

Exclusion areas

The logo is surrounded by an invisible exclusion area to prevent it from being encroached upon by elements such as text, images and the edge of the paper.

Logo sizes

Formats A4, A5, A6, DL and smaller  
C symbol height = 31.5mm  
Exclusion area = 6mm

Format A3  
C symbol height = 45.5mm  
Exclusion area = 12mm

Larger formats (banners etc)  
Size of logo and exclusion area  
to increase in proportion.

Minimum sizes  
and exclusion areas

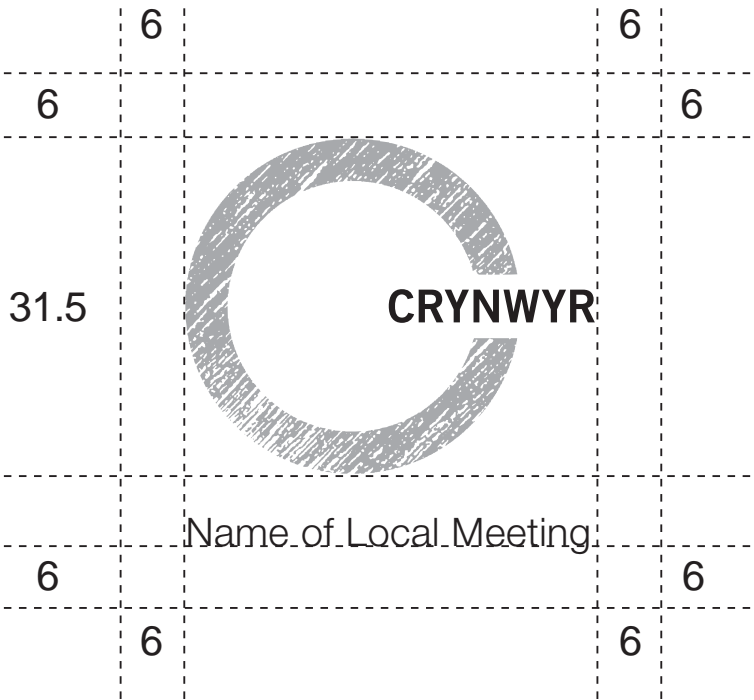
If the logo is used smaller than the Standard size, then the C symbol must be used on its own.

The minimum size that the C symbol can be reproduced on its own and its corresponding exclusion area are shown below.

Standard size logo

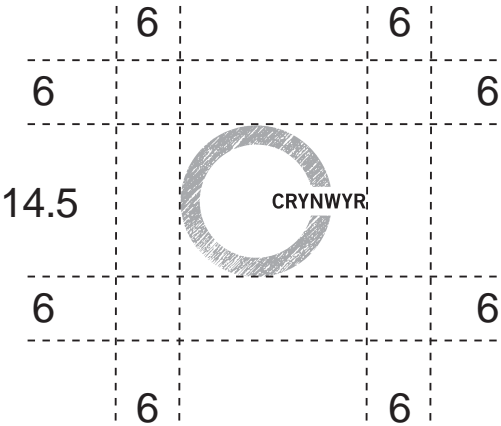
Use for A4, A5, A6, DL  
and small formats.  
C symbol height = 31.5mm  
Exclusion area = 6mm

Note: If the logo is used  
smaller than this size  
then the C symbol must  
be used on its own.



Minimum size logo

C symbol height = 14.5mm  
Exclusion area = 6mm



Using the logo smaller  
than the minimum size

There may be a need to reproduce the C symbol smaller than the minimum size on items such as pencils and the spine of a CD jewel case. In these cases the word Crynwyr must appear to the left of the C symbol as shown below (Example A).

