Diocese of Lichfield - Style Guide

This document is designed to help us produce documents that immediately *look* like they come from the same diocese. Though subtle, simple things like consistently choosing the same fonts and palette of colours help present unity, clarity and professionalism.

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# House Style Guide for Diocese of Lichfield

All information, including leaflets, reports and emails for public and internal use, should meet our corporate identity standards and follow the agreed house style.

This will help to ensure that all information produced by the diocese is consistent, jargon free and easy to read. We should put our people and parishes at the centre of all we do, making every effort to ensure that we communicate effectively with them and are better understood.

The name of the diocese should be given as **Diocese of Lichfield**.

# Preparing Documents

We recommend documents should be prepared in Word. Unless you want readers to interact with the document (fill in forms etc), upload to the text and images to the website as a webpage: if it really must be a formatted download (eg a carefully designed poster), use pdf.

Begin with the [DoL style Word template](file:///N:\Communications\Common\Logo%20and%20Style%20Guide\DoL%20style%20Word%20template.docx) document.

Set a page size that matches the final document – if you want an A5 booklet, choose an A5 page size rather than an A4 landscape document. This is so that when you want to distribute the final document as a pdf, people can read the pages in the right order. If they wish to print it as a booklet, the options are in the print dialogue.

If there is a chance of the document being revised or reissued, include a version number or date. The default template includes the FileName in the footer. You may need to right-click on the grey-backed file name and select ‘Update Field’ so it shows your chosen document name. Web pages automatically include a ‘last updated’ statement at the end of the page.

Use page numbers and if sufficiently complex or technical, paragraph numbers – it makes it easier to discuss a document with others and quickly highlight when people are looking at different versions.

We discourage the use of Microsoft Publisher – it is more advanced than most uses require, is not universally viewable on all diocesan computers and does not translate well for professional printing. If you cannot achieve the result you are after with Word, please consult the Communications Department or a professional designer who will have the right software for the task.

## Email signatures

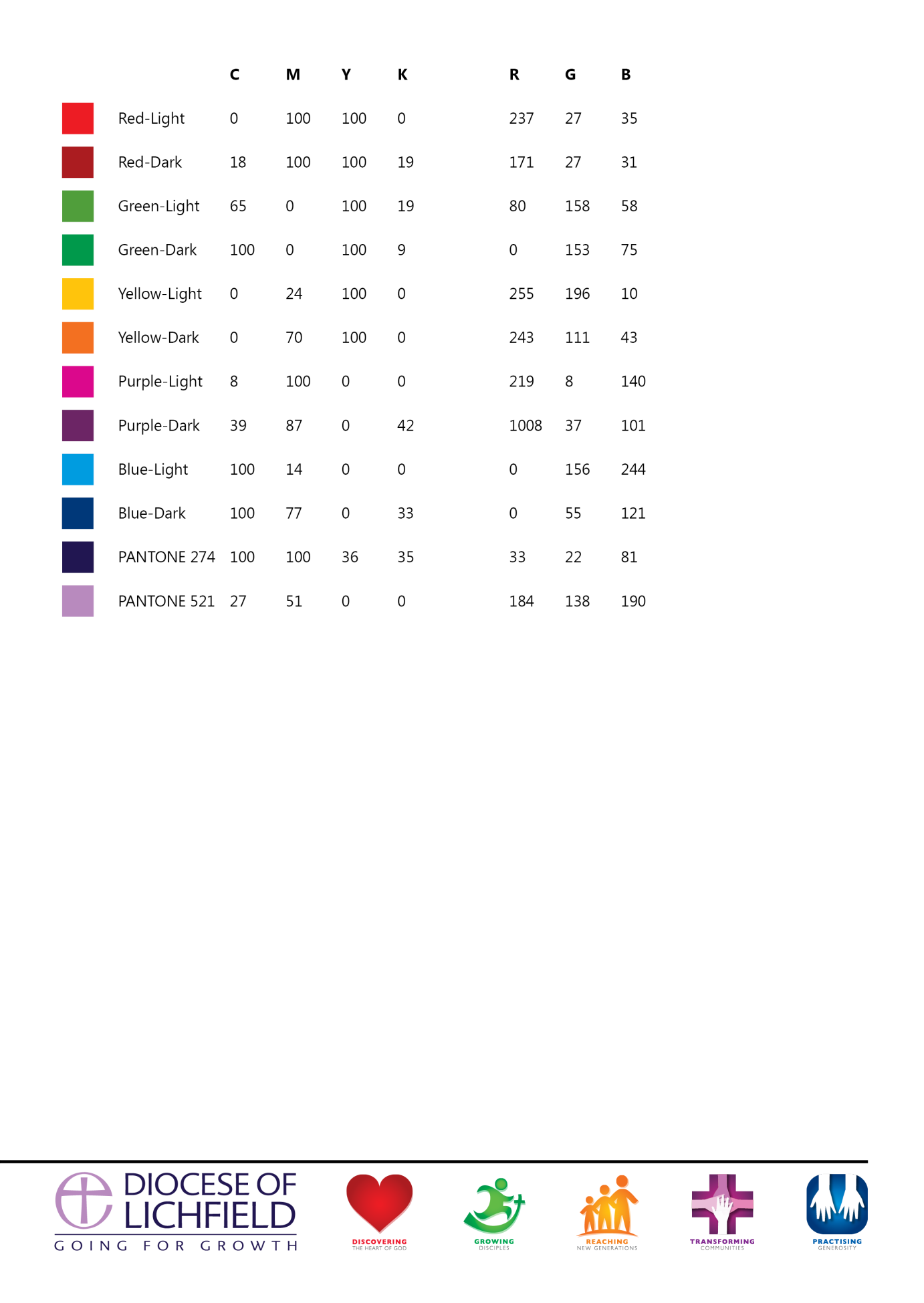
For legal reasons, Email signatures need to conform to the Diocese of Lichfield – Email Signature Guidance Policy, found on the diocesan server at "[N:\Communications\Common\Policy\Diocese of Lichfield - Email Signature Guidance Policy.docx](file:///N:\Communications\Common\Policy\Diocese%20of%20Lichfield%20-%20Email%20Signature%20Guidance%20Policy.docx)"

