behalf of the diocese. The bishops' letterheads use the same format with their name and address information customized for them.

Size: 8.5" x 11"

The sample shows the appropriate spacing for text on the diocesan letterhead.

Electronic EPS files of the diocesan letterhead—for use by designers and printers—are available from the Communications Department.

The message portion of the letter is set up in a simple block style. All text is set in 10 point Times Roman or English with 12 point leading, aligned left. The left and right margins are 1". The top margin is 2.5".

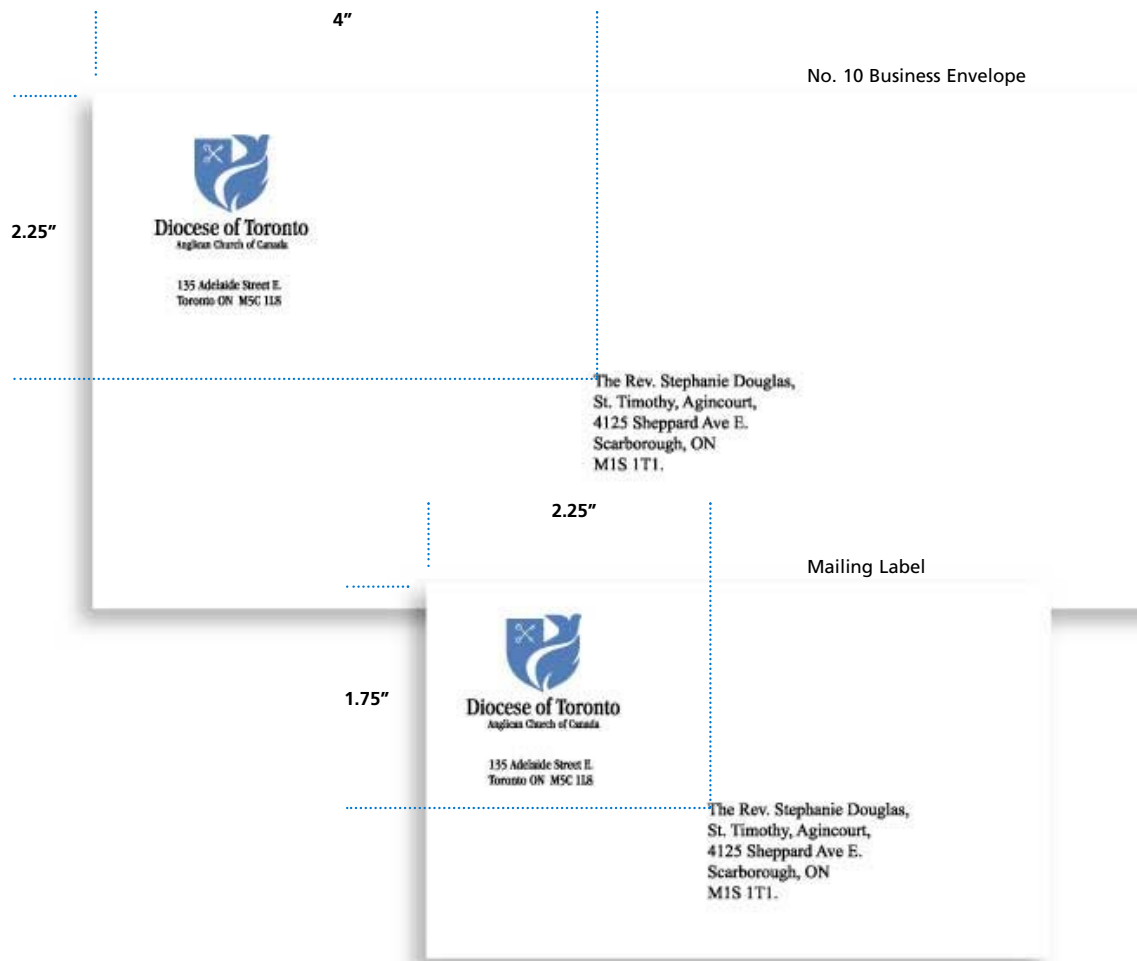


Envelope, Label & Business Card

Envelopes and mailing labels used by the diocesan office and the bishops all share the same format and colour break. The only variations occur in the address information.

