

# ***The Diocesan Badge and Logo***

## ***A Manual for Proper Use***



Diocese of New Westminster  
ANGELICAN CHURCH OF CANADA

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## ***Introduction***

In 2005, the Diocesan Communications Committee, charged with overseeing diocesan communications, felt that it was important for the diocese to build a strong presence or “brand,” both internally and externally.

The symbol of our diocese has been the Coat of Arms that has been used since formation of the diocese in 1879, and formally granted to the Bishop of New Westminster and his successors in 1960. It has been used in many ways by the Bishop and the diocese – on letterhead, business cards, posters and other documents.

However because it is a Coat of Arms and thus quite detailed, it can be hard to reproduce properly in many cases when resolution isn’t fine – for example, on a computer screen, or when reduced to a very small size, as on a pin, or in a page duplicated on a copier. As a result, it is often not used, and we as a diocese lose an opportunity to build a strong presence in the community.

The Communications Committee felt the diocese needed a simple but strong mark that could be used by all diocesan groups in a wide variety of ways. After a great deal of discussion, the committee recommended the creation of a Badge, a proper heraldic symbol that incorporates key elements of the arms. The committee asked the Chief Herald of Canada, Mr. Robert Watt, to create one for us. Mr. Watt, who is a member of the diocese, was good enough to do this. It was approved and recommended for use by the Diocesan Council on January 9, 2007, and officially registered by the Chief Herald, whose work is part of the Governor General’s office.

It must be emphasized that the Badge does not replace the Coat of Arms, but supplements it. (However, they are not to be used together.) While parishes will be encouraged to make use of the Badge where appropriate, it is not mandatory.

For environmental and budgetary reasons, current stationery and other supplies should be used up before ordering materials with the Badge.

## ***The Badge***



Badges are a simpler and more direct means of identification than a Coat of Arms. The Badge of the Diocese of New Westminster takes its symbolism from the Coat of Arms, which in turn took much of its design from the Westminster Coat of Arms.

## ***Elements of the Badge***

### **The circle**

The circle shape refers to the “circle of life,” which has particular meaning for British Columbia’s First Nations, with whom the diocese has a long history.

### **The patonce cross**

A patonce cross (with a flower shape on each end) indicates that the diocese is Christ’s. The cross is a main element in the Coat of Arms.

### **The martlets**

The two birds are martlets. They are shown as constantly flying – the shapes below their bodies are feathers, not feet. The martlets are from the Coat of Arms, which has five of them. On the Badge the martlets are in Canadian style, with their tail feathers resembling the Maple Leaf. Like the dove, the martlet can be seen as symbolizing the Holy Spirit.

### **The white wavy line**

This element represents water, both the water of Baptism and that the Diocese of New Westminster encompasses harbours on the west coast of Canada.

### **The colours – blue and gold**

The colours, blue and gold, are both from the Coat of Arms. The blue represents the blue of heaven. Gold is the colour of Christ.

**Note** that the Coat of Arms is still a symbol of the diocese as well as of the Bishop’s office.



## ***The Diocesan Logo***

(Also called a “Word Mark”)



**Diocese of New Westminster**  
ANGELICAN CHURCH OF CANADA

The diocesan logo consists of three elements:

- The Badge
- Diocese of New Westminster identification
- Anglican Church of Canada identification

The Diocesan Logo consists of all three elements, which in most instances should consistently be used together. It is important to include the names of both the diocese and the national church to indicate who we are, and (in as much as the word “Anglican” does not appear to be exclusive to us) that we belong to the Anglican Church of Canada.

Please make sure that the Diocesan Logo when it is used is not cramped, and that at least ¼ of an inch surrounds it (more space in the case of larger representations).



## Colour

The Diocesan Logo can be used in full colour, in grayscale, in black and white or in one colour (blue), or in spot colour. When reproduced as a very small image, the bottom two logos are used. It is available in .eps format (for graphic artists and printers), .tiff (for high quality Word and other documents), .jpeg and .gif (for documents and web sites).



Diocese of New Westminster  
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Diocese of  
New Westminster  
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A Parish of  
The Diocese of  
New Westminster  
ANGELICAN CHURCH OF CANADA

If created with a single spot colour (the fourth example above), tell your printer that the blue colour is “Reflex Blue” in the Pantone® Colour Matching System. (Your printer will know what that means.)

The symbol can be reversed in white out of a blue or black background (the third example above). If reversed out of a blue background, the colour of the blue background should also be specified as “Pantone® Reflex Blue.”