# A picture containing text Description automatically generatedLogos and colours

2016: A new era dawned with the arrival of Bishop Michael, and it was time to retire the old ‘Going for Growth’ slogan – not that it is wrong or we no longer want growth, but our 5 Themes expressed the diocese’s aims clearly, and one of the priorities that emerged in the Vacancy in See search was the need to more strongly identify the geographical area of the diocese and our place in the Church of England. Smaller dioceses have it easy! As a result, the diocesan logo (visual identity or branding if you like) was updated. The mauve went and a joyful orange came to the fore.

But by 2019, a clearer set of priorities emerged: DVE, and a review of our branding began, though interupted by Covid19. However, it is clear that the 5Themes must be retired, and for the meanwhile the best advice we have is to stick with the basic logo: it would be good to review all your team’s docs/pdfs/ppt and delete those no longer needed or update to remove any 5Theme (or, worse, ‘Going for Growth’) branding and formatting to align with the guidance in this document as soon as quiet moments make it possible.

The five theme icons gave us a rich choice of colours to use in our communication and we envision no change to that at the moment. A suggested progression of colours is set up through the default styles in the diocesan Word template.

 C M Y K R G B web/html

Red-Light 0 100 100 0 237 27 35 ed1b23

Red-Dark 18 100 100 19 171 27 31 ab1b1f

Green-Light 65 0 100 19 80 158 58 509e3a

Green-Dark 100 0 100 9 0 153 75 00994b

Yellow-Light 0 24 100 0 255 196 10 ffc40a

Yellow-Dark 0 70 100 0 243 111 43 f36f2b

Purple-Light 8 100 0 0 219 8 140 db088c

Purple-Dark 39 87 0 42 108 37 101 6c2565

Blue-Light 100 14 0 0 0 156 244 005cf4

Blue-Dark 100 77 0 33 0 55 121 003779

PANTONE 274 100 100 36 35 33 22 81 211651

# Fonts and text

Always use the font *Segoe UI* for plain text (Microsoft have now released a free version named *Selawik* which can be downloaded and used as an alternative if Segoe UI isn’t already on a computer*)*. Use a minimum size of 10 point for plain text, including on email. 11 point is preferred.

For main headings use *Arial Rounded MT Bold*. This looks better when the letter width is set to 90%\*. Both these fonts are available on all diocesan PCs.

Most written communication is prepared in Outlook (email) and Word (documents). For the former, please see the Email policy document distributed at the start of 2014: "[N:\Communications\Common\Policy\Diocese of Lichfield - Email Signature Guidance Policy.docx](file:///N:\Communications\Common\Policy\Diocese%20of%20Lichfield%20-%20Email%20Signature%20Guidance%20Policy.docx)"

For Word documents, we urge beginning new documents and basing letterheads with these templates: "[N:\Communications\Common\Logo and Style Guide - for staff](file:///N:\Communications\Common\Logo%20and%20Style%20Guide%20-%20for%20staff)" .

Existing documents can be ‘converted’ by importing the formatting and Styles from this same document – see Appendix 3.

## Text effects

Avoid using capital letters in multiple words – use Heading styles to increase impact of headings. Readers with various visual impairments find words full of capitals harder to read, so only use capitals together where needed for abbreviations. Long lines of capital letters have perceived as ‘shouting’ since the dawn of email.