Envelope Size #10 OS
Label Size: 3" x 5"

The samples show the appropriate spacing for text on diocesan envelopes and mailing labels.



Business Card Size:
2" x 3 1/2"

Electronic EPS files of the diocesan envelopes, mailing labels and business cards—for use by designers and printers—are available from the Communications Department.

Business Card



Forms

All forms have been adapted to reflect the new visual identity. Specialty items such as personal memos and compliment cards may also be used.

News Release
Fax Cover Sheet
Size: 8.5" x 11"

Electronic EPS files of the news release and fax form—for use by designers and printers—are available from the Communications Department.

MSWord templates of the news release and fax form are also available.

News Release Form

News Release



Diocese of Toronto
Anglican Church of Canada

September 20, 2001
FOR IMMEDIATE RELEASE

NEW SYMBOL FOR DIOCESE OF TORONTO ANNOUNCED TODAY


TORONTO The Diocese of Toronto of the Anglican Church of Canada today announced the adoption of a new symbol. The symbol, based on the original coat-of-arms, embodies the energy and spirit of the Anglican Church in the new millenium. It was designed by Glenn Fretz Limited of Waterloo, Ontario.

Clive Chajet once wrote, "The maintenance of a corporate image is the result of a disciplined, long-term attitude and policy." I trust this new letterhead design, together with the way our staff uses it in their daily work, will contribute

The Incorporated Synod of the Diocese of Toronto

135 Adelaide Street E.
Toronto ON M5C 1L8
Telephone: 416-363-6021
Toll-free: 1-800-668-8932
Mobile: 416-464-9268
Fax: 416-363-7678
Web: www.toronto.anglican.ca

Fax Form



Diocese of Toronto
Anglican Church of Canada

The Incorporated Synod of the Diocese of Toronto

135 Adelaide Street E.
Toronto ON M5C 1L8
www.toronto.anglican.ca

Fax Cover Sheet

Date: _____

To: _____

Attention: _____

Phone: _____ Fax: _____

Re: _____

From: _____


Phone: 416-363-6021 Ext. _____ 1-800-668-8932 Fax: 416-363-7678

Total number of pages including cover sheet: _____

If you do not receive all pages, please call the sender as soon as possible.

Message: _____

Personal Memo



Diocese of Toronto
Anglican Church of Canada

From the desk of
Christine Watson

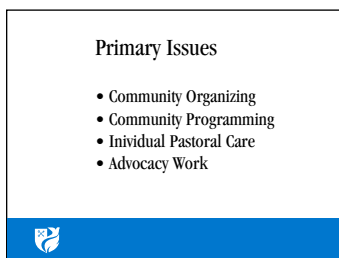
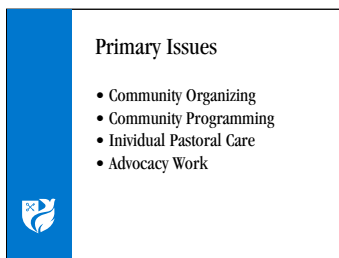
Ads & Presentations

When applying the diocesan identity to print or electronic media (video, computer presentations, web pages, newspapers or magazines), it is important to think of the logo as a fundamental and integral part of a layout. It is not an independent or self-contained element that can be “postage-stamped” onto a layout.

Each media type has its own technical requirements and colour system. Check with your supplier to ensure that the integrity of the logo and colour are maintained.

