

# St Columba's

United Reformed Church, Oxford



## Stylesheet

for a growing church

version released July 2006



This is a style sheet designed to control matters of print design elements for St Columba's Church in Oxford. It is based on an earlier style sheet circulated in October 2005, and follows an extensive audit of the church's communications.

It is also based on some feedback received already at church meeting that one of the messages we want to give is around our Celtic and Presbyterian heritage.

The concept of having a style sheet, or a brand identity package, is that if everyone sticks to the same set of rules, we will generate a consistent look and feel to our communications over time. People will know St Columba's when they see us, in whatever we are doing, wherever we are. So they will see us living out the gospel, and the message will be loud and clear.

## IMAGERY



### St Columba Arriving element.

Text to include whenever this element is used:

"St Columba arriving in a boat' designed by Clare Melinsky.  
Used with permission of the artist. Photography Peter Mays'

To order a copy of this element:

Request `St_Columba_Cropped2.tif`

Contact Trevor Barton



## COLOUR PALETTE



**Charcoal Gray**  
Hex: 494949  
RGB: 73,73,73



**Deep Blue Sea**  
Hex: 004466  
RGB: 20,69,102



**Flint**  
Hex: 877766  
RGB: 135,119,102



**Drool**  
Hex: BBCC99  
RGB: 187,204,153



**Locomotion**  
Hex: CCCCAA  
RGB: 204, 205, 170



**Mud**  
Hex: 611612  
RGB: 97,22,18

## FONTS

This is Myriad Roman. It is a nice clear font for Straplines and Headers. When we say St Columba's, we write it out in full (here it is in Myriad Roman):

### St Columba's United Reformed Church

Or we can write it out in full like this:

**St Columba's**  
**Space of 1em**

Keep a space in the middle

United Reformed Church, Oxford

If you don't have Myriad on your computer, see if you can download a copy from the Internet. It is not free, and it's owned by Adobe. If that's no good, try and use Arial.



## WORDS TO SAY ABOUT US

If you're looking for some words to summarise St Columba's and what it's like, use these ones. Just pick one phrase, or a couple of the words. Don't use them all at once!

### PHRASES

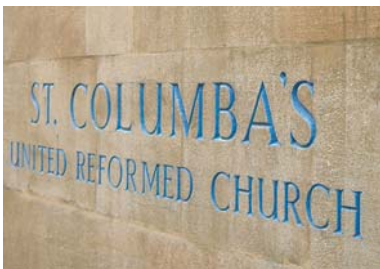
"St Columba's is celebrating life, praying to be inclusive, working for peace and justice, committed to a challenging faith, serving the city and the universities, and seeking to live in the Spirit." "Sunday brings together a church of distinct and diverse action." "Praying to be an inclusive church." "A celtic home for people on the fringes of church. It pushes the boundaries, challenges views, and gets stuck in." "Some of us found the nearest home here, and then discovered more important things. Others found a welcome where there was none anywhere else."

### WORDS

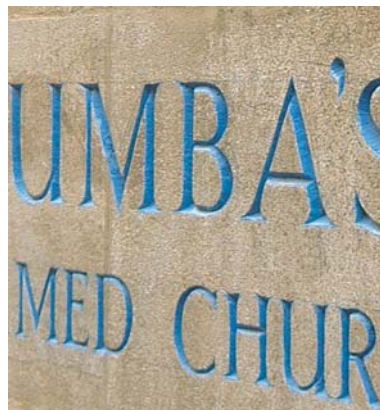
Ecumenism, risk-taking, presbyterian heritage, celtic, roots, borderless

## PICTURES BY PETER MAYS

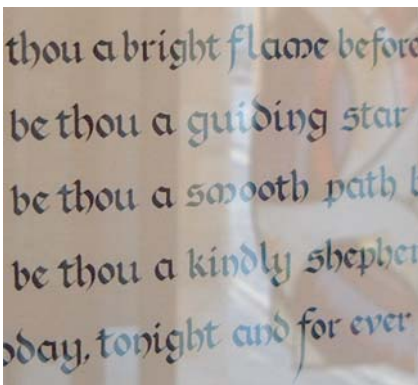
COMMISSIONED BY SUE GREIG



DSCF0098.JPG  
Contact Sue Greig or  
Trevor Barton  
Please acknowledge  
Peter Mays



DSCF0076.JPG  
Contact Sue Greig or  
Trevor Barton  
Please acknowledge  
Peter Mays

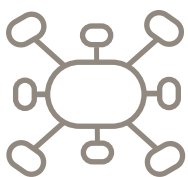


DSCF0074.JPG  
Contact Sue Greig or  
Trevor Barton  
Please acknowledge  
Peter Mays

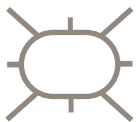


## SPOKES DEVICE

A spokes device has been created as part of the design work for the new church website, [www.saintcolumbas.org](http://www.saintcolumbas.org). The idea is that there are four uses of the device, all with slightly different meaning. The full device is called the vision, and can be in any of the palette colours:



The vision symbolises a hub with many spokes. The hub is St Columba's being very church in the middle. The spokes around it are all of our various activities, some of which have the flavour of traditional church, and some of which reflect more of the urban culture we are in than they do of 'church'. Only use this if you particularly want to refer to "greater St Columbas", or the vision itself.



This is the hub. It's nice to use this when referring just to our main church. St Columba's on a Sunday, or St Columba's as a whole.



These are the spokes. On their own they are activities in their own right, but there is nothing to pull them all together in the middle. Use this if you are referring to the activities the church is involved in, rather than St Columba's on a Sunday, or rather than the whole vision of the hub and the spokes.

The Spokes Device then splits out into detail elements (versions of the device with bits removed or cropped away, which you can use as design elements in general design work, to help give publications a unique identity. Here are two examples from the new website. Learning is like a think bubble, and growing is like something sprouting:



**learning**



**growing**

