

All Souls Parish Quick Style Guide

For collateral, advertising and other printed pieces

October, 2010

Branding

All Souls Parish's logotype is composed of the Jerusalem Cross along with the name of the parish set in the Rennie Mackintosh typeface. When applying the logotype to any online or printed piece, we should use the source files available from the parish office in various formats (eps, tiff).



Supporting text, such as the address, phone number, email address, etc. should be set in Garamond:

2220 Cedar Street, Berkeley, California 94709

allsouls@allsoulsparish.org

510-848-1755

www.allsoulsparish.org

Special Note on Rennie Mackintosh

The typeface chosen for All Souls logotype has a special mix of alternate characters which both add to its unique style but at the same time make it more challenging to use as a font. There are several character shapes and designs which are much better choices, and should always be used for setting the All Souls logo, and are recommended for use in settings of other items such as headlines and subheadlines.

For example, we never use the L which has the two square dots next to it as decorative elements, because it makes it appear that there is an apostrophe in the wrong place.

Additionally, the capital O actually is a smaller "o" shape with a dot underneath it, which makes it more difficult to scan quickly and while quaint and in fitting with the typeface's style, should not be used in the logo. Use with care in other headlines; be sure it is readable.

Text Typeface: Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Headline and Logo Typeface: Rennie Mackintosh

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Preferred characters (shown in red) to use out of Rennie Mackintosh

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Avoid always:

ALL SOULS

Instead use:

ALL SOULS

looks like this when you change fonts: ALL SoULS