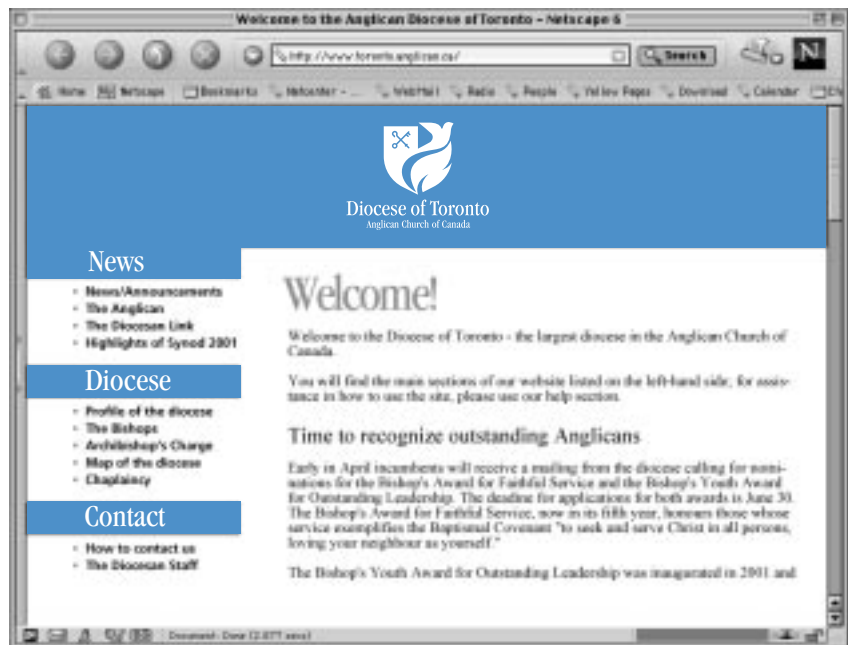
On the website, the signature should be placed in a band at the top of the home page. The band may be white or diocesan blue (see page 7 for colour use guidelines).

Slide Presentation



The logo is used in a band of blue either on the left side or across the bottom on each page. Use a large centred logo for title or closing slide in a powerpoint presentation or video.

Website



Newspaper Ad

Administrative Assistants

- **Administration & Finance (Full-time)**
You will provide support to the Secretary of Synod and the Director of Finance. Specifically, you will deal with inquiries relating to the Canons, insurance matters, and accounting practices, prepare / distribute questionnaires and returns, compile files for projects and produce spreadsheet analysis.
- **Stewardship Development (Part-time)**
You will provide the highest level of secretarial / administrative assistance to the Director of Stewardship Development. As well, you will arrange meetings, assist with bulk mailings, provide staff support to committees, and deal with inquiries and visitors.

Both roles require team players who show good judgement, communication skills and attention to detail. You will utilize advanced computer skills and manage multiple tasks.

The Anglican Diocese of Toronto, founded in 1839 is part of the Anglican Church of Canada and serves the spiritual needs of a diverse community.

Visit our website at: www.toronto.anglican.ca



Diocese of Toronto
Anglican Church of Canada

Please apply by November 15, 2001 to Human Resources Fax: (416) 363-3683 E-mail: aritchie@toronto.anglican.ca

When applying the identity in newspapers or other single-colour print media, the black or white version of the logo is used.

Electronic EPS files of an ad template—for use by designers and printers—are available from the Communications Department.

Publications

Diocesan publications can be readily designed using a limited number of format sizes: Format A: 3.75" x 8.5", Format B: 5.5" x 8.5", or Format C: 8.5" x 11".

The common denominator in all formats is a band across the top or down the side of the cover. This band is most often white with the logo centred in it.

The typography generally features ITC Garamond Book Condensed for heads and

body text. Captions and sidebars may use Frutiger Roman or Bold.

