Brand Guidelines

TONBRIDGE
SPIRITUALIST CENTRE

Brand Identity

Mission Statement:

Tonbridge Spiritualist Centre proudly provides an open space for people to communicate with their loved ones in spirit.

The Objects of our Brand are as follows:

1. To advance the Spiritualist religion

2. To promote the truths and beliefs of Spiritualism

3. To heal the sick and suffering by thought, word and deed

Source: Tonbridge Spiritualist Centre CIO Constitution Executive Committee

Brand Identity – Service Descriptions

Sunday Divine Services:

Sunday Divine Services are held at the Old School Hall, with a visiting medium. This medium demonstrates spiritual communication and provides evidence. It is enlightening to all with our loving friends from the world of Spirit.

Psychic and Pamper Fairs (Open Days):

Psychic and Pamper Fairs are held 3 times a year at the Hadlow Village Hall. They are held on a Saturday from 12pm to 5pm. We have 1-1 readings available, as well as a variety of stalls, including a stall from the centre, selling a variety of spiritual and non-spiritual items. We also have Reiki and other healers. There is also a big raffle at the end, again charged at £1 a strip.

Evenings of Clairvoyance:

Evenings of Clairvoyance are held 1 or 2 times a year and are events to either raise funds for the centre or for a charity of our choice. This event is longer than our Sunday Divine service and has charged entry in order to raise funds for the charity, as well as optional donations to the charity. We are visited by 2 guest mediums and there is a break in the middle for refreshments.

Logos

TSC Yellow

TONBRIDGE
SPIRITUALIST CENTRE

TSC Turq

TONBRIDGE
SPIRITUALIST CENTRE

TSC Purple

TONBRIDGE
SPIRITUALIST CENTRE

TSC Pink

TONBRIDGE
SPIRITUALIST CENTRE

Division Logos

TSC Executive

EXECUTIVE
COMMITTEE

TSC Digital

DIGITAL
SERVICE

Logo Placement and Sizing

The Logo has specific placements in many cases.

- In the case of Social Media promotional material: the logo should either be top centred, bottom centred or top left (for top left, can be borderless).

- In the case of documents or letters: typically letters should use the letterhead, however if not the logo should be placed either top centred or top left. In both cases the logo should be no smaller than 40px.

- In the case of posters or signage: the logo should be bottom centred or top centred.

- In the case of presentations: the logo should be presented 90˚ angle facing away from the slide, with any division logos in the bottom right corner.

In all cases, the logo has to be bigger than 25px, with the exception of Social Media logos.

Brand Colours

TSC Yellow
#F1B50F *241, 181, 15* — Main

TSC Purple
#6C585F *108, 88, 31* — Main

TSC Light Blue
#779CAB *119, 156, 171* — Secondary

TSC Blue
#004D66 *0, 77, 102* — Secondary

TSC Pink
#CEBBC9 *206, 187, 201* — Secondary

TSC Black
#141414 *20, 20, 20* — Supporting

White
#FFFFFF *255, 255, 255* — Supporting
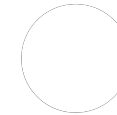
TSC Red
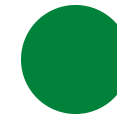#B10E1E *177, 14, 30* — Supporting

TSC Orange
#CD4C0B *205, 76, 11* — Supporting

TSC Green
#00823B *0, 130, 59* — Supporting

Typography

- Our main typeface is **Acumin Pro**.

  REGULAR: ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

  BOLD: **ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890**

  ITALIC: *ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890*

- Our secondary typeface is **Arial**.

  REGULAR: ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

  BOLD: **ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890**

 **ITALIC:** *ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890*

Typography Usage

	Web	Print	Presentations	Documents	Email	Internal
Title Headline	**Arial Bold**	**Acumin Pro Bold**	**Acumin Pro Bold**	**Acumin Pro Bold**	**Arial Bold**	**Acumin Pro Bold**
Body	Arial	Acumin Pro	Acumin Pro	Acumin Pro	Arial	Acumin Pro