Keep use of bold and italic effects as low as possible

Avoid using underline altogether – it is applied automatically to hyperlinks in Word, many websites and pdf. Using underline anywhere else is a recipe for confusing readers.

Instead, use Heading styles to organise the content of pages and documents in a logical and easy-to-navigate way – begin a document with Title style, significant divisions/chapters with Heading 1, subdivisions with Heading 2 etc.

\*This adjustment is already made in the Heading styles in the diocesan Word template.

Web Pages

Web pages are best when minimal scrolling is required. Aim for a maximum of 200 – 350 words in the main content of a page. It is preferable to break long material into two or more pages.

Whenever possible try to get an appropriate photo or graphic.

Ensure that links to other websites are set to open a new browser window or tab, so the page you are linking from remains open. (In Mura, choose *New Window (\_blank)* in the Target tab of the Link dialogue box).

Writing Tips

**The Plain English tip**Avoid jargon. Say what you see. Don’t dress things up too much.

**The Conversational Tone tip**Write as you think / talk.

**The Humour tip**Sometimes it may not be appropriate, but a little light humour can work wonders, especially when dealing with seemingly dry subject matter.

**The Personality tip**It is essential to define your own voice and to allow the reader to get to know you a little bit. It’s a noisy world out there and we prefer to read articles with a bit of verve, rather than bland reporting. Try to stand out from the crowd.

**The One Comma tip**Multiple-comma sentences can often be reworked to just include one comma. Keep things nice and concise. There are all kinds of exceptions, so this one is certainly not set in stone.

**The Short Sentences tip**Shorter sentences are better than longer ones. If in doubt, use a full stop and move on.

**The Sub-Headers tip**Again, these help break up the page and sort your page content into easily-digestible chunks and are great for readers who skim your page before tuning in properly.

# Consistent diocesan habits

We always use Revd not Rev or Rev’d – there are arguments for each, we just need to be consistent. It’s better to write Bishop Penelope than +Penelope: the latter won’t be understood by some.

We only capitalise proper names – Lichfield Diocese or Diocese of Lichfield or St Chad’s Parish, but generically we talk about the diocese, the parish and the wardens. The only exception is failing to capitalise Readers – or prepare to answer to Bishop Michael’s PA. And on the same topic, they are not *Lay* Readers, that’s a tautology…

One other most common error is quote marks. “Double quotes are only to be used for quoting passages of speech or text” according to my esteemed colleague while single quotes should be used for elements or concepts or clarifying phrases. Using double quote in those situations is just not the ‘done thing’. If the few words could equally be emphasised by using italics instead, don’t use double quotes.

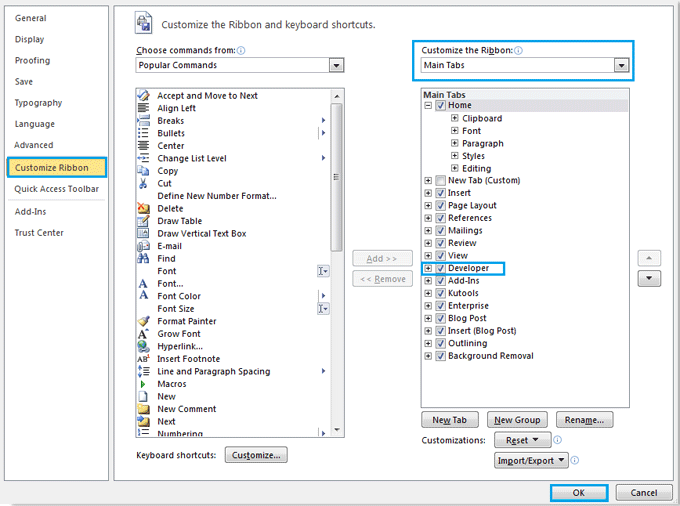
Talking of emphasis, it is often preferable to use italics instead of bold – the latter jumps out of the page whereas italics can give emphasis just when it is needed. There *are* occasions where bold aids navigation to particular points or concepts in long paragraphs or definitions, but often just makes the eye **jump** around before the reader should get to that point.

