



CLCGB

Your journey starts here...

The Church Lads' & Church Girls' Brigade Corporate Image Guidelines

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Your journey starts here...

Core Elements

Core Elements

Core Applications

Merchandise

Sponsors &

Affiliates

Social Media &

Websites

1. Logo & Strap Line

2. CLCGB Banners

3. Font

4. Colour Pallet

Logo & Strap Line

CLCGB shield with 'CLCGB Your journey starts here...' strap line.



CLCGB - Helvetica neue bold

CLCGB

Your journey starts here...

Strap Line - Mook regular

This logo should be used on:

- all correspondence on a national, formation and company basis
- all posters, flyers and promotional stationary
- all presentations
- all promotional videos
- on the national website
- social media

to maintain continuity.



CLCGB

Your journey starts here...

1. Logo & Strap Line
- 2. CLCGB Banners**
3. Font
4. Colour Pallet

CLCGB Banners

Top



Bottom

Core Elements

Core Applications

Merchandise

Sponsors &

Affiliates

Social Media &

Websites

1. Logo & Strap Line

2. CLCGB Banners

3. Font 1/2

4. Colour Pallet

Typeface 1/2

Century Gothic

a b c d e f g h i j k l m n o p
q r s t u v w x y z

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0
. , ; : ! @ £ \$ % ^ & * () - ?

Typeface Century Gothic should be used on all:

- Letters
- e-mails
- presentations and
- the national website

Letters should be in font size 10 - 12.



CLCGB

Your journey starts here...

Core Elements

Core Applications

Merchandise

Sponsors &

Affiliates

Social Media &

Websites

1. Logo & Strap Line

2. CLCGB Banners

3. Font 1/2

4. Colour Pallet

Typeface 1/2

Century Gothic

a b c d e f g h i j k l m n o p
q r s t u v w x y z

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0
. , ; : ! @ £ \$ % ^ & * () - ?

Typeface Century Gothic should be used on all:

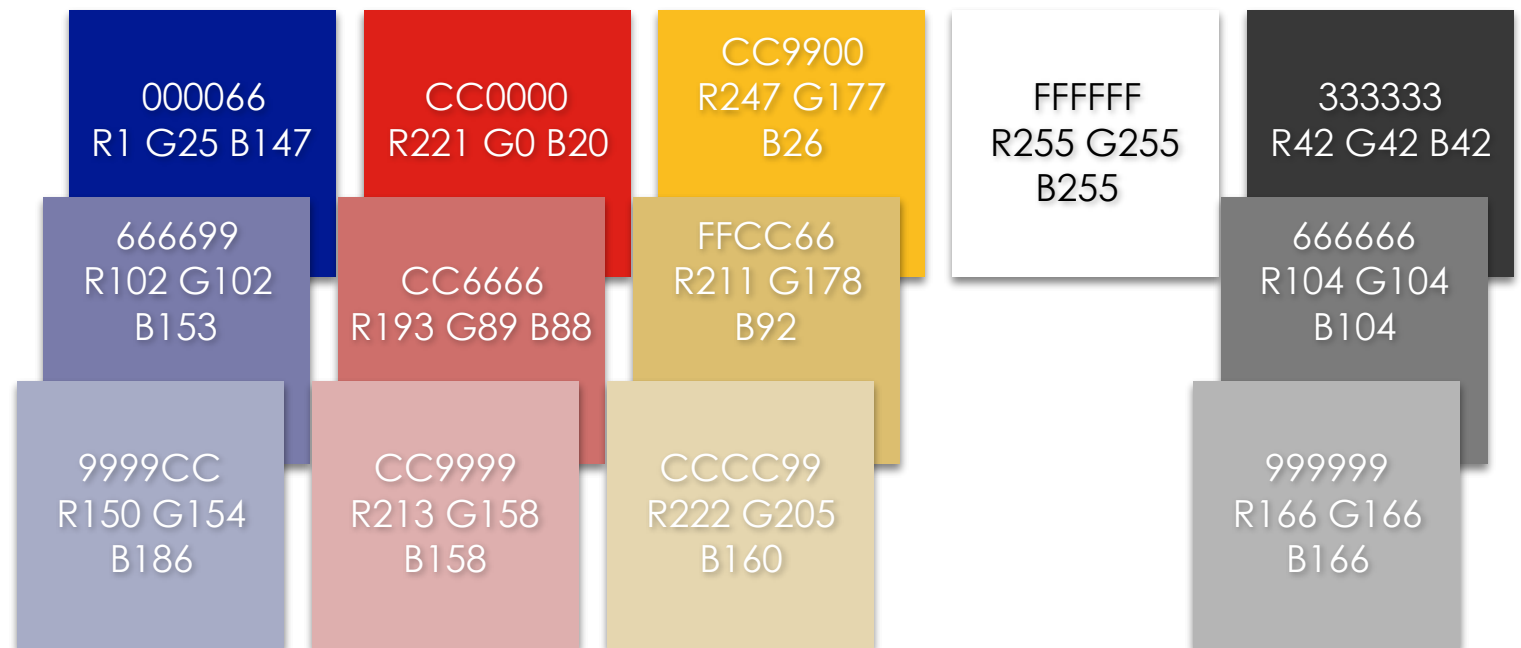
- Letters
- e-mails
- presentations and
- the national website

