Inclusive Church Logo 2025

Visual Identity, Usage and Brand guidelines

This document is to be read and used alongside the logos provided in the Brand Pack. Please do not edit or alter the logos in any way. The files are numbered to correspond with the sections below.

Our Typeface is Inter
available at https://font.google.com-specimen-Inter

1.   Primary Logo

The core logo of Inclusive Church's Visual identity, to be used as the default option.

Visual Description of new logo:

- Three stylized church outlines with arched windows, one of which has a cross on top, because our faith is central to our identity.

- The outlines use a gradient of green and blue, transitioning from darker at the bottom to lighter at the top.

- To the right, the name "Inclusive Church" appears in bold, dark green text.

2. Secondary – when primary not suitable

3. Monochrome Logos

To use when the logo will be small scale (88px or lower) or in accessibility-critical contexts. Also suitable to be used in grey-scale
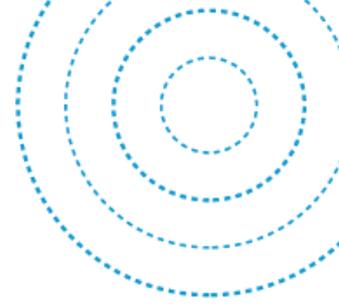

Note – the dark green box above is included for clarity, the logo itself is white on a transparent background.

Clearance

Please leave clear space around the logo, at least the height of the word "Inclusive" in whatever size the logo is.

Clearance space around the logo

Orientation

Use the landscape versions when possible, switching to the portrait ones when space necessitates it. Always ensure the text is generously proportioned.

4. Colourways

Text Colours	HEX	HEX
Primary	#1B3763	#233310
Secondary	#234786	#435E21
Background	#D4EDF7	#F1F6DD
Decorative Colours	#0a6db0	#6FB033
	#1099D1	#99C111

Nb: These colour combinations all have AAA rating for accessibility.

Welcome to our #ButterflyEra

Any questions or problems, please get in touch with us!

Inclusive Church, August 2025

Inclusive Church