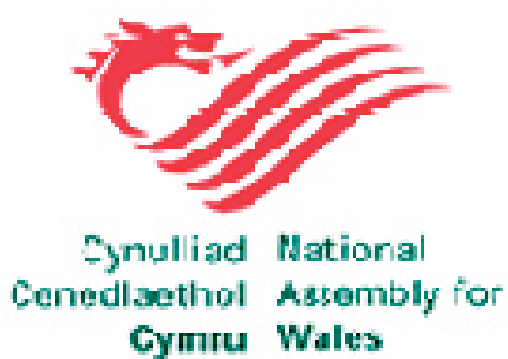
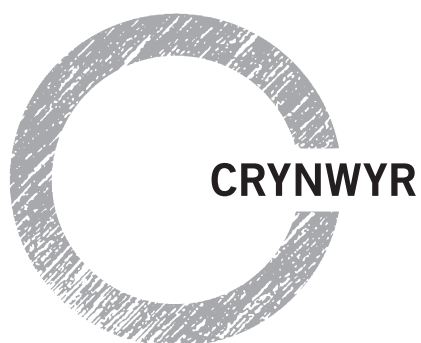
Using the logo alongside  
partner organisations' logos

Where partner organisations' logos are positioned alongside the Quaker logo, the exclusion area should be doubled.

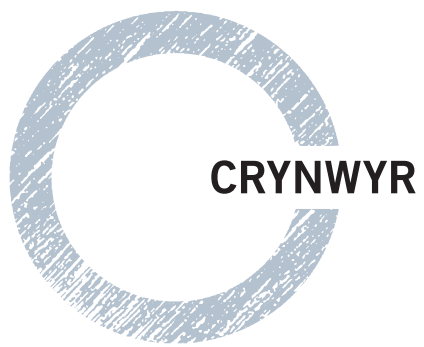
The space between them should be equal, and they should be centred horizontally as shown below (Example B).



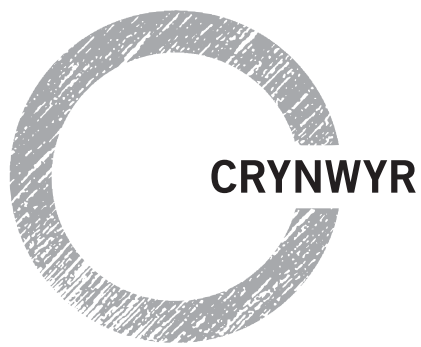
Example A  
C symbol used at less  
than minimum size.



Example B  
Partner organisations' logos positioned  
alongside the Quaker logo.



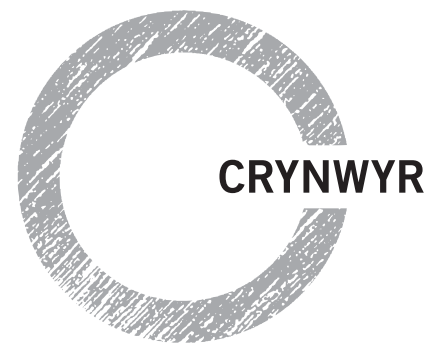
Do use the logo in colours from the Quaker colour palette (see page 10).



Cardiff  
Caerdydd



Do change the name of the logo to that of your Meeting or Group.



Cardigan  
Cŵrdd Aberteifi



Don't stretch the logo or change the position of the words.



Don't reproduce the logo on strongly patterned or detailed backgrounds.



QLCC is responsible for monitoring and supporting the exercise of Quaker faith



Don't use the logo in place of type or as a bullet point.

### Body copy

The Quaker typefaces for use in body copy are Arial Regular or Century Schoolbook which provide versatility and legibility across a wide range of applications.

### Electronic media

For electronic media – websites, CD-Roms and emails – where Glypha cannot be embedded, please see page 11 for information on which typefaces to use.

### More information

If you have any doubt about which typeface to use please contact the Publications Manager (see page 18).

### Headings

The Quaker typeface for use as headings, headlines and mastheads is Glypha Roman or Bold (see below).

Arial Regular

abcdefghijklmnopqrstuvwxyz

Century Schoolbook

abcdefghijklmnopqrstuvwxyz

Glypha Roman

abcdefghijklmnopqrstuvwxyz

Glypha Bold

abcdefghijklmnopqrstuvwxyz

### Body copy

The Quaker typeface for use in body copy is Arial Regular which is both versatile and legible.

