

Quakers

Design house style guidelines
for [Quaker meetings and groups](#)



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Introduction

Quakers communicate with a wide-ranging audience, and our identity should be recognisable on all of our materials.

A strong identity and a consistent approach across our communication materials reinforces the message to our diverse audiences that we are working together for a common purpose.

These guidelines show you:

- our range of logos
- which typefaces to use
- our colour palette.

The Q logo, and Welsh C logo are original artwork created for Britain Yearly Meeting and are its registered trademarks.

Quaker House Style

The logos

The Quaker logos are an important part of the branding of Britain Yearly Meeting (BYM) and should be used on all official Quaker materials.

Logos must be reproduced from approved master artwork. This is available from BYM's Publications Team or from our website (www.quaker.org.uk/brand).

The logos

Primary colour

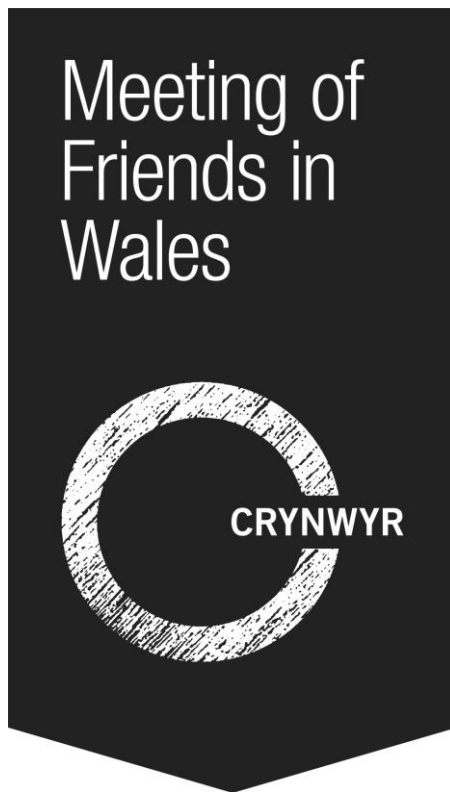
The most common used logo is mono.

When reproduced against a dark background the entire logo should be reversed out for maximum clarity.

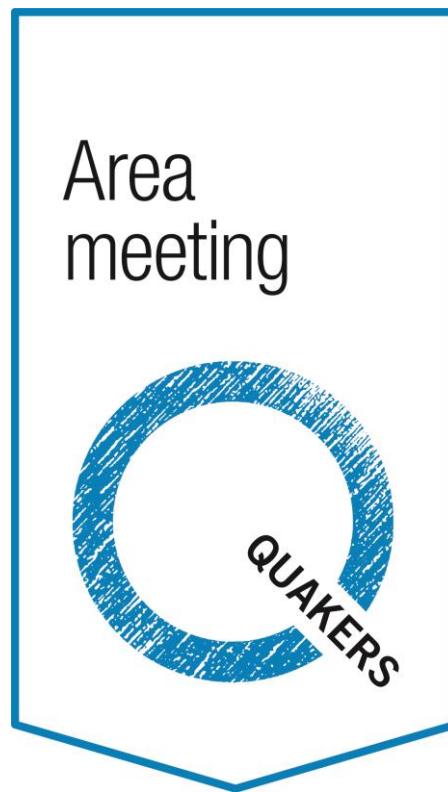
Colours

A limited range of colours is available for the logos.

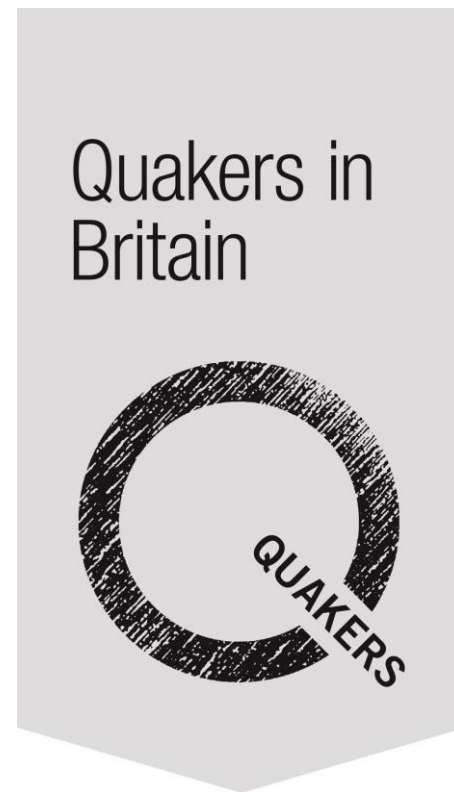
Please see the BYM website for a list of what is currently available.