**Some incorrect uses**

*Please...*

**Don't** distort, stretch, or vary the circle shape.



**Don't** change the orientation – the birds should be flying east to west.



**Don't** use another shape to surround or enclose it (like a box)



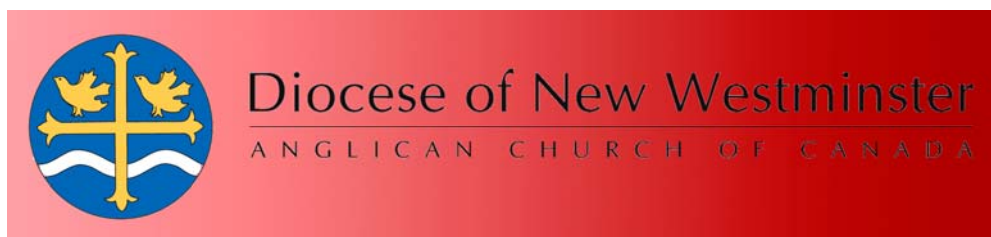
**Don't** add phrases or other information right on or up against the Logo. Keep them separate.



**Don't** move the words ("Diocese of New Westminster," "Anglican Church of Canada") to the left of, or above, the Badge. The words go to the right of or below the Badge.)



**Don't** print the logo over a conflicting background.



***But...***

***Do use the Logo!***

Follow your common sense when it comes to applying the logo. If you have any questions about the guidelines for use, please contact the Communication Officer at 604 684-6306 ext. 223.