### Headings

The Quaker typeface for use as headings, headlines and mastheads is Arial Bold (see below).

### Printed media

For printed media – for example, leaflets, exhibition materials, books – please see page 10 for information on which typefaces to use.

### More information

If you have any doubt about which typeface to use please contact the Publications Manager (see page 18).

Arial Regular

abcdefghijklmnopqrstuvwxyz

Arial Bold

abcdefghijklmnopqrstuvwxyz

Using Quaker colours

The Quaker colour palette consists of nine colours that may be used to enhance Quaker materials being produced in colour. To help you choose which colour is right for the Quaker material you are producing they have been grouped into two groups, Soft and Bold colours.

Keywords

Keywords have been assigned to each group of colours to help you decide which colour relates most to the material you are working on (see below).

Soft colours

Keywords

belief  
faith  
nature  
peace  
Quaker to Quaker  
spirituality  
stillness  
worship



Berry  
Pantone 7425u  
Litho match  
C0 M90 Y30 K7  
Laserprinter match  
C0 M65 Y20 K10  
Web colour  
HEX B33062  
RGB  
R195 G84 B110



Stone  
Pantone 7502u  
Litho match  
C0 M8 Y35 K10  
Laserprinter match  
C0 M9 Y35 K18  
Web colour  
HEX BAA787  
RGB  
R197 G178 B127



Rain  
Pantone 5435u  
Litho match  
C13 M3 Y0 K17  
Laserprinter match  
C13 M3 Y0 K20  
Web colour  
HEX B7BEC7  
RGB  
R160 G177 B185



Leaf  
Pantone 7425u  
Litho match  
C24 M18 Y42 K0  
Laserprinter match  
C30 M28 Y45 K0  
Web colour  
HEX AAA88F  
RGB  
R158 G149 B118

Bold colours

Keywords

activism  
campaigning  
challenge  
dynamic  
integrity  
outreach  
public image  
witness



Sunset  
Pantone 138u  
Litho match  
C0 M42 Y100 K1  
Laserprinter match  
C0 M42 Y100 K15  
Web colour  
HEX E09046  
RGB  
R190 G117 B31



Heather  
Pantone 7419u  
Litho match  
C0 M60 Y45 K18  
Laserprinter match  
C0 M64 Y45 K30  
Web colour  
HEX 80525A  
RGB  
R146 G66 B66



Sky  
Pantone 7461u  
Litho match  
C78 M28 Y0 K0  
Laserprinter match  
C68 M22 Y0 K0  
Web colour  
HEX 5C8BC3  
RGB  
R24 G118 B177



Fern  
Pantone 391u  
Litho match  
C13 M0 Y100 K33  
Laserprinter match  
C8 M0 Y100 K21  
Web colour  
HEX 808C43  
RGB  
R175 G175 B29

For use in mono



Grey  
K40  
Web colour  
HEX 999999

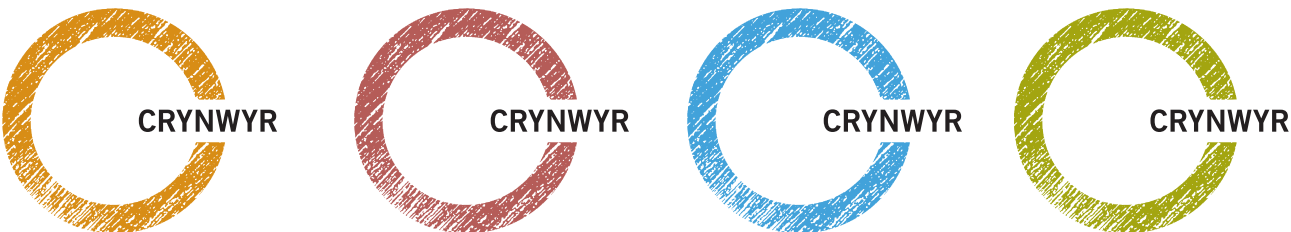
Using the Quaker logo in colour

The Quaker logo is available to use in all the colours of the palette (see below) and is available from Quaker Communications (see Contacts page 18).

