



VERSION 1.0

# GRAPHIC MANUAL

**act**  
Church of Sweden 

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# 1.0 INTRODUCTION

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Act Church of Sweden is focused on a number of areas, including health, equality, sustainable supply, religious dialogue and issues of justice. Our work is effective thanks to highly developed collaborations with our partners all over the world. This is always based on acknowledging and reinforcing the inherent abilities, responsibilities and potential of people.

Below are the most basic guidelines for Act Church of Sweden's graphic profile.



## 2.0 LOGO

The basic logo is red, with a black word picture and a two-colour shield, and should be used whenever possible. Keep in mind that the Pantone logo can never be used for four-colour printing. Use the CMYK logo in such cases.

### LOGO ON BACKGROUND

The logo must always be placed on a white background. When placed on an image or colour background, it must be protected by a square-shaped layer. The proportions are determined by the width of the letter “T” in “Act”.

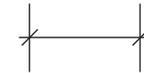
### MINIMUM PERMITTED SIZE

The logo is effective even in small sizes. To ensure good readability, however, the minimum size permitted is 15 mm in width.



THE LOGO COMPRISES THE NAME “ACT”, THE DESCRIPTIVE TEXT “SVENSKA KYRKAN” (CHURCH OF SWEDEN) AND THE SHIELD. THE RELATIONSHIP BETWEEN THESE COMPONENTS IS FIXED, AND MAY NOT BE ALTERED.

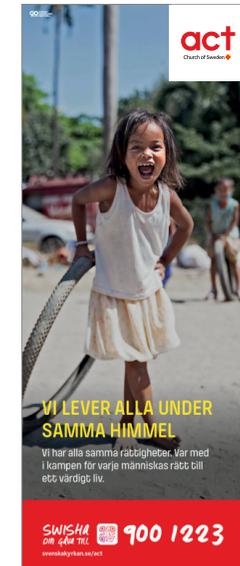
15 MM



THE MINIMUM PERMITTED SIZE OF THE LOGO IS 15 MM IN WIDTH



ON BUSY, COLOUR BACKGROUNDS/IMAGES, A WHITE SQUARE LAYER MUST BE PLACED BEHIND THE LOGO TO ENSURE THE BEST READABILITY.



EXAMPLE

## 2.1 VERSIONS

The logo comes in a range of versions in order to enable its use in different contexts and facilitate different printing techniques. These versions are subject to the same rules as the basic logo. See page 47. Use the basic red logo whenever possible.

### BASIC LOGO

To be used whenever possible.

### BLACK LOGO

Only to be used on occasions when the printing technique does not enable the logo in colour.

### WHITE LOGO

To be used on a dark background, only on occasions when the printing technique does not enable the logo in colour.

### LOGO AS WATERMARK

Only used for productions using video media.



BASIC LOGO



BLACK LOGO



WHITE LOGO



WATERMARK / 50% WHITE

## 2.2 SENDER

The placement of the logo is aligned with our new graphical format, which you can read more about in section 4. The format enables us to create a clearer contrast, and to a greater extent vary the placement of the logo depending on other elements.

As a rule, the logo is always placed on a white area.

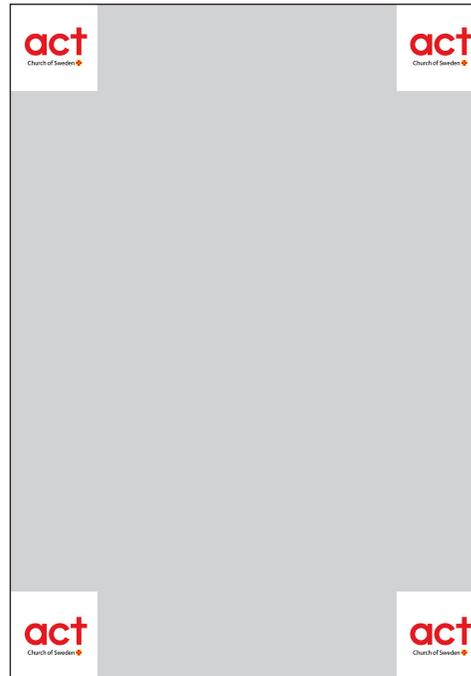
1. On a background, with the help of a layer.
2. On a white/light area, with no other elements.

In option 1, the logo is placed in one of the corners of the area.