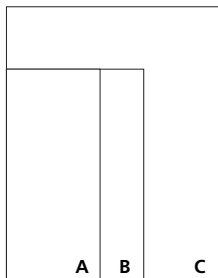
The diocesan logo, along with address information, should also appear on the back of all printed communications. All logos other than the diocesan logos (sponsors, special events, etc.) should be clearly subordinate so as not to dilute the diocesan brand identity.

Publication Formats

Format A
3.75" x 8.5"
Envelope stuffers and multi-panel brochures

Format B
5.5" x 8.5"
Event calendar, bulletins and small booklets

Format C
8.5" x 11"
Magazines, newsletters, annual reports, and educational resources



QuarkXPress templates of each of the publication grids are available from the Communications Department.



Signs

The diocese will use its identity on many permanent and temporary signs including identification of a building, banners at an event and displays in an exhibit.

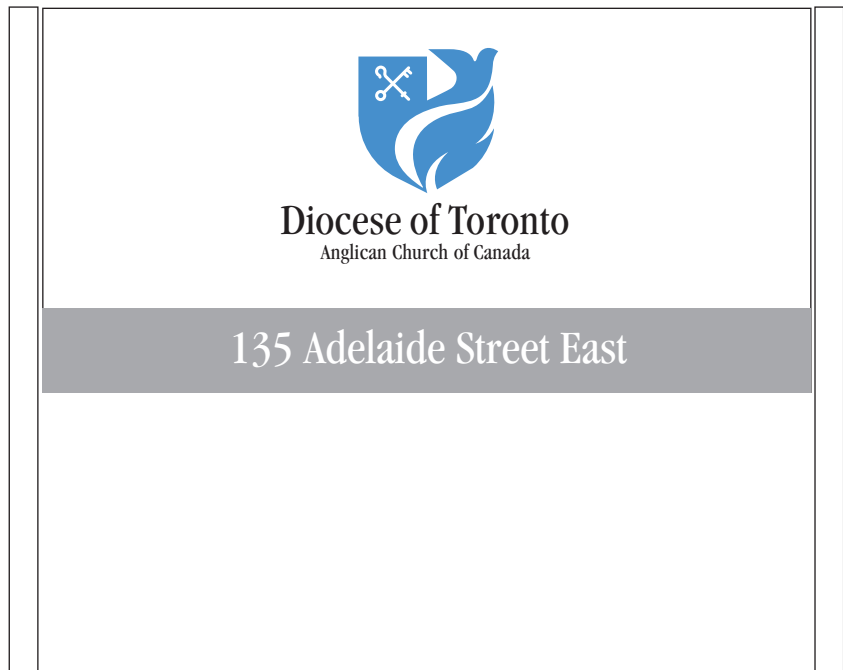
Shown below are examples of different sign types.

A variety of materials and finishes can be used for each of these applications. However, they must all display the logo with the same clarity and attention to detail.

Identification signs may be produced in a variety of sizes, proportions and materials. It is particularly important to ensure that the reserved space around the signature is maintained.



Use banners to create and maintain a diocesan presence at special events and in permanent building environments



Exhibits are designed to encourage people to stop and learn more about the work of the diocese. Large-scale photos are the single most effective way to reach this audience.

Promotional

The use of the symbol and logo on promotional items such as t-shirts, mouse pads, coffee mugs, and yoyos are examples of how awareness of the diocesan identity can be enhanced with audiences that may not normally come in contact with it.

See the inside front cover for more examples of promotional items.

Do not alter the logo artwork in any way. Outside vendors often try to substitute typefaces or redraw artwork. Use only official artwork available from the communications department.