Letters should be in font size 10 - 12.



Colour Pallet

1. Logo & Strap Line
2. CLCGB Banners
3. Font 1/2
- 4. Colour Pallet**



Typeface Century Gothic should be used on all:

- Letters
- e-mails
- presentations and
- the national website



CLCGB

Your journey starts here...

Core Applications

1. Business Cards
2. Letterheads
3. e-mails

Business Cards



Front

Contact details including name, title, e-mail address, contact number and relevant postal address.

Back



CLCGB logo

The business card for all NHQ staff, shown right, has the CLCGB logo split front and back. Space for name, title and contact details as well as NHQ's address.

Core Elements

Core Applications

Merchandise

Sponsors & Affiliates

Social Media & Websites

1. Business Cards
2. Letterheads
3. e-mails

Letterhead NHQ

CLCGB Logo

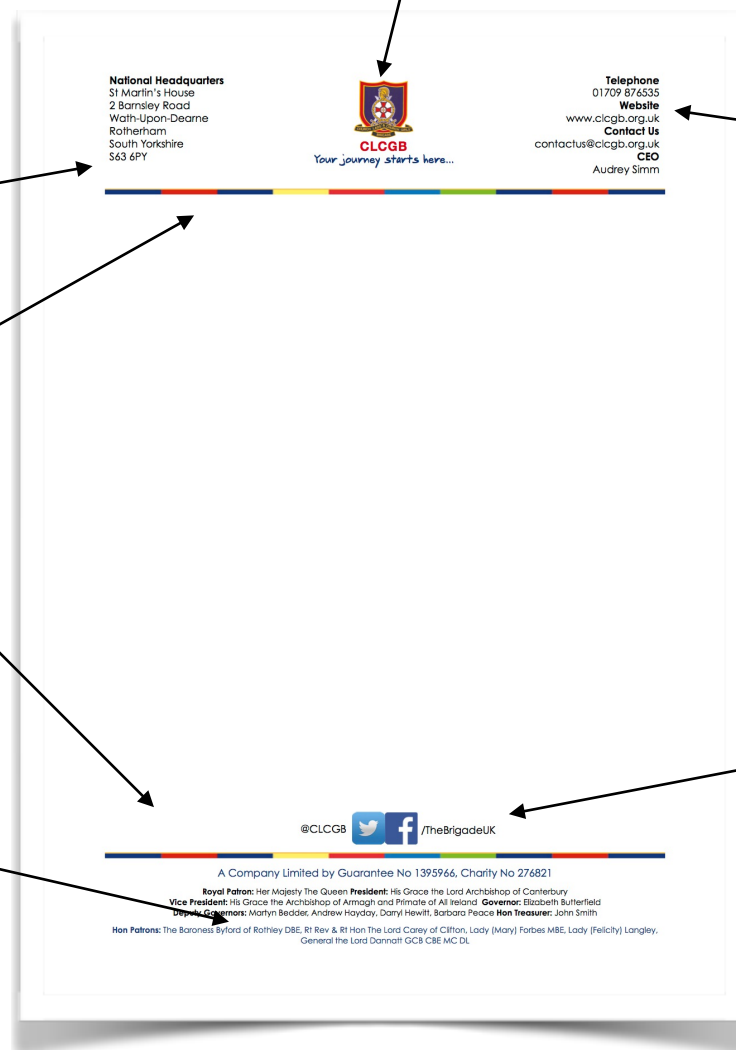
Postal Address
NHQ

CLCGB Banners

Organisation
and Charity
Details

Other contact
details inc
phone number,
national web
site, NHQ
contact us
e-mail address
and CEO

Facebook and
Twitter handles



The NHQ Letter head shown here has the Brigade logo at its centre with strap line. Address and contact detail in the header and company/charity details in the footer.