Black reversed version



Coloured key line version



Mono version

The two logo designs

There are two logo designs: the new 'badge' design and the plain Q or C. There is a badge logo for the majority of groups within Britain Yearly Meeting. Please use the appropriate one for your meeting or group. The plain Q and C are for the use of BYM's Publication Team. There are some circumstances where the plain logos can be used by Quaker meetings and groups. Please see the BYM website for more details.

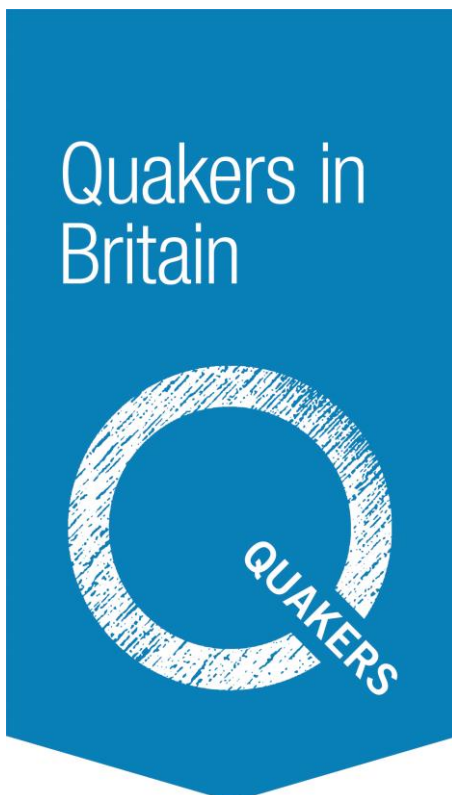
There are badge logos for:

- local meetings
- area meetings
- Quakers in Britain
- Britain Yearly Meeting
- Quakers in Scotland
- Meeting of Friends in Wales
- Quaker Recognised Bodies.

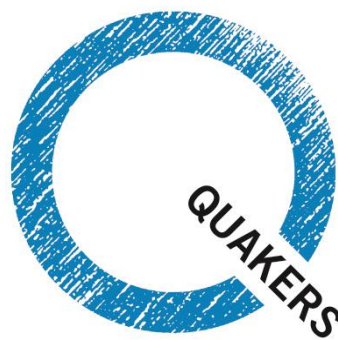
Only these groups may use the official Quaker logos.

All the new badge logos follow the basic shape of the local meeting logo shown below on the left. The design comprises: wording; the Quaker Q or C; the enclosing 'badge' shape.

Each badge is available in mono, reversed and keyline versions.