**Some examples of good use - diocesan**

**Letterhead**



**Envelope**



**Note card**



Diocese of New Westminster  
ANGLICAN CHURCH OF CANADA

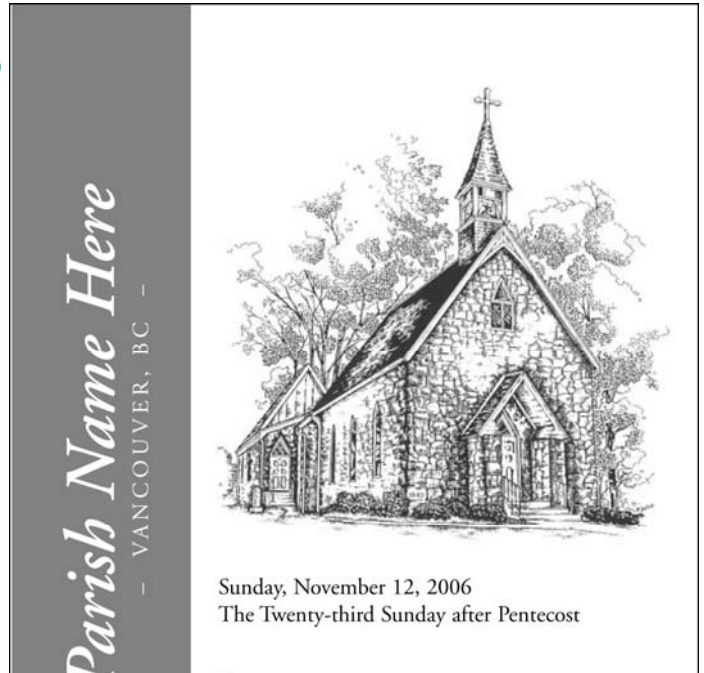
**Business card**



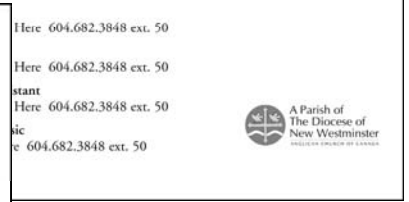
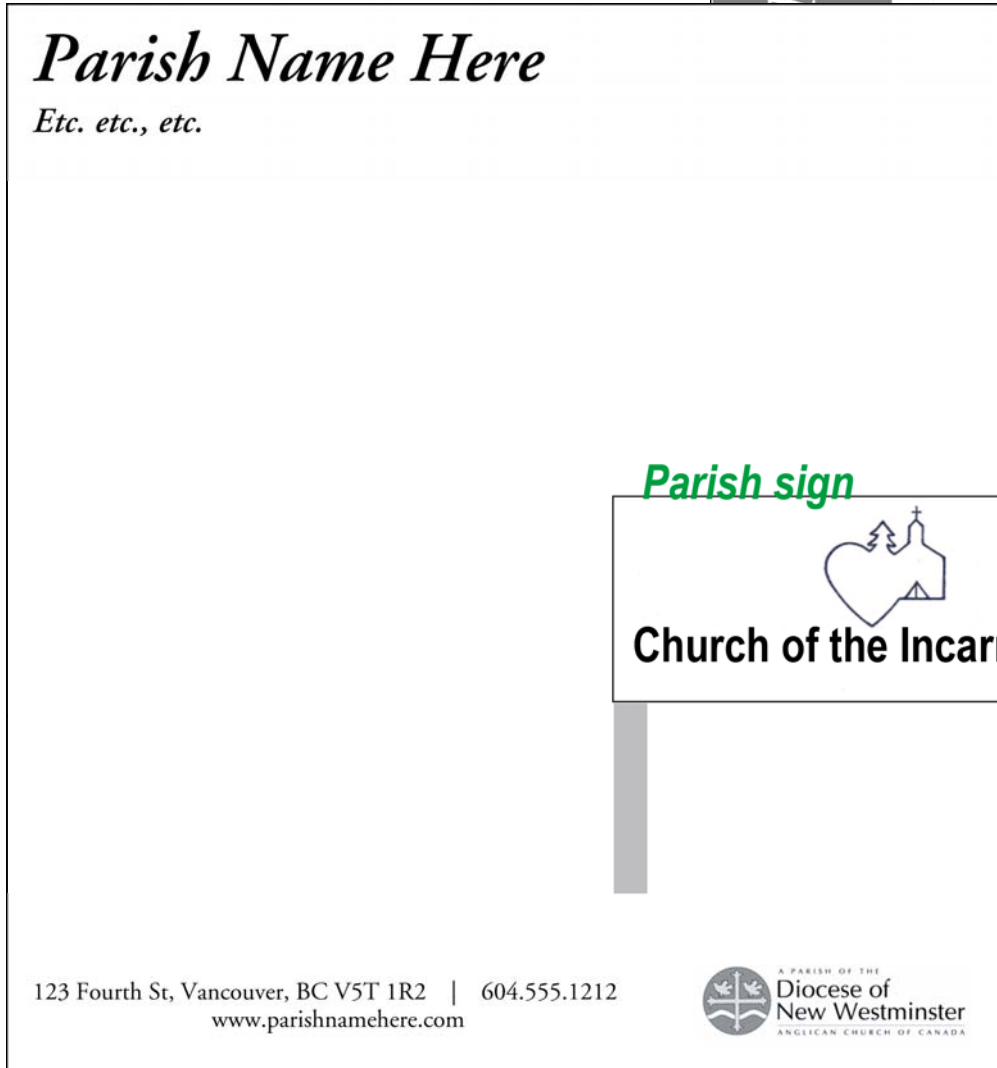
#580 - 401 West Georgia Street, Vancouver, BC V6B 5A1 | Ph: 604.684.6309 | Fax: 604.684.7017 | Toll Free: 1.800.665.1105 (BC only)

**More examples of good use – by parishes**

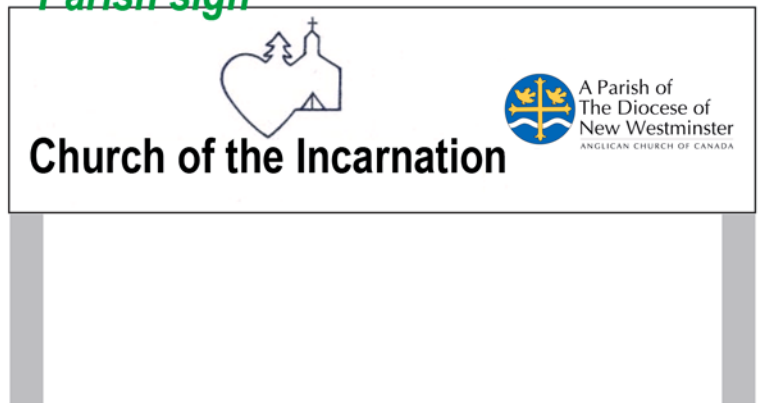
**Parish bulletin**



**Parish letterhead**



**Parish sign**



123 Fourth St, Vancouver, BC V5T 1R2 | 604.555.1212  
www.parishnamehere.com



## ***For more information***

Electronic files of the Diocesan Logo and other templates are available on the website at [www.vancouver.anglican.ca/resources](http://www.vancouver.anglican.ca/resources), or from the Communications Officer.

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## ***Acknowledgements***

This manual was written with the assistance of Jemma Biro, graphic designer at Christ Church Cathedral, who rendered the Badge into a usable form and created many of the examples showing proper use. Thanks to Bettina Gruver for proofreading.

Its outline and some content, adapted to the Diocese of New Westminster, follow the Visual Identity Standards manual created by the Diocese of Toronto, used with their permission and our thanks to Stuart Mann, Director of Communications.