With a change of address this letterhead should be used on a regimental and company level.

Letterhead Other

Postal Address
for company
OIC/
Correspondant

The diagram shows a letterhead template with a white background and a thin black border. At the top center is the CLCGB logo, which consists of a shield with a cross and a crown, with the text 'CLCGB' below it and 'Your journey starts here...' in a smaller font. Below the logo is a horizontal line with a rainbow-colored gradient. To the left of the logo, the word 'Address' is written above a large empty space for the postal address. To the right of the logo, the word 'Telephone' is written above a large empty space for contact details. Below the telephone space, the word 'Website' is written above a large empty space for the website address. At the bottom of the page, there is another horizontal line with a rainbow-colored gradient, and below it, a large empty space for sponsors and affiliates logos.

Other contact
details inc
phone number,
national web
site,
OIC or
Regimental CO
as required

1. Business Cards
- 2. Letterheads**
3. e-mails

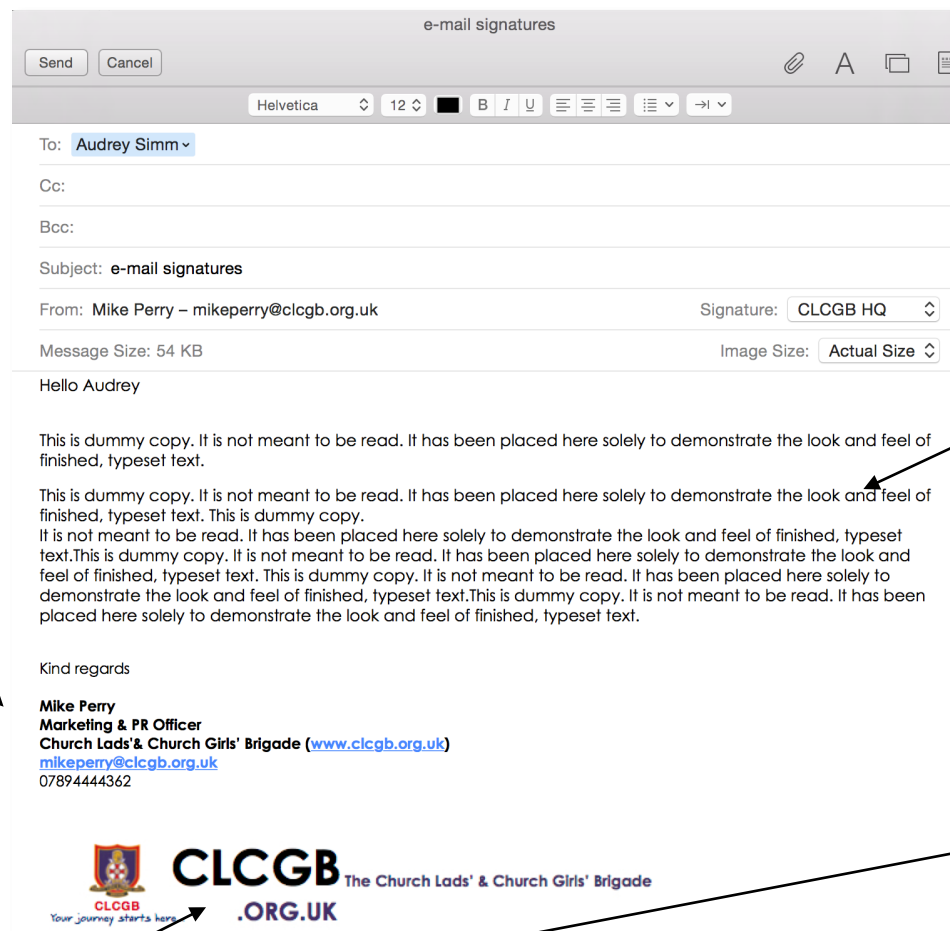
Sponsors and
affiliates logos
below sign off
and signature.