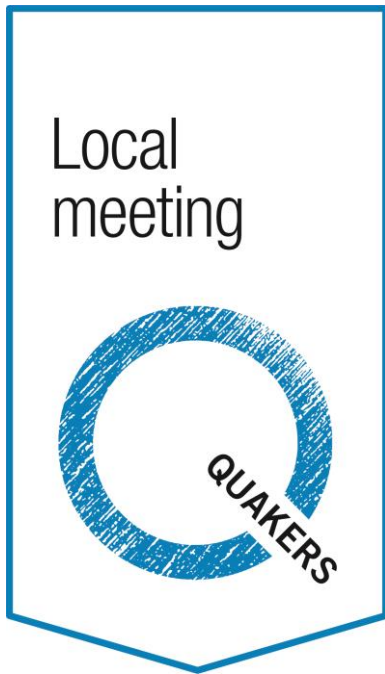
'Badge' style logo



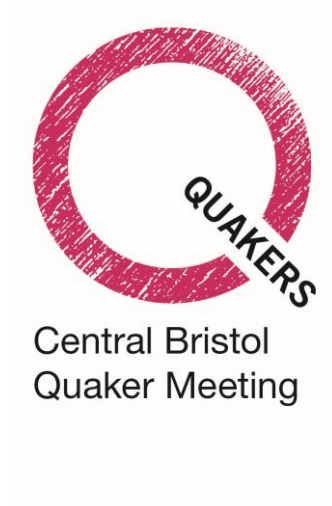
Plain Q logo

Local and area meetings

The local meeting and area meeting badge logos replace the old meeting-specific logos. The old meeting logos will no longer be issued.



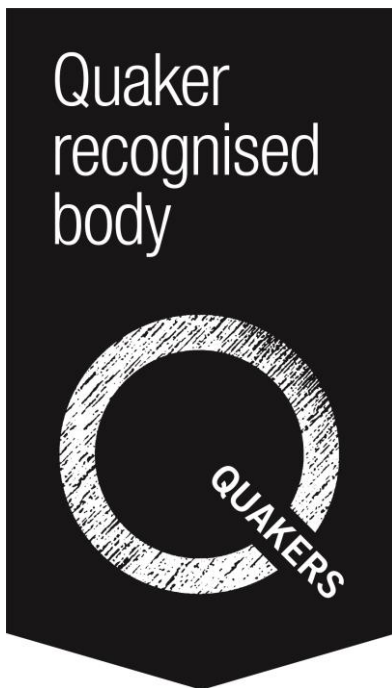
New 'badge' style meeting logo



Old meeting-specific logo

Quaker Recognised Bodies

Quaker Recognised Bodies may use their own logo. There is no logo for Listed Informal Groups.