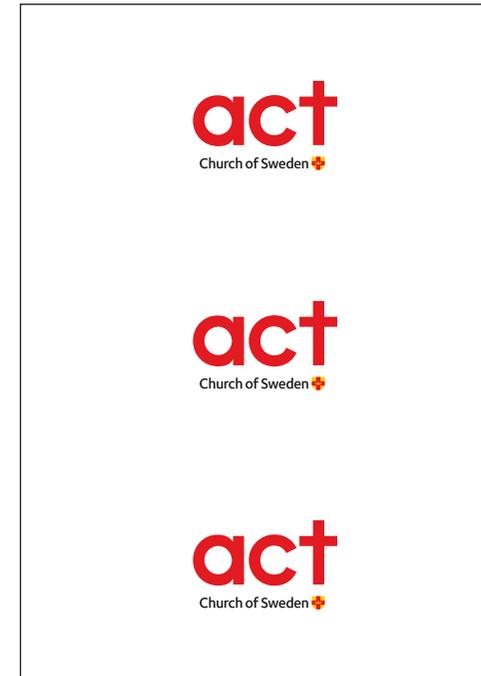
In option 2, the logo is placed in the centre of the area. The background must be white or light, and the square may never be used.

### AVATAR

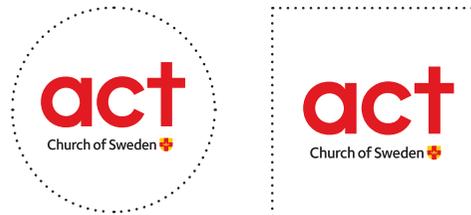
In social media, for example, the sender format is standardised. In this case the logo is placed within the designated area, which is often round or square. The entire logo must be used.



EXAMPLES OF PLACEMENT.



WHEN THE LOGO IS NOT DISTURBED BY OTHER ELEMENTS, IT IS PLACED IN THE CENTRE OF THE AREA. THE CENTRED LOGO MAY NEVER BE PLACED IN A SQUARE.



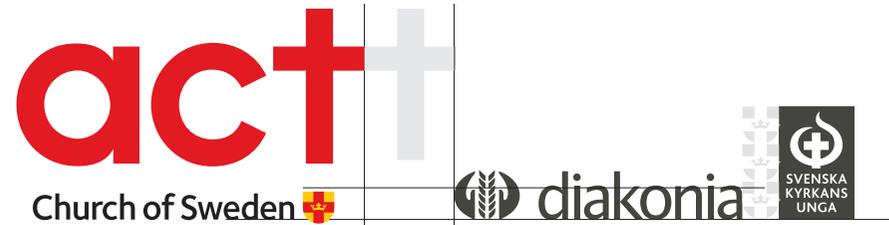
IN SOCIAL MEDIA, THE LOGO IS POSITIONED WITHIN THE DESIGNATED AREA.

## 2.3 PARTNERSHIPS

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To always make it clear in our communication that Act Church of Sweden is the sender, there is a fixed size relationship between our logotype and the logos of our partners. The distance to the other logos is defined by the width of the letter “t”.

The logos are always aligned relative to each other on an imaginary horizontal line. The distance between the other logos is defined by the width of the shield as shown in the picture.



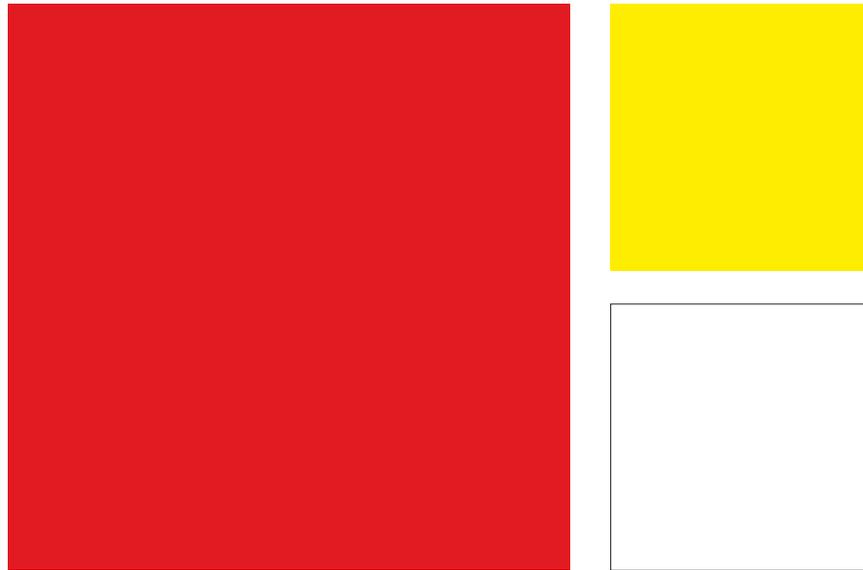
ACT CHURCH OF SWEDEN'S LOGOTYPE IS ALWAYS LARGE, AND THERE IS A FIXED SIZE RELATIONSHIP BETWEEN THE DIFFERENT LOGOS.