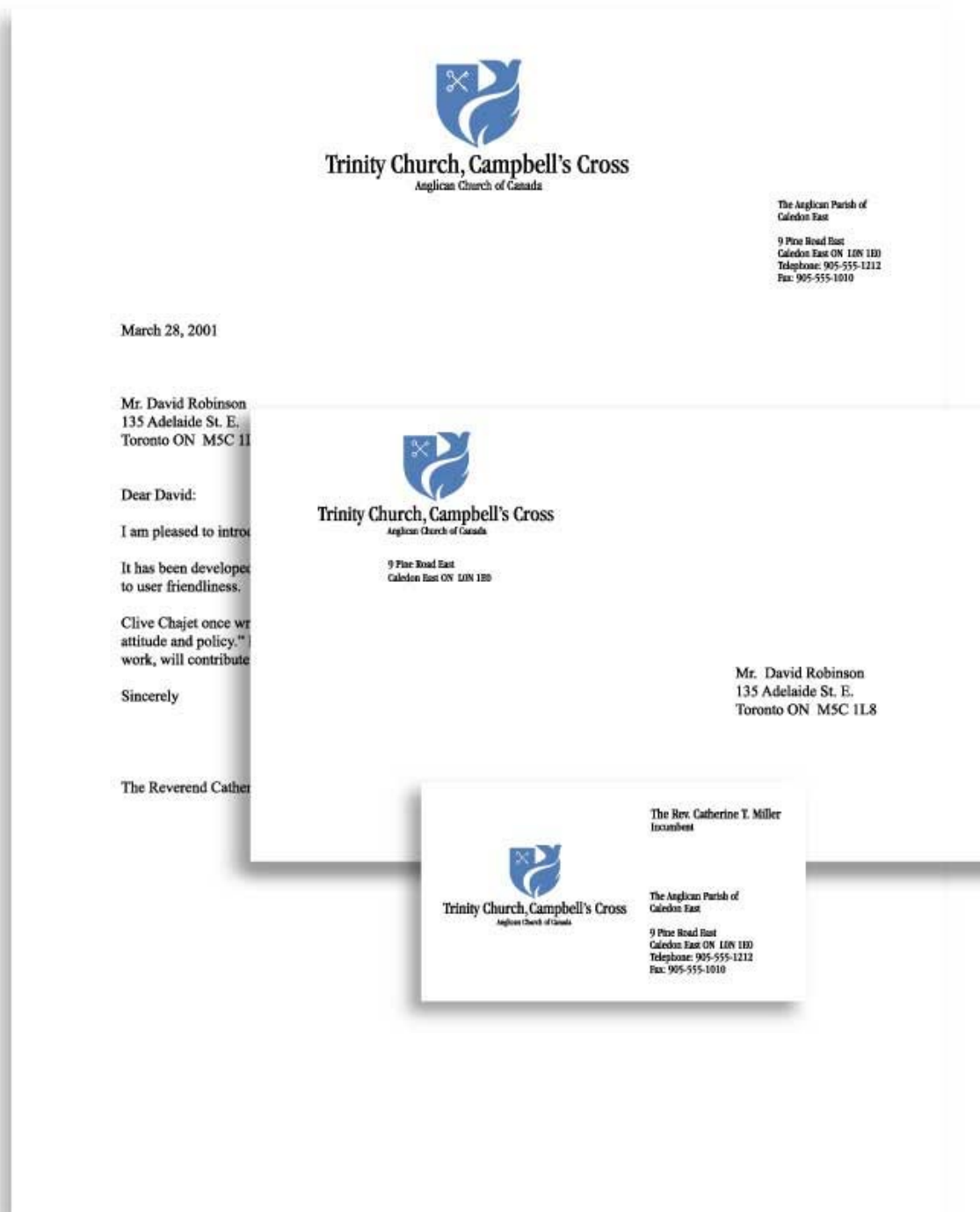
Individual parishes are invited—in fact, encouraged—to use the diocesan logo for their own parish identification. The diocesan symbol, along with the parish name, can become a unique logo to be applied to letterheads, envelopes, business cards, bulletins, websites and signs.

The following pages will demonstrate how the diocesan logo can be applied to create a *new* parish identity or to supplement an *existing* parish identity.