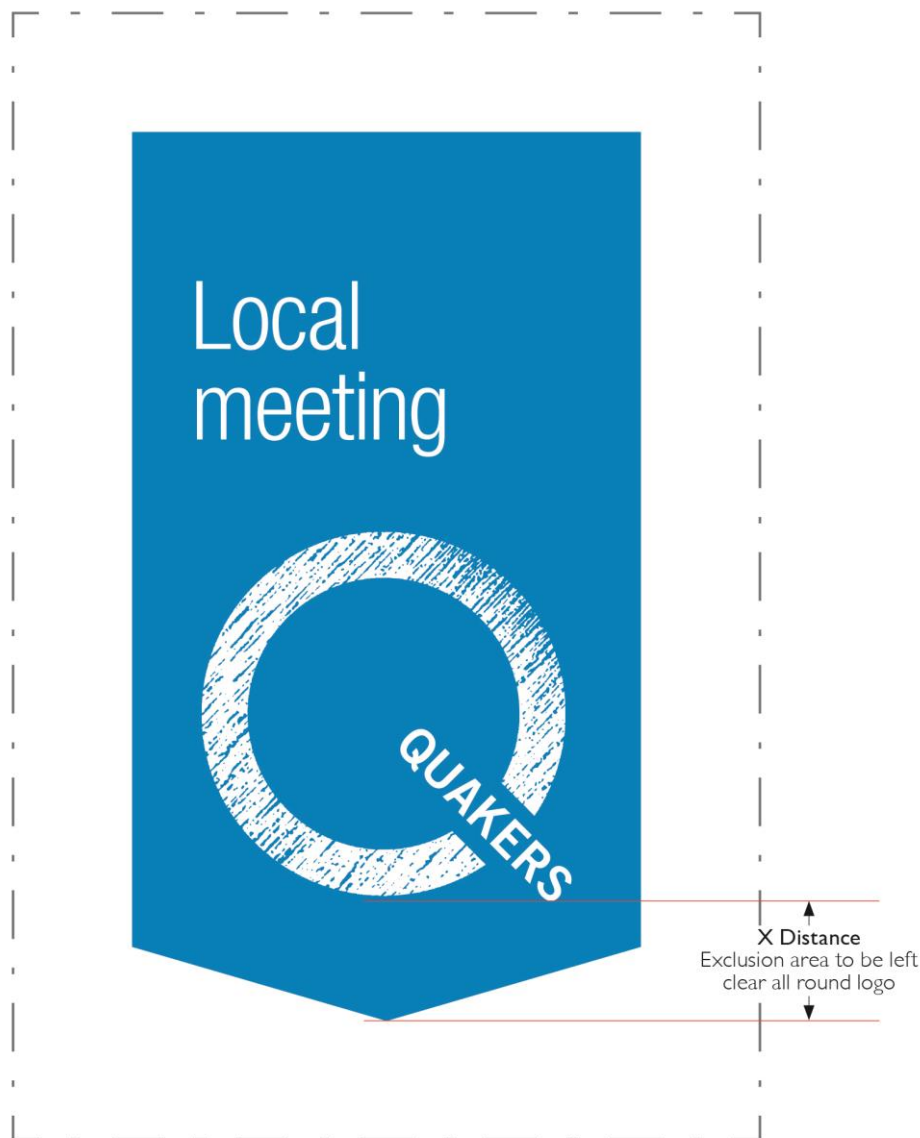


Quaker Recognised Body logo in reversed style

Exclusion area

The logos are surrounded by an invisible exclusion area to prevent them from being encroached upon by elements such as text, images, the edge of the paper or web page.

The exclusion area is equal to the distance between the bottom of the Q and the point of the badge on the bottom.



Using the logo alongside partner organisations' logos

Where partner organisations' logos are positioned alongside the Quaker logo, the exclusion area should be 1.5 times the usual size. The space between the logos should be equal, and each should be centred horizontally. Use the centre of the Q or C as the centre of our logo (see below).

Where other logos have an image element, attempt to make that element the same size as the Q or C. This includes the QPSW star logo.

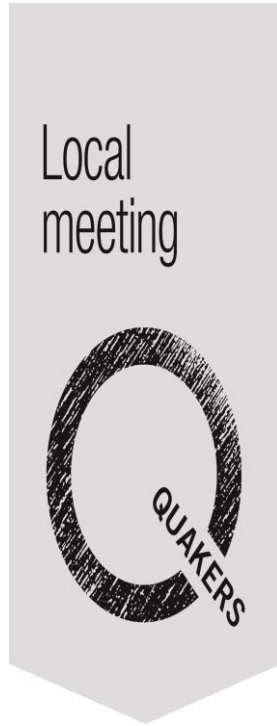
This sort of positioning is not an exact science. Other organisations may wish for all logos to be the same height or ask for different spacing. You may find that accommodating these rules gives you a very uneven design, or that it takes up too much space. If this is the case try to find some point of alignment with other logos and maintain the clearance where possible.



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Do's and don'ts



✓

Use the correct logo from the website or BYM's Publications Team.

✗

Don't stretch the logo or alter it in any way.



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✗

Don't reproduce the logo on strongly patterned or detailed backgrounds.

✗

Don't use the logo in place of type or as a bullet point.



QLCC is responsible for monitoring and supporting the exercise of Quaker faith

Typefaces

Accessibility

Quakers aim to produce materials that are accessible to blind and partially sighted people.

The typefaces chosen for the Quaker house style are well designed and clear. If used correctly they should be legible to many partially sighted readers.

Large print

For many blind and partially sighted people, larger print is essential. Although it is not possible to produce all Quaker materials in large print, you may wish to produce large print versions of some of your materials.

For larger print materials a template is available using 16pt text and a simple layout without columns etc.

RNIB Guidelines

According to the RNIB there are simple rules to follow to help enhance the legibility of your materials.

These include:

- a high level of contrast between the background and the text;
- avoiding the use of capital letters or italics in continuous text;
- generous spacing between lines of text (leading);
- lines that are too long or too short tire the eyes. Ideally the line length should be 60–70 letters per line;
- aligning text to the left (ragged on the right) makes it easier to find the start and finish of the line.

For more information on producing accessible information visit the RNIB website www.rnib.org.uk.

Other formats

Some blind and partially sighted people will need Quaker materials in a different format to standard print.