## 3.0 COLOURS – PRIMARY COLOURS

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The most important colours in our identity are red, yellow and white. These primary colours combine to form a unique colour palette which distinguishes us from our competitors. The red colour provides a link to our history and aid work, as well as the ACT alliance. The yellow colour contributes warmth, joy and optimism. The white colour conveys clarity, and provides a background to emphasise the sender.

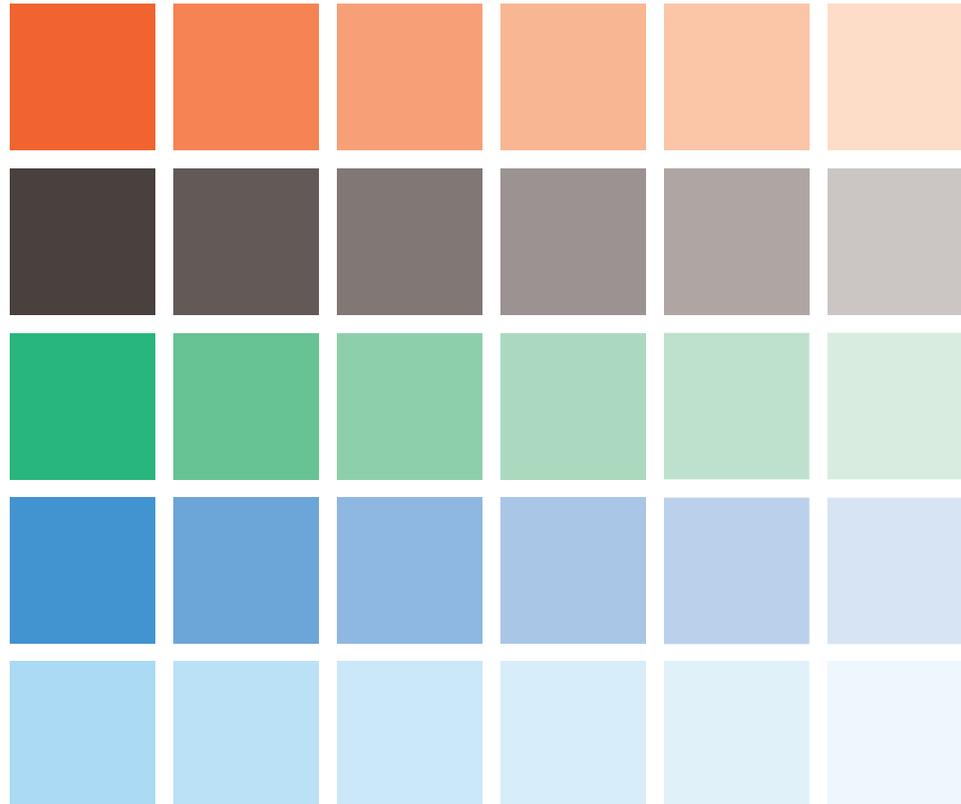
The image conveys our colours as well as their internal hierarchy – red is the most important colour in our identity, and should be given the most space.



RED, YELLOW AND WHITE FORM A UNIQUE COLOUR PALETTE THAT DISTINGUISHES US FROM OUR COMPETITORS.

## 3.1 COMPLEMENTARY COLOURS

The complementary colours form an earthy scale inspired by the surroundings in which we work. They complement our more intense primary colours and ought to be used sparingly, for example, in infographics and background layers. The complementary colours can be toned down by 20%.

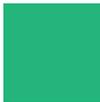


OUR COMPLEMENTARY COLOURS ARE MORE SUBDUED, AND AUGMENT THE INTENSE PRIMARY COLOURS. EACH SHADE CAN BE TONED DOWN BY 20%.

## 3.2 COLOUR CODES

The chart outlines the codes of the colour palette for the most common colour systems. The systems have different areas of use and limitations, and are not directly translatable between themselves. As a result, you cannot always expect the same results across all types of printing. Among other things, the perception of colour depends on the material used. A glossy surface reflects the colour dots, while a matt surface absorbs the light, tempering the impression of the colours. The colour codes in each system have been selected to convey the same impression of the defined shades insofar as possible.

*Please note: The colours may have different codes for printing on coated/uncoated material.*

		PANTONE C	PANTONE U	CMYK	RGB	HEX
RED		185 C	186 U	C M100 Y 100 K 5	R 240 G 30 B 30	#F01E1E
YELLOW		109 C	108 U	C M 5 Y 100 K	R 255 G 229 B	#FFE500
ORANGE		158 C	144 U	C M 75 Y 95 K	R 324 G 91 B 27	#EA5B1B
BROWN		WARM GRAY 11 C	7533 U	C 25 M 35 Y 35 K 75	R 79 G 68 B 62	#4F443E
GREEN		334 C	GREEN U	C 75 M Y 70 K	R 43 G 173 B 112	#2BAD70
BLUE		2925 C	2995 U	C 70 M 30 Y K	R 74 G 150 B 210	#4A96D2
SKY		291 C	291 U	C 30 M 5 Y K	R 188 G 223 B 247	#BCDFF7

## 4.0 TYPEFACE

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Our mission to generate interest in the international work carried out by the Church of Sweden is largely based on the written word. Typography is an important strategic tool in order to raise levels of awareness or boost readability – our objective is to achieve different results through different types of communication. There are a number of different typefaces for those communicating the work of Act Church of Sweden.