Soft colours

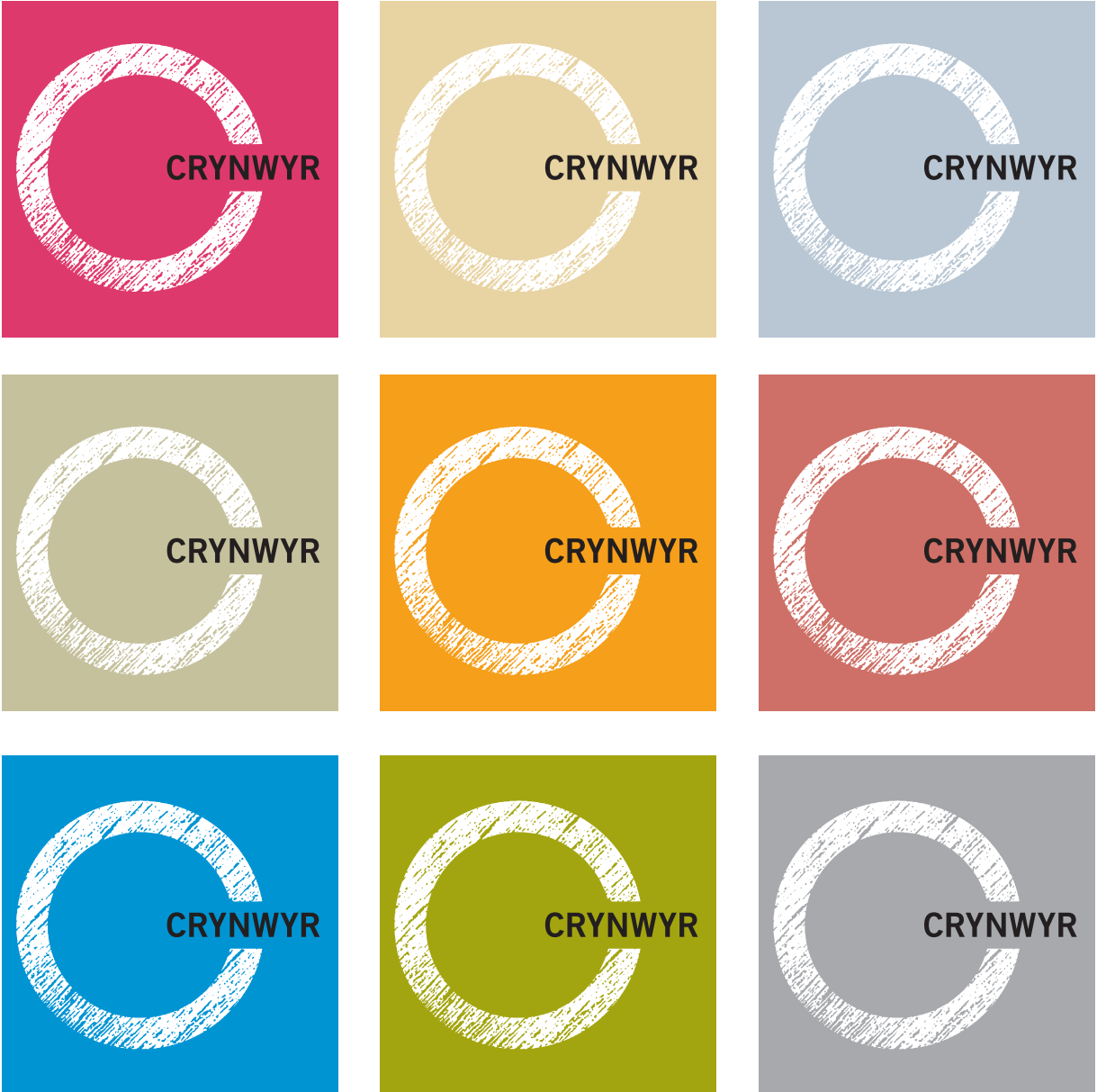


Bold colours



Using the Quaker logo  
on a coloured background

When the Quaker logo is reproduced on a background colour from the Quaker colour palette, the black and white version of the logo should be used (see below).