New Parish Stationery

For those parishes that choose to adopt the new identity, the most prominent application will be stationery—letterhead, envelope and business cards. The stationery design uses the same format as the diocesan stationery with changes only to the name and address information.

Electronic EPS files of the diocesan letterhead—for use by designers and printers—are available from the Communications Department.



March 28, 2001

Mr. David Robinson
135 Adelaide St. E.
Toronto ON M5C 1L8

Dear David:

I am pleased to intro

It has been developes
to user friendliness.

Clive Chajet once wr
attitude and policy." I
work, will contribute

Sincerely

The Reverend Cath

Trinity Church, Campbell's Cross
Anglican Church of Canada

9 Pine Road East
Caledon East ON L1N 1E0

Mr. David Robinson
135 Adelaide St. E.
Toronto ON M5C 1L8

Trinity Church, Campbell's Cross
Anglican Church of Canada

The Rev. Catherine E. Miller
Incumbent

The Anglican Parish of
Caledon East
9 Pine Road East
Caledon East ON L1N 1E0
Telephone: 905-555-1212
Fax: 905-555-1010

Existing Parish Stationery

Parishes who wish to retain their existing logos or other distinctive typography may do so and also acknowledge their ties with the Diocese of Toronto and the Anglican Church of Canada. This is done by adding a tagline and the diocesan symbol to their printed communications.

Shown below are examples of how this might be done.

A tagline that includes the new diocesan symbol and a description of its association is available to all parishes for their use. Two versions are shown below.



Electronic EPS and JPG files of the diocesan tagline are available from the Communications Department.



The Rev. Carol D. Langley
Church: (905) 846-2347
Rectory: (905) 846-2952

CHURCH OF THE HOLY FAMILY

March 28, 2002

Mr. David Robinson
135 Adelaide St. E.
Toronto ON M5C 1L8

Dear David:

I want to bring to your attention that our letterhead now includes the new Diocese of Toronto logo and an acknowledgement that we are a parish of the Diocese of Toronto and the Anglican Church of Canada.

We have maintained our existing identity for the Church of the Holy Family to provide an historic link with our past and to maintain continuity. It was originally designed by a member of our parish.

I anticipate that our parish will benefit by making a clearer statement about our relationship to the Diocese.

Sincerely

The Reverend Carol D. Langley
Incumbent



New Parish Bulletins

Parishes who choose to adopt the new diocesan identity will want to display it on their church bulletins as well. This may be achieved by simply incorporating the diocesan logo with their parish name on a layout as shown in the example below.

Electronic EPS and JPG files of the diocesan logo—for use by designers and printers—are available from the Communications Department.



Sunday, September 23, 2001

The Anglican Parish of
Caledon East
9 Fine Road East
Caledon East ON L0N 1E0
Telephone: 905-555-1212
Fax: 905-555-1010

Incumbent:
The Rev. Catherine T. Miller
Associate Priest:
The Rev. Joe Richardson
Honorary Assistant:
The Rev. William Blough

Wardens:
John Brown, Rector's Warden
Jane Green, People's Warden
Peter Black, Deputy Warden
Treasurer:
Jim Stephenson
Office Administrator:
Alice Smith

Existing Parish Bulletins

If you already have an established bulletin format, the simplest way to acknowledge your parish's association with the diocese is by adding the tagline to your existing bulletins.

Shown below are two examples of how this might be achieved.

A tagline that includes the new diocesan symbol and a description of its association is available to all parishes for their use. Two versions are shown below.



A Parish of the
Diocese of Toronto
Anglican Church
of Canada




A Parish of the
Diocese of Toronto
Anglican Church
of Canada

Electronic EPS and JPG files of the diocesan tagline are available from the Communications Department.