Pilcrow Soft is our identity typeface, and used primarily in headings. It has a distinctive, simple appearance and is easily recognisable. For other elements, such as body copy and captions, etc., we use Crimson Svk 2.0 and Foundry Sterling. These are clear, easily readable typefaces which complement one another.

Here you can read more about these typefaces and their internal hierarchy. Keep in mind that consistent application conveys clarity and unites all perceptions of and interactions with the brand.

## 4.1 MAIN HEADING TYPEFACE – PILCROW SOFT

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Our identity heading, Pilcrow Soft, is simultaneously strong and smooth. With a character that creates curiosity, it is primarily used for headings in printed materials, posters and advertisements, and more sparingly in digital communication, for example, online. The headings are to be written in upper-case, and certain letters are particularly distinctive, which gives the word picture an interesting aesthetic.

If you want to use Pilcrow Soft in a PowerPoint presentation, for example, keep in mind that when you send digital text files, the recipient must have the same typeface installed in order for the text to be displayed correctly.

The typeface comes in five weights, although we only use Medium and Semi Bold.

PILCROW SOFT MEDIUM

abcdefghijklmnopqrstuvxyzåäö  
ABCDEFGHIJKLMNOPQRSTUWXYZÅÄÖ  
1234567890!?

PILCROW SOFT SEMI BOLD

**abcdefghijklmnopqrstuvxyzåäö**  
**ABCDEFGHIJKLMNOPQRSTUWXYZÅÄÖ**  
**1234567890!?**

## 4.2 BODY COPY – CRIMSON SVK 2.0

Crimson Svk 2.0 is used for more lengthy body copy. It is easy to read and conveys a classic, professional impression.

Crimson Svk 2.0 can be obtained from Gip.

CRIMSON SVK 2.0 ROMAN

abcdefghijklmnopqrstuvxyzåö  
ABCDEFGHIJKLMNOPQRST  
UVWXYZÅÖ1234567890!?

CRIMSON SVK 2.0 ITALIC

*abcdefghijklmnopqrstuvxyzåö*  
*ABCDEFGHIJKLMNOPQRST*  
*UVWXYZÅÖ1234567890!?*

CRIMSON SVK 2.0 BOLD

**abcdefghijklmnopqrstuvxyzåö**  
**ABCDEFGHIJKLMNOPQRST**  
**UVWXYZÅÖ1234567890!?**

CRIMSON SVK 2.0 BOLD ITALIC

***abcdefghijklmnopqrstuvxyzåö***  
***ABCDEFGHIJKLMNOPQRST***  
***UVWXYZÅÖ1234567890!?***

## 4.3 FACT AND INFORMATION TYPEFACE – FOUNDRY STERLING

Designed with a particular emphasis on proportions, Foundry Sterling is a functional and versatile typeface with a wide range of uses.

Foundry Sterling is used for factual copy, captions and text in small sizes. It can also be used for body copy as an alternative to Crimson Svk 2.0 in order to convey variety, in a magazine, for example.

Foundry Sterling Book is the first choice typeface for body copy, while Medium and Demi work well for captions and factual texts, for example. The bolder versions are most suitable for headings.

Foundry Sterling can be obtained from Gip.

### FOUNDRY STERLING LIGHT

abcdefghijklmnopqrstuvxyzåö  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZÅÄÖ1234567890!?

### FOUNDRY STERLING BOOK ITALIC

*abcdefghijklmnopqrstuvxyzåö  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZÅÄÖ1234567890!?*

### FOUNDRY STERLING DEMI

**abcdefghijklmnopqrstuvxyzåö  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZÅÄÖ1234567890!?**

### FOUNDRY STERLING EXTRA BOLD

**abcdefghijklmnopqrstuvxyzåö  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZÅÄÖ1234567890!?**

### FOUNDRY STERLING BOOK

abcdefghijklmnopqrstuvxyzåö  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZÅÄÖ1234567890!?

### FOUNDRY STERLING MEDIUM

abcdefghijklmnopqrstuvxyzåö  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZÅÄÖ1234567890!?

### FOUNDRY STERLING BOLD

**abcdefghijklmnopqrstuvxyzåö  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZÅÄÖ1234567890!?**