Black and white Quaker logo shown on coloured backgrounds from Quaker colour palette.



Keywords

Simple  
Still  
Natural  
Pure  
Symbolic

Characteristics

Simple objects and shapes.  
White backgrounds.

Availability

For advice on finding  
suitable images, please contact  
Quaker Communications  
(see page 18).

Elemental

For use on the covers  
of generic Quaker materials  
with a wide audience.

Suggested usage

Cover of Annual Review  
Posters  
Report covers  
Banners  
Exhibition materials



**Keywords**

Beauty  
Harmony  
Joy  
Symmetry  
Wonder

**Characteristics**

Beautiful colour images  
that show symmetry, harmony  
and peace in the natural world.

**Availability**

For advice on finding  
suitable images, please contact  
Quaker Communications  
(see page 18).

**Nature**

For use on book covers and  
generic Quaker materials  
with a wide audience.

**Suggested usage**

Book covers  
Annual appeal  
Posters  
Exhibition materials  
Banners



**Quaker people and work**

For use throughout Quaker materials to illustrate Quaker faith and Quaker work.

**Suggested usage**

Quaker News  
Newsletters  
Leaflets  
Posters

**Keywords**

Colourful  
Diverse  
Good quality  
Reportage  
Real issues  
Real people

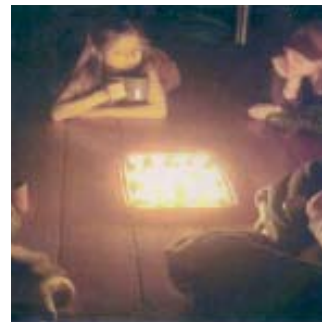
**Characteristics**

Images that show the diversity and global reach of Quaker faith and work.  
Imaginative cropping to enhance impact.

**Availability**

Images of Quaker people and work are circulated throughout the Quaker community.

For advice on finding suitable images, please contact Quaker Communications (see page 18).



A selection of templates for producing materials for Quaker local meetings are available in various formats.

The templates have been specially designed to make it easier for you produce professional looking materials and to help achieve a consistent feel across the whole range of Quaker output.

The basic templates that you will need have been designed in Microsoft Word and are very easy to use. Using these templates you will be able to write letters, produce information sheets, leaflets, flyers and posters that can be printed out on a laserprinter.

Desired output	File name	Format / Description	Colour / mono	Type of template
Letter from your local meeting	Quaker Wales Letterhead Template.dot	A4 1 x page adaptable letterhead	Mono	Word
A4 briefing sheet	Quaker Wales A4 Template.dot	A4 briefing sheet	Mono	Word
DL leaflet	Quaker Wales DL leaflet.dot	DL 6 x page leaflet	Mono	Word
Flyer	Quaker Wales Flyer.dot	A5 promotional flyer for local meeting	Colour	Word
A4 poster	Quaker Wales A4 poster.dot	A4 promotional poster for local meeting	Colour	Word
A3 poster	Quaker Wales A3 poster.dot	A3 promotional poster for local meeting	Colour	Word
A4 Large print document	Quaker large print document.doc	A4 Document set out in 16pt type	Colour	Word

For more information  
on Quaker House Style  
please contact:

Publications Manager  
Quaker Communications  
Friends House  
173 Euston Road  
London NW1 2BJ

Telephone: 0207 7663 1099  
Email: [peterd@quaker.org.uk](mailto:peterd@quaker.org.uk)



