



Inclusive Church Brand Guidelines

Version 1.0 - July 2025



PRIMARY LOGO

Landscape logo(Primary)



The primary logo for Inclusive Church is the central identifier of the brand. It combines a custom icon symbolising a welcoming and diverse place of worship with bold, accessible type in a deep green.

SECONDARY LOGOS

Box-logo-Landscape(Secondary)



Secondary logos are used in situations where the primary logo is not suitable. This guide outlines the specific contexts and applications for each.

Box-logo-portrait (Secondary)



Portrait logo(Secondary)



LOGO - IDENT

For use in social media as favicons and icons.

Circle-Icon-filled



Circle+Icon



Icon-only



LOGO - FLAT

For use when the logo appears small scale (88px or smaller)

Core-logo-landscape-dark-green



Core-logo-portrait-dark-green



Core-logo-landscape-white



Core-logo-portrait-white



LOGO PLACEMENT

GRADIENT LOGO

(HIGH CONTRAST, SOLID COLOUR TEXT)



Use When

- ✓ In hero or high-visibility placements where full branding impact is needed (most places)

GRAPHIC ON A SOLID BACKGROUND CONTAINER

(HIGH CONTRAST, SOLID COLOUR TEXT)



This version uses the gradient logo placed within a solid colour box or container to preserve contrast.

Use when:

- ✓ The background is photographic, textured, or multicoloured and you still want to use the gradient.
- ✓ In animations where text sits over dynamic video or shifting colour fields.

Avoid when:

- ✗ The graphic would look overly boxed-in or inconsistent with other visual assets.
- ✗ The design layout already provides strong contrast or simplicity (making the container redundant).



FLAT LOGO

FLAT LOGO 1



This is the simplified fall-back version for small sizes or accessibility-critical contexts.

Use when:

- ✓ The logo appears very small (88px width and below) (E.g. favicon, email signature, mobile nav).
- ✓ For specialist merchandise use (e.g. embroidery, screen printing).
- ✓ In accessibility-first contexts (e.g. government/public documents, inclusive design).
- ✓ In Microsoft Office or PDF documents where gradient rendering may fail or blur.
- ✓ For internal documents or low-profile usage where speed, simplicity, and clarity are priorities.
- ✓ When among other grey-scale logos in a logo garden.

FLAT LOGO 2



LOGO ORIENTATION

GRADIENT LOGO (MAIN LOGO)

Rule of thumb: Start with the landscape version. Switch to portrait only when the available area is distinctly vertical and the logo needs to fill that space confidently without becoming unreadably small.

LANDSCAPE LOGO



WHEN TO CHOOSE IT

Use for most applications where horizontal space is plentiful and you want quick left-to-right legibility.

TYPICAL EXAMPLES

Websites (nav bars, footers), letterheads, presentation slides, email signatures, social banners.

PORTRAIT LOGO



Reserve for formats with limited width but generous height, or where a bold, centred emblem is needed.

T-shirts and hoodies, tote bags, vertical posters, narrow print ads, mobile splash screens, Instagram Stories, roll-up banners.

LOGO SIZING

Rule of thumb: If used at smaller sizes, smaller logos will need to be used for legibility purposes.

GRADIENT LOGO (MAIN LOGO)

(HIGH CONTRAST, GRADIENT COLOUR ICON)

✓ Main logo, to be used as default

✗ Not to be used below 88px

Maximum logo size



No maximum for this version of the logo

Smallest logo size



Clearance space around the logo



FLAT LOGO 1

(HIGH CONTRAST, SOLID COLOUR ICON AND TEXT)

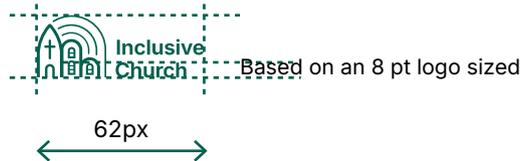
✓ To be used at a width of 88px and 62px



Largest logo size



Smallest logo size



Clearance space around the logo



FLAT LOGO 2: ADJUSTED FOR TINY DESIGNS.

(HIGH CONTRAST, SOLID COLOUR ICON AND TEXT)

Larger type size in relation to the icon allows for smaller scaling

✓ To be used at a width of 62px and 43px



Largest logo size



Smallest logo size



Clearance space around the logo



Typeface: 'Inter'

DOWNLOAD: <https://fonts.google.com-specimen-Inter>

HEADER STYLES

The following type sizes and styles are intended for use within an A4 document layout. They have been designed to ensure clarity, hierarchy, and visual balance at this specific size. When applying these styles to documents of different dimensions—such as A5, A3, or digital formats—adjustments may be necessary to maintain legibility and proportionality. This guide serves as a reference, and styles should be adapted thoughtfully depending on the format and context of use.

Header 1

36pt - Inter - Weight-684

Header 2

28pt - Inter - Weight-700

Header 3

20pt - Inter - Weight-700

Header 4

16 pt - Inter - Weight-612

Header 5

12 pt - Inter - Weight-580

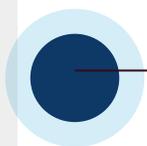
Body

8 pt - Inter - Weight-364.000

BRAND COLOURS

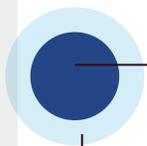
TEXT COLOURS

These colour combinations are each AAA accessibility standards.



PRIMARY DARK BLUE

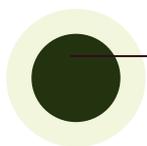
RGB: (27, 55, 99)
HEX: #1B3763
CMYK: 73%, 44%, 0%, 61%



SECONDARY DARK BLUE

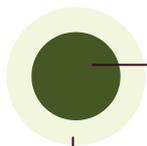
RGB: (35, 71, 134)
HEX: #234786
CMYK: 74%, 47%, 0%, 47%

HEX: #D4EDF7
RGB: (212, 237, 247)
CMYK: 14%, 4%, 0%, 3%



PRIMARY DARK GREEN

HEX: #233310
RGB: (35, 51, 16)
CMYK: 31%, 0%, 69%, 80%



SECONDARY DARK GREEN

HEX: #435E21
RGB: (67, 94, 33)
CMYK: 29%, 0%, 65%, 63%

HEX: #F1F6DD
RGB: (241, 246, 221)
CMYK: 2%, 0%, 10%, 4%

DECORATIVE COLOURS



RGB: (10, 109, 176)
HEX: #0a6db0
CMYK: 90%, 55%, 4%, 0%



HEX: #6FB033
RGB: (111, 176, 51)
CMYK: 37%, 0%, 71%, 31%



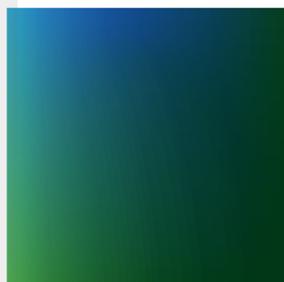
HEX: #1099D1
RGB: (16, 153, 209)
CMYK: 92%, 27%, 0%, 18%



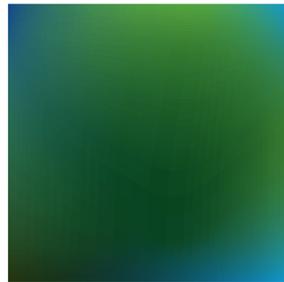
HEX: #99C111
RGB: (153, 193, 17)
CMYK: 21%, 0%, 91%, 24%

CORE GRADIENTS

Plane-Square-1



Plane-Square-2



Portrait 1



Portrait 2



Portrait 3



Plane-Square-3



Plane-Square-4



Portrait 4



Portrait 5

