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Theme

This Lent we are encouraged to wait expectantly for God to meet us and sustain us through the storms and trials we all face.

The Church of England's Lent theme for 2024 is **Watch and Pray: Wisdom and hope for Lent and life.**

On the night he was betrayed, Jesus kneels in darkness in the Garden of Gethsemane. Though he pleads with his disciples, "Stay here with me ... Watch and pray," they all fall asleep, leaving him alone in his hour of deepest suffering.

This Lent all of us are encouraged to draw on the wisdom of Black Spirituality, particularly the practice of "tarrying" (waiting) as a community to draw closer to Jesus and to each other. Combining exuberant singing, fervent prayer and quiet lament, such services typically take place at night and last somewhat longer than the "one hour" Jesus asked of those first followers.

This year's resources have been inspired and informed by the 2024 Archbishop of Canterbury's Lent book, *Tarry Awhile: Wisdom from Black Spirituality for people of faith* by Selina Stone (SPCK). The daily reflections booklet (CHP) exploring the same themes has been written by Carlton Turner.

Watch and Pray invites us to seek God in both familiar and unfamiliar places this Lent: in darkness and in quiet; in movement and migration; in the healing and transforming work of the Spirit; in the weeping of Holy Week and in the joy of Easter morning.

Visual Identity

The perception of our Lent campaign, '**Watch and Pray**,' is intricately tied to its visual presentation. These guidelines are here to assist churches and organisations in making the most of the Watch and Pray branding.

The Logo

"The Watch and Pray logo maintains a design approach reminiscent of last year's Dust and Glory, featuring the enduring 'and' symbol within the Ash Wednesday cross. This consistency fosters a sense of familiarity across our Lent campaigns.



Clear Space

The logo should always be accompanied by a designated clear space to enhance its visibility and overall impact. It's imperative that no other graphic elements encroach upon the area surrounding the logo below it. This clear space serves to maintain the logo's prominence and distinctiveness, ensuring it remains a powerful representation of the Watch and Pray's brand identity.



Clear space is developed from the height of the 'a' in the word 'Pray'.

Incorrect Use

The logo must remain unaltered in any way, except for adjusting its overall scale. It is strictly prohibited to augment the logo by incorporating additional graphic elements. Furthermore, the logo should only be reproduced in the specific forms and formats as outlined in this document, and no other variations are permitted.



Do not alter the colours



Do not stretch or alter the proportions



Do not rotate or skew

Colours

The core campaign colours for Watch and Pray are **Burnt Orange** and **Dark Teal**. The **Ampersand Cross** is represented in **Burnt Orange** and the **Namestyle** in **Dark Teal**. These colours should not be swapped around, and the values below should always be adhered to.

If the logo is being used on a solid colour background other than white, use the reversed logo as shown below.



If only one colour-printing is available, the **Symbol** should be coloured in **Lilac**, with the **Namestyle** coloured in **black**.

When printing materials like order of services, leaflets, or noticeboards, consider using our **monochrome logo**. This choice offers distinct advantages: it is less prone to fading, ensuring long-lasting quality, and maintains the logo's clarity, ensuring that it remains visually sharp and easily recognisable. When placing your logo on dark backgrounds, a white monochrome version ensures it stands out and maintains visibility.

Primary Colours

Burnt Orange



Pantone: P 20-14 C
CMYK: 8 / 42 / 79 / 1
RGB: 231 / 160 / 69
Web: #e7a045

Dark Teal



Pantone: 547 C
CMYK: 96 / 60 / 49 / 51
RGB: 2 / 58 / 71
Web: #023a47



Secondary Colours

Secondary colours play a pivotal role in our campaign's visual palette. These colours complement our primary campaign colours, adding versatility and depth to our visual identity. While our primary colours are the foundation of our campaign, secondary colours offer flexibility for various applications, allowing us to maintain a cohesive and harmonious look across a wide range of materials. When using secondary colours, it's essential to adhere to our brand guidelines to ensure consistency and reinforce our campaign's recognition and impact.

Dark Green

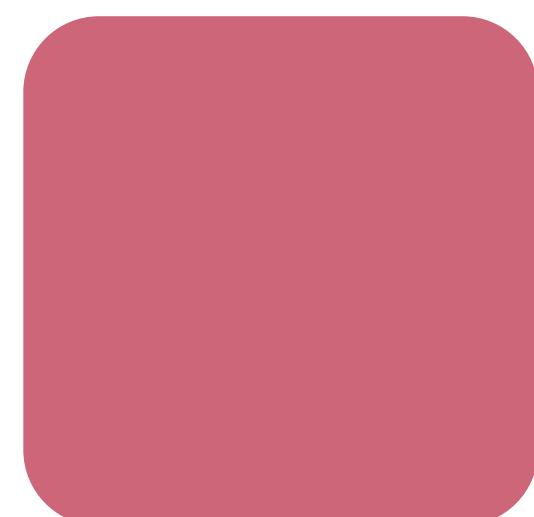


CMYK: 87 / 30 / 78 / 19

RGB: 11 / 114 / 77

Web: #0b724d

Rose Pink



CMYK: 16 / 70 / 37 / 5

RGB: 204 / 102 / 120

Web: #cc6678

Olive Khaki



CMYK: 45 / 34 / 64 / 19

RGB: 138 / 134 / 94

Web: #8a865e

Slate Blue



CMYK: 38 / 26 / 10 / 0

RGB: 170 / 179 / 206

Web: #aab3ce

Typefaces

Typography defines our campaign, conveying character and principles. Consistency in font usage creates a recognisable image.

Headings Typeface

Blenny is a curvaceous display font with a retro vibe, perfect for bold headlines.

Blenny

Black

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789 (!@#£%&.,?::)**

Body Typeface

Poppins is a geometric sans-serif font that brings clarity and a contemporary feel to body text.

Poppins

Light

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (!@#£%&.,?;:)

Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (!@#£%&.,?;:)

Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (!@#£%&.,?;:)