Local Meeting  
Name Here

<Name>  
<Address Line 1>  
<Address Line 2>  
<City>  
<Postcode>

<Date>

<Salutation>

<Subject heading (optional)>

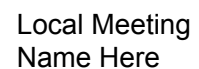
<Body of letter>

<Complementary closing>

<Name of signatory>

<name@quaker.org.uk>

Address Line 1  
Address Line 2  
Address Line 3



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“This space is for Quotes, this space  
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Quotes, this space is for quotes, This  
space is for Quotes, this space is for  
quotes, this is for quotes”



Local Meeting  
Name Here

Address  
Address



Local Meeting  
Name Here

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## **This is 'Header' [20 pt Glypha bold, 12pt space after paragraph]**

This is 'Body' [16 pt Arial, 1.5 spaced 6pt space after paragraph]

Please note that you don't need to make manual line breaks between paragraphs- both styles are set to make a space. If you want to make a line break without making a new paragraph, hit SHIFT + RETURN

Margins are 12.7mm all round.

Page numbers are 10pt Glypha bold, different first page.

You can insert images, but don't wrap the text- just make the image break across the page- see below.

## **Legibility tips:**

### **Don't**

- Use all caps
- Use underlines
- Use coloured text

### **Do**

- Keep all text flush left
- Print on both sides (large print documents can be very long)
- Use the styles to format text- manually formatting is time-consuming and can lead to headaches later on

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[Image breaks text above and below. Handy tip- make several hard returns before inserting the image]

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Local Meeting  
Name Here

# A3 poster to advertise your meeting or event

Details of what the event is

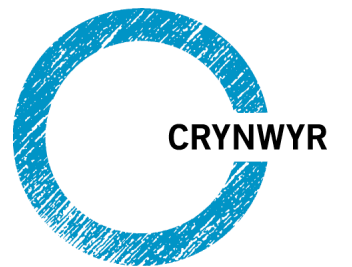
When it's happening

Where

Who to contact

Discover the power  
of a Quaker meeting

Religious Society of Friends in Great Britain  
[www.quaker.org.uk](http://www.quaker.org.uk)



Local Meeting  
Name Here

# A3 poster to advertise your meeting or event

Details of what the event is

When it's happening

Where

Who to contact

Discover the power  
of a Quaker meeting

Religious Society of Friends in Great Britain  
[www.quaker.org.uk](http://www.quaker.org.uk)



Local Meeting  
Name Here

# A4 poster for your meeting or event

Details of event

When

Where

Who to contact

Discover the power  
of a Quaker meeting

Religious Society of Friends in Great Britain  
[www.quaker.org.uk](http://www.quaker.org.uk)



Local Meeting  
Name Here

# A4 poster for your meeting or event

Details of event

When

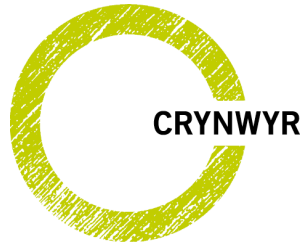
Where

Who to contact

Discover the power  
of a Quaker meeting

Religious Society of Friends in Great Britain  
[www.quaker.org.uk](http://www.quaker.org.uk)





Local Meeting  
Name Here

# A5 flyer for your meeting or event

Details of event

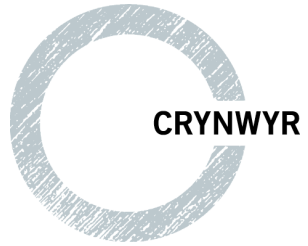
When

Where

Who to contact

Discover the power  
of a Quaker meeting

Religious Society of Friends in Great Britain  
[www.quaker.org.uk](http://www.quaker.org.uk)



Local Meeting  
Name Here

# A5 flyer for your meeting or event

Details of event

When

Where

Who to contact

Discover the power  
of a Quaker meeting

Religious Society of Friends in Great Britain  
[www.quaker.org.uk](http://www.quaker.org.uk)