



Language and logo use

Introduction

These guidelines are designed to help you explain the *livesimply* message, to encourage you to use the *livesimply* logo in your materials and to help make it work with your own branding.

Key *livesimply* message

God calls us to look hard at our lifestyles and to choose to live simply, sustainably and in solidarity with the poor. In this way we can help create a world in which human dignity is respected and everyone can reach their full potential. This would be true progress, worth more than economic growth alone.

Description

***livesimply*: a call for true progress, not just economic growth**

livesimply is a radical call to look hard at our lifestyles, and to choose to live simply, sustainably and in solidarity with the poor.

Member organisations within the Catholic Church in England and Wales include CAFOD, Pax Christi and Catholic Youth Services.

livesimply marks the 40th anniversary of Pope Paul VI's prophetic encyclical, *Populorum Progressio (On the Development of Peoples)*. This lays out the Church's social teaching in face of the poverty and injustice of the developing world, and calls on us to live a new kind of life.

Launching this Advent and running through 2007, *livesimply* is a challenge to reach our own full human potential through reflection, celebration and action for justice.

Use of words

- Refer to the *livesimply* 'network' not group or coalition.
- Refer to the 'project' not campaign.
- The project can be referred to in text as *livesimply*. The 'live' is italic text and 'simply' is plain text. There is no space between the words.
- When not directly referring to the project, but referring to an objective or aim, such as 'the need to live simply', this should be treated as a piece of normal text and formatted appropriately. This means you do not use the logo. (An exception will be made for the poster, in the message: "God calls you to *livesimply*")
- You can use the logo by itself, for example as a title.

Use of fonts and colours

Font

- Use Arial sans serif font.
- Use black text or the *livesimply* colour. You can also use your own corporate colour as a second colour.

Colour:

- If using CMYK, use turquoise: 100%c 0%m 35%y 0%k.
- If using Microsoft Office programmes such as PowerPoint, Word and Excel, use the text colour 'teal'.
- On websites the colour is turquoise (#00AAB5)

Use of logo

Position of the logo: for joint branded materials, place the logo on the bottom right (see examples of use). For solely *livesimply* branding, place the logo on the top right.



The logo can be used in black only.



It can be used as white reversed out of a solid background.



It can be used in a white circle on a coloured background.



The symbol can be used by itself either black or white on a coloured background.



The web

There is a solid version of the logo which is available for web use. The logo can be used in the same configurations as for printed publications, either black (#000000) or reversed (white #ffffff) for use on black (#000000) or turquoise (#00AAB5).

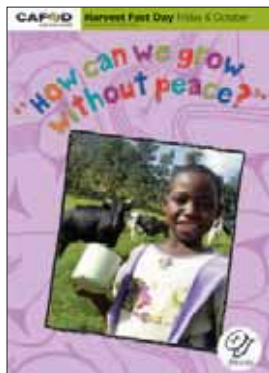
The minimum size of the straight logo should be 120px and ideally 150px wide. For the circular logo the minimum size should be 105px.

The logo should be accompanied with the alt text "live simply logo with loaf and fish motif" to meet accessibility standards. There are no specific requirements in terms of the location of the logo on a web page other than to ensure that it is clearly displayed.

Examples of use

For A4 documents

If the logo is used in a circle the diameter should be 35mm. If the logo is used in the straight format it should be 70mm. Where possible it should be positioned in a corner 10mm from the edge.



For A5 documents

If the logo is used in a circle the diameter should be 25mm. If the logo is used in the straight format it should be 48mm. Where possible it should be positioned in a corner 10mm from the edge.



For A6 documents

If the logo is used in a circle the diameter should be 17mm. If the logo is used in the straight format it should be 32mm. Where possible it should be positioned in a corner 10mm from the edge.





The logo may be used as part of a title where appropriate.



In a powerpoint the logo should be used as shown. A template is available.

Producing materials sustainably

Livesimply embraces the idea of sustainability and we encourage you to think about this when producing materials. For example, when printing please make every effort to source environmentally friendly paper. This does not mean that the paper has to be 100% recycled, but produced through a sustainable method. Your printer or supplier can tell you about the alternatives.