The Church of St. Simon-the-Apostle

— Anglican —



525 Bloor Street
Office (416) 923-
E-mail: s

Rector
The Reverend Robert C. Clubbe
Rectory (416) 967-5867

Associate Priest
The Reverend Lawrence P. McErla
(416) 962-6654

Honorary Assistants
The Most Reverend E. W. Scott
The Reverend Barry R. Brown

Director of Music
Thomas W. D. Bell

Associate Organist
Catherine M. Palmer

David McPherson
Office Administrator
Judy Simpson



A Parish of the
Diocese of Toronto
Anglican Church
of Canada

The Church of St. Martin-in-the-Fields The Second Sunday of Easter, April 22, 2001



8:30 a.m. SAID EUCHARIST
Celebrant: Fr. Philip

Easter Greeting and Collect for Purity, page 185 (Green Book)
Gloria, page 186
The Collect (*See Inside Leaflet*)
First Reading: Acts 5:27-32
Psalm: 150 (*See Inside Leaflet*)
Second Reading: Revelation 1:4-8
The Holy Gospel: John 20:19-31
Sermon: Fr. Philip

The Nicene Creed, page 188
Prayers of the People 15, page 122
Confession and Absolution, page 191
Prayer over the Gifts (*See Inside Leaflet*)
Eucharistic Prayer 3, page 198
The Breaking of the Bread 8, page 213
Communion, page 213
Prayer after Communion (*See Inside Leaflet*)
The Doxology, page 214
Blessing and Dismissal.

Parish Ads

When events are publicized in local newspapers and magazines, ads should reflect the parish identity by using the signature, of course, but also the typefaces and general design guidelines as presented in this manual.

Most often these ads are presented in black and white. The symbol, therefore can be presented in either black or grey.

Ads should share the "look and feel" of all other applications within the identity program. This includes typography and layout.


New Identity

EDUCATION AT TRINITY — All are Welcome


Seeing Christianity Again Marcus Borg

- Seeing the Bible Again • Seeing God and Jesus Again
- Seeing and Living the Christian Life Again

MARCUS BORG is the Hundere Distinguished Professor of Religion and Culture in the Philosophy Department at Oregon State University. An internationally-known biblical scholar, he is the author of 11 books including *Jesus: A New Vision*, and the best-seller, *Meeting Jesus Again for the First Time*. Described by the New York Times as "a leading figure among the new generation of Jesus scholars", he has appeared on NBC's *Today Show*, PBS's *NewsHour*, ABC's *Prime Time* with Peter Jennings, and NPR's *Fresh Air* with Terry Gross. A fellow of the Jesus Seminar, he has been National Chair of the Historical Jesus Section of the Society of Biblical Literature and co-Chair of its International New Testament Program Committee. He is currently President of the Anglican Association of Biblical Scholars and a regular columnist for *Beliefnet*. His doctoral degree is from Oxford, and he has lectured widely overseas and throughout North America.



Saturday, October 27, 2001
9:00 am - 3:30 pm
Admission: \$20 lecture only;
\$25 includes lunch
Call the parish office to
reserve a seat and lunch



Trinity Church, Campbell's Cross
Diocese of Toronto / Anglican Church of Canada
9 Pine Road East • Caledon East • 905-555-1212


Existing Identity

2002

's Levee

A New Year's Day Event for all God's People

Please join the Archbishop of Toronto
and the College of Bishops
as we gather around our Lord's table
to celebrate the Holy Eucharist
and to offer best wishes and prayers
for the new year.



Tuesday, January 1, 2002 11:45 am - 2:00 pm
Festive music for brass and organ at 11:45 am
The Holy Eucharist will be celebrated at 12:15 pm
Refreshments served. Nursery care is provided.

A Parish of the
Diocese of Toronto
Anglican Church
of Canada

The Cathedral Church of St. James

Anglican Church of Canada
King & Church • Toronto • 416-364-7865 • www.stjamescathedral.on.ca

Parish Signs

To provide continuity, consideration should be given to designing signs that reinforce the visual identity of your parish.

Other applications can include podium banners and liturgical vestments.