Letters from sources other than NHQ should follow the same corporate image. The elements that have changed are shown on this diagram.

e-mails

1. Business Cards
2. Letterheads
3. e-mails

Signature
including title
and billet



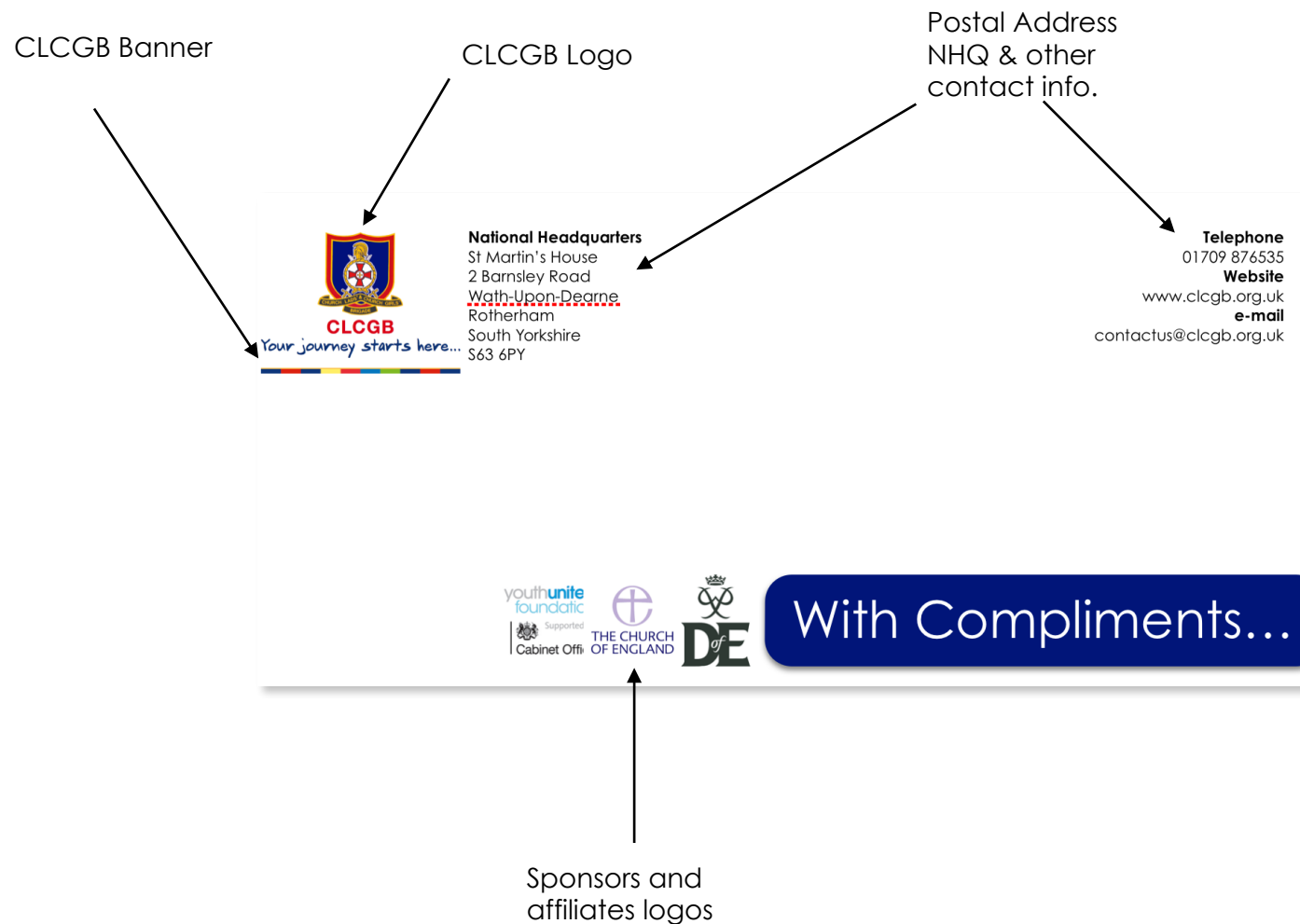
Font Century
Gothic size 12

Sponsors and
affiliates logos
below signature

CLCGB e-mail
banner



Compliments Slip



Merchandise

Hoodies & Jumpers

Name can be stitched here.

Brigade logo without or without strap line goes here.



1. Hoodies
2. Polo Shirts

Hoodies and Jumpers should have the Brigade logo with or without strap line. Adding names is optional. Colours may vary depending on the event.



Polo Shirts & T-Shirts

Name can be stitched here.

Brigade logo without strap line goes here.



1. Hoodies
2. Polo Shirts

Polo Shirts and T-Shirts should have the Brigade logo with or without strap line. Adding names is optional. Colours may vary depending on the event.



Sponsors & Affiliates

Youth United

1. Youth United
2. Church of England/Ireland
3. DofE



Church of England/Ireland



Duke of Edinburgh



Social Media & Websites

1. Facebook

Relevant banner
picture that can be
changed to mark



Appropriate
name including
"-CLCGB"

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CLCGB
Your journey starts here...