This could be audio, DAISY, braille, electronic documents on disk or published on the internet.

For more information please contact the the BYM Publications Team.

Printed materials

Body copy

The Quaker typefaces for use in body copy are Arial Regular or Century Schoolbook, which provide versatility and legibility across a wide range of applications.

Headings

The Quaker typeface for use in headings, headlines and mastheads is Glypha Roman or Bold (see below).

More information

If you have any doubt about which typeface to use please contact the BYM Publications Team.

Arial Regular

abcdefghijklmnopqrstuvwxyz

Century Schoolbook

abcdefghijklmnopqrstuvwxyz

Glypha Roman

abcdefghijklmnopqrstuvwxyz

Glypha Bold

abcdefghijklmnopqrstuvwxyz

Electronic media

Body copy

The Quaker typeface for use in body copy is Arial Regular, which is both versatile and legible.

Headings

The Quaker typeface for use in headings, headlines and mastheads is Arial Bold (see below).

More information

If you have any doubt about which typeface to use please contact the BYM Publications Team.

Arial Regular

abcdefghijklmnopqrstuvwxyz

Arial Bold

abcdefghijklmnopqrstuvwxyz

House Style

The Quaker colour palette

Using Quaker colours

The Quaker colour palette consists of nine colours that may be used to enhance Quaker materials being produced in colour.

To help you choose which colour is right for the Quaker material you are producing they have been divided into two groups, Soft and Bold colours.

Keywords

Keywords have been assigned to each group of colours to help you decide which colour relates most to the material you are working on (see below).

Soft colours

Keywords

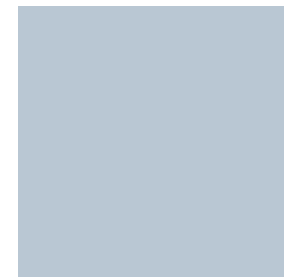
belief
faith
nature
peace
Quaker to Quaker
spirituality
stillness
worship



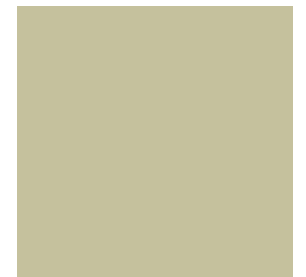
Berry
Pantone 7425u
Litho match
C0 M90 Y30 K7
Laserprinter match
C0 M65 Y20 K10
Web colour
HEX B33062
RGB
R195 G84 B110



Stone
Pantone 7502u
Litho match
C0 M8 Y35 K10
Laserprinter match
C0 M9 Y35 K18
Web colour
HEX BAA787
RGB
R197 G178 B127



Rain
Pantone 5435u
Litho match
C13 M3 Y0 K17
Laserprinter match
C13 M3 Y0 K20
Web colour
HEX B7BEC7
RGB
R160 G177 B185



Leaf
Pantone 7425u
Litho match
C24 M18 Y42 K0
Laserprinter match
C30 M28 Y45 K0
Web colour
HEX AAA88F
RGB
R158 G149 B118

Bold colours

Keywords

activism
campaigning
challenge
dynamic
integrity
outreach
public image
witness



Sunset
Pantone 138u
Litho match
C0 M42 Y100 K1
Laserprinter match
C0 M42 Y100 K15
Web colour
HEX E09046
RGB
R190 G117 B31



Heather
Pantone 7419u
Litho match
C0 M60 Y45 K18
Laserprinter match
C0 M64 Y45 K30
Web colour
HEX 80525A
RGB
R146 G66 B66



Sky
Pantone 7461u
Litho match
C78 M28 Y0 K0
Laserprinter match
C68 M22 Y0 K0
Web colour
HEX 5C8BC3
RGB
R24 G118 B177



Fern
Pantone 391u
Litho match
C13 M0 Y100 K33
Laserprinter match
C8 M0 Y100 K21
Web colour
HEX 808C43
RGB
R175 G175 B29

For use in mono



Grey
K40
Web colour
Hex 999999

Contact

If you have questions, or have suggestions to make about the house style please contact:

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