The main identification sign in front of the church building is an important venue. The sign shape should complement the architecture.

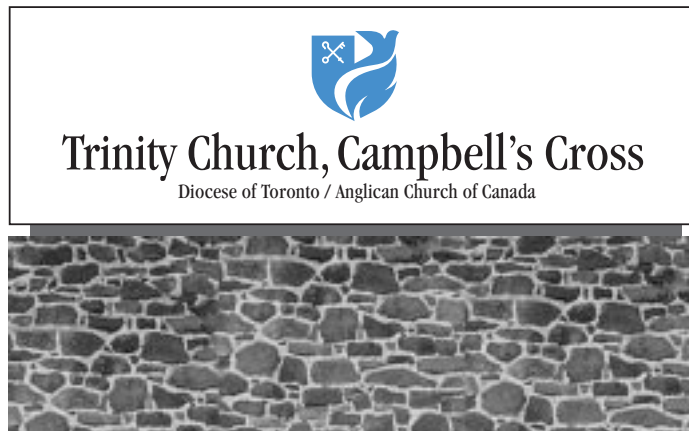
Shown below are examples of these applications.

Signs and banners used in the interior of the sanctuary should be used tastefully and complement the existing colours and textures.

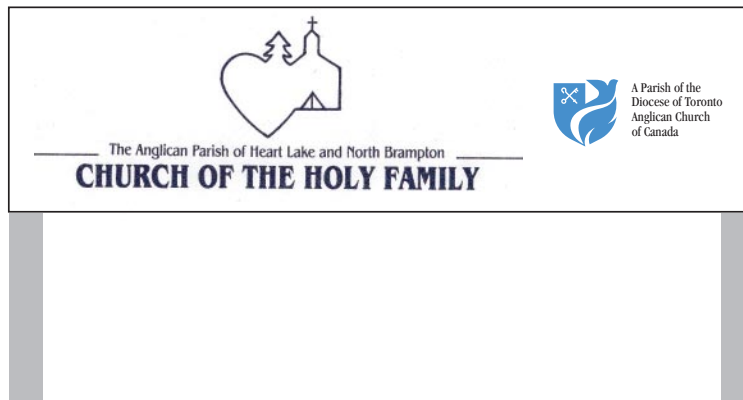


Sign materials should complement those in the architecture of the building. Consult with a graphic designer or architect to determine an appropriate size and shape.

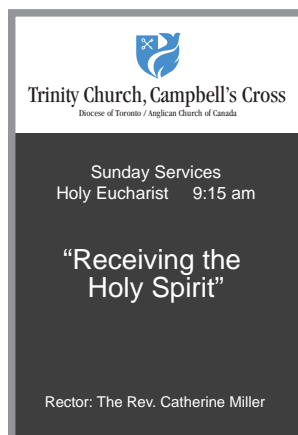
New Identity



Existing Identity



New Identity



For more Information

This manual will help you use the Diocese of Toronto Visual Identity Program with ease and accuracy. Of course, it cannot address every possible application. For assistance with any situation involving application of the diocesan logo, contact the:

Communications Department
The Anglican Diocese of Toronto
135 Adelaide Street E.
Toronto ON M5C 1L8
Telephone: 416-363-6021
Toll-free: 1-800-668-8932
Fax: 416-363-7678
www.toronto.anglican.ca

Electronic files of the diocesan logo and templates of stationery and forms are available from the Communications Department, or may be obtained directly from the diocesan website:
www.toronto.anglican.ca/logo/index.shtml

A copy of this manual is also available from the website in PDF format:
www.toronto.anglican.ca/pdf/visidentity.pdf



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Diocese of Toronto
Anglican Church of Canada

Mission:
To worship God and proclaim
Jesus Christ in the power of the
Holy Spirit and to embody
—in word and action—
God's reconciling love, justice,
compassion and liberation—
through which knowledge of
God's reign is extended.

*A Symbol of
our Faith*





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