

Rebrand FAQs

When can I start using the new logo?

The launch of the rebrand and new logo will commence on Monday 8th May. The full rebrand will follow on from this date across the Diocesan office and parishes. Parishes are able to start using the new logo on Monday 8th May.

When does my parish need to roll out the rebrand?

Parishes are encouraged to commence rebrand or co-brand at their own convenience. Each parish is invited to commence rebrand to coincide with the Diocesan office on Monday 8th May.

Why is the diocese rebranding?

The Diocese has set itself the task of cultivating and celebrating its Anglican identity. With a vast network of parishes, schools and community services it is seen and sees itself as an integral part of society, working to care for and improve the life of the community. We have looked for a way in which we could with one, consistent and considered design, ensure clear understanding and give a sense of belonging to all engaged with our Church.

A logo does not replace the Diocesan crest. It is still used on the formal documents and formal occasions. A logo helps people quickly identify who we are. In this increasingly pluralistic age, we need simple means for people to identify who we are and where we are.

Will there be brand guidelines to support this?

Yes. The Brand Guidelines and Style Guide are available to download from the Parish Portal on the diocesan website. These guidelines provide direction for how the Anglican Church Newcastle logo should be used to help unify materials and continue to build the brand. Please read these guidelines carefully to understand how the new brand will affect your parish. If you need further assistance, please contact the Communications Manager.

Will the original crest still be used?

The Diocesan Crest will still be used for the license seal and official occasions as approved by the Bishop.

Can I use the original Crest on my parish branding if I don't want to use the new logo?

Parishes are encouraged to adopt the new Diocesan and Parish branding at their own convenience. However, overtime the crest will be phased out to ensure the new logo brand is consistent across all churches and church correspondence.

How do I know how to implement the new brand correctly?

We have created comprehensive Brand Guidelines and a helpful Style Guide to assist you in ensuring the diocesan logos are used correctly. These guidelines provide helpful samples and guides on logo use, stationery, electronic media and signage. The Diocesan Communications Manager is always available to assist you should you have any problems or concerns.

What font do I use? What do I do if I do not have this font on my computer?

If your computer does not have the Helvetica Neue or Helvetica fonts installed then the Arial font family may be used instead.

When can we start ordering new stationery?

Parishes can start ordering new stationery from Monday 8th May 2017 at their own convenience. The Communications Manager can assist your parish in finding a local printer and a signage company.

What do I do with my old stationery?

Parishes are encouraged to use up their existing paper stationery before ordering new stock.

Where can I make my new parish logo?

To create your personalised parish logo, please contact the Communications Manager. The Communications Manager will be available to customise your parish logo, as well as provide assistance and support for any other design needs your parish may have.

Can I create a version of the logo for my parish?

Our logo is our visual signature and connects us through common imagery across the diocese. The more consistent our logos look and the more it is used – the more likely it will be remembered and make an impact. Parishes are recommended to adopt the Parish Logo without variations. You can contact the Communications Manager for assistance in designing a personalised logo.

A co-brand option is available for parishes who chose to use an existing parish logo. The co-brand uses the base Parish logo with the addition of the *Anglican Church Newcastle* logo. Please refer to the Brand Guidelines for more information.

What are the Diocese's official colours?

In the case of the Anglican Church Newcastle, a dark blue was selected for its strength, clarity and distinctiveness. And a bright gold for its symbolic link to dialect, imagination, creativity and spirituality. This gold, blue and red have been chosen because they form part of the Diocesan Crest of Arms. The three colours in the logo itself are the Anglican Church Newcastle colour palette.

Diocesan Gold: Red 255 Green 207 Blue 1 | Hexadecimal/Web Colour ffc901

Diocesan Red: Red 217 Green 39 Blue 45 | Hexadecimal/Web Colour d9272d

Diocesan Blue: Red 37 Green 44 Blue 106 | Hexadecimal/Web Colour 252c6a

Please refer to the Brand Guidelines for full colour information on pages 22-23

Will the diocese be changing its web URL and email address?

No. The diocese will maintain the web URL www.newcastleanglican.org.au and the email address @newcastleanglican.org.au

For further information, or if you have any questions or concerns, please contact:

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