# Appendix

## Importing Styles from Diocesan Template to existing documents

If you have existing documents that you want to update/reissue looking like a diocesan document, follow these straightforward steps:

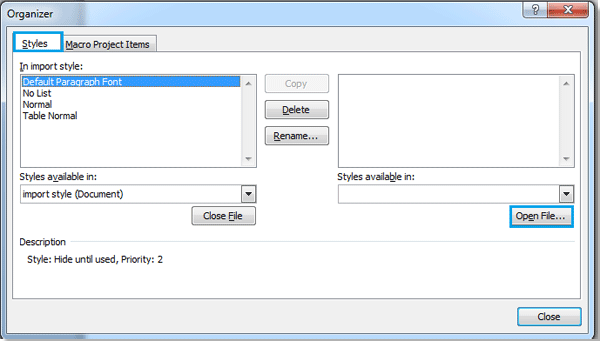
Step 1: Open the document you want to import style to in Word then click**File** > **Options**> **Custom Ribbon** to add the **Developer** under the**Main Tabs** to ribbon. See screenshot:



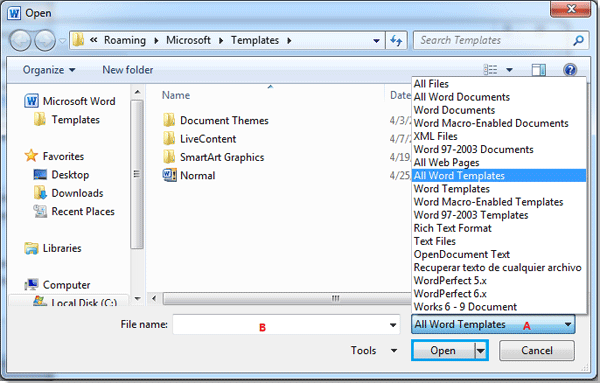
Step 2. Click **Document Template** under **Develop** Tab, there will be a popup dialog, and click **Organizer**. See screenshot:

|  |
| --- |
| http://cdn.extendoffice.com/images/stories/doc-word/import-style/doc-import-style-3.png |
| http://cdn.extendoffice.com/images/stories/doc-word/import-style/doc-import-style-1.png |
| http://cdn.extendoffice.com/images/stories/doc-word/import-style/doc-import-style-4.png |

Step 3. There will be another popup dialog, click**Close File** in the right, and the check box will be replace with**Open File**. See screenshot:

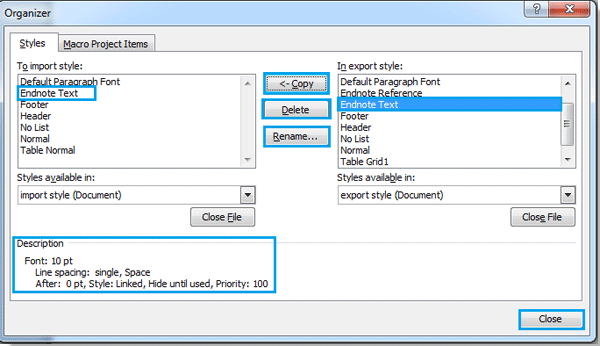


Step 4. Click **Open File**, and select the file you want to import style from (eg the latest *Diocese Letterhead document.docx*), then click**Open**.



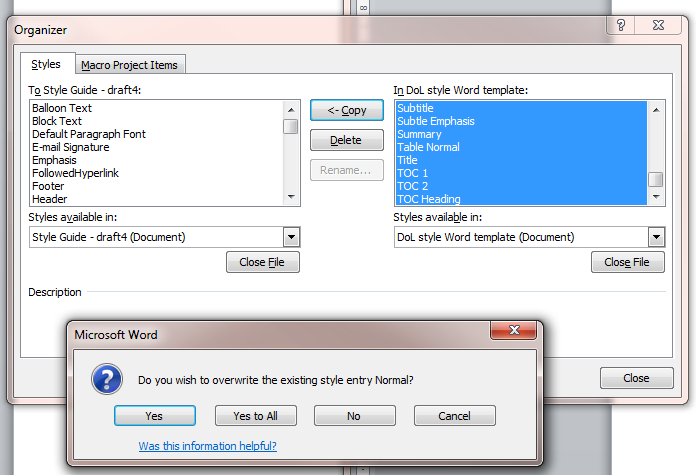
You can search the file you want according to the format by clicking**A** (a Word *Document* not Word *Template* in this case), and also can enter the name of the file in **File name** box to quickly search it.

Step 5. After opening the file you want to import style from, you can select the style of the file in the right box and click **Copy**, it will copy the style to the left box. See screenshot:



**Note**:

1. Where the http://cdn.extendoffice.com/images/stories/doc-word/import-style/doc-import-style-8.png arrow point to will be the place import style. And these two files can copy the style from each other. (Press **Ctrl+click** or **Shift + click** to select multiple styles). In this instance, click the style at the top of the list, scroll to the bottom and press **Shift + click.** When you click http://cdn.extendoffice.com/images/stories/doc-word/import-style/doc-import-style-8.png you will be asked if you wish to overwrite the existing style – click the **Yes to all** option.



2. You also can delete or rename a style.

3. There will be a description under the left box when you select an individual style in the box.

Step 6. After the copy, click **Close**, the style importing is finished.

[Instructions adapted from <http://www.extendoffice.com/documents/word/1004-word-import-styles.html>, accessed 6/10/2014]