Illustrations

Illustrations should come from the unDraw library, in TSC Purple.
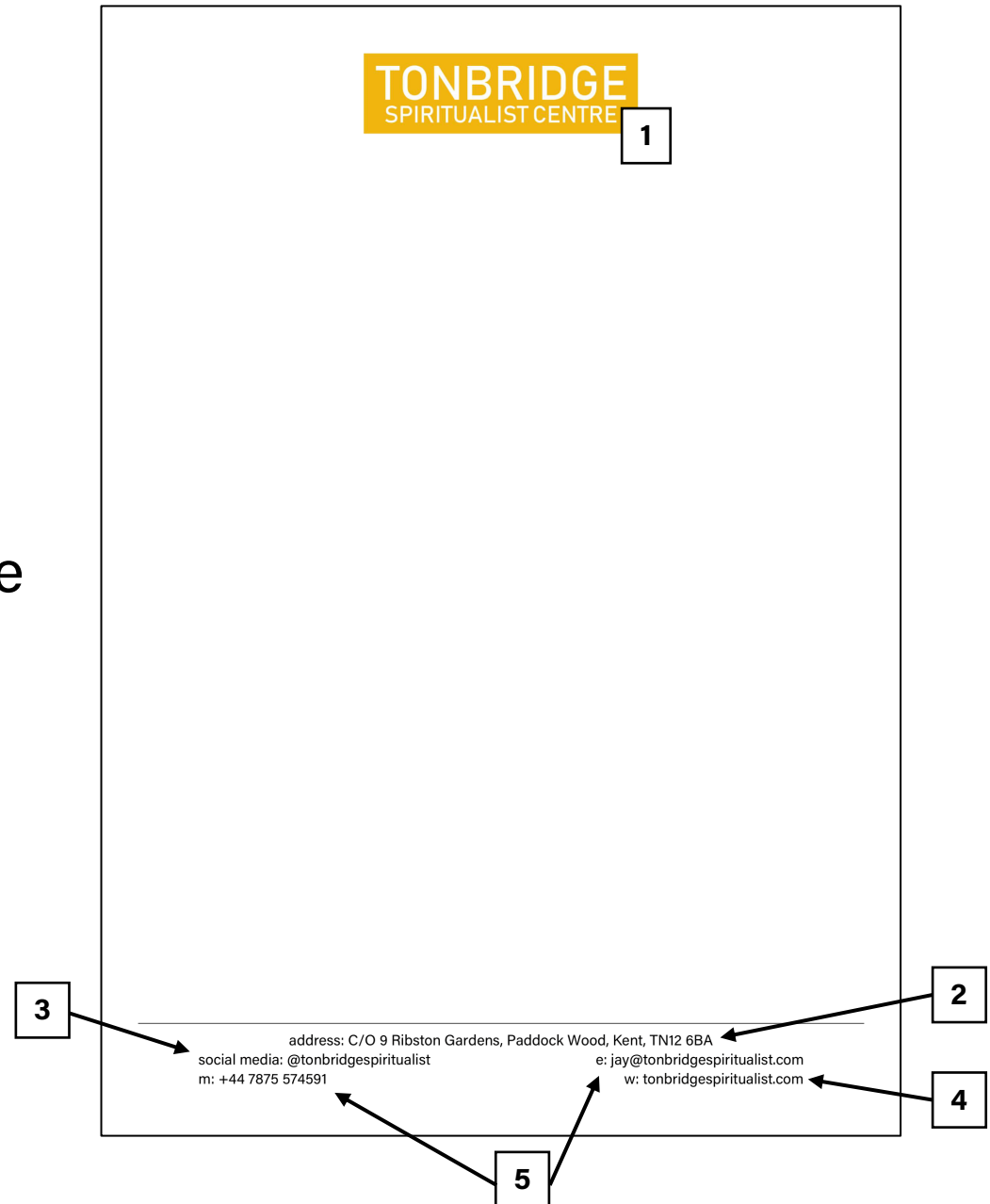
Examples:
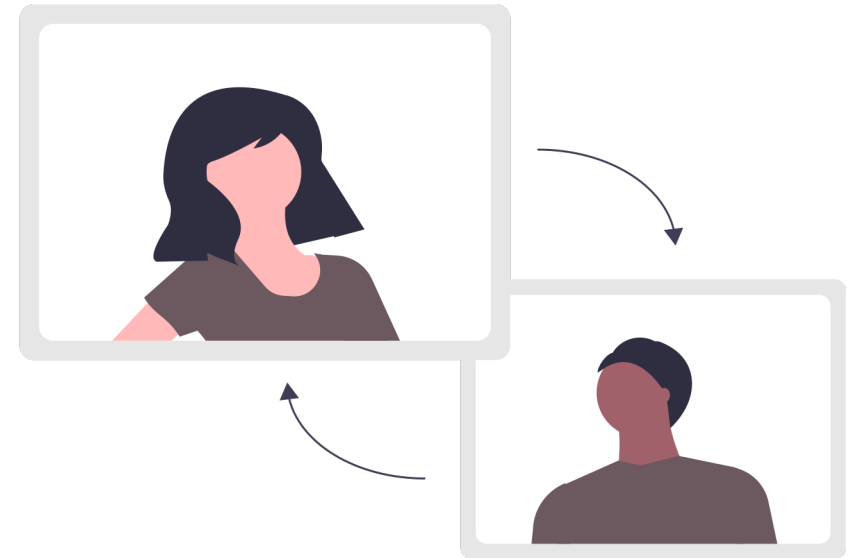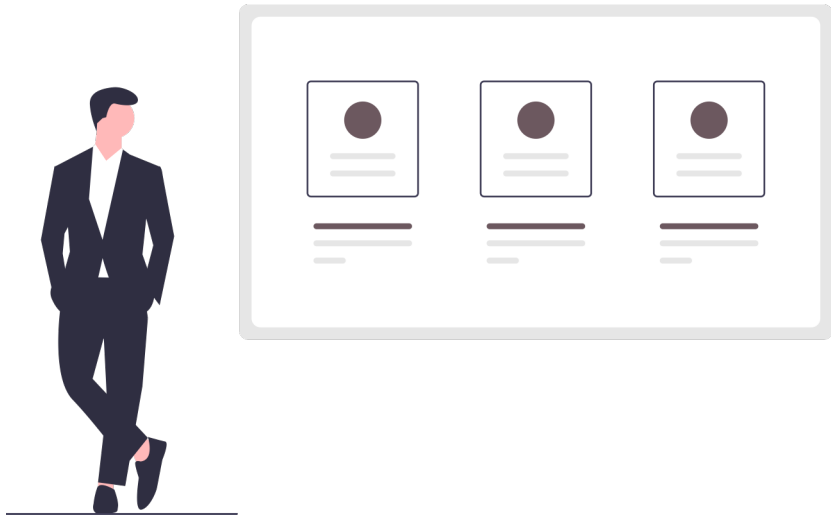
Letterhead

Our letterhead features:

1. Our logo
2. Our mailing address
3. Our general social media handle
4. Our website address
5. Basic contact information

TONBRIDGE
SPIRITUALIST CENTRE   1

address: C/O 9 Ribston Gardens, Paddock Wood, Kent, TN12 6BA   2
social media: @tonbridgespiritualist   3
e: jay@tonbridgespiritualist.com
m: +44 7875 574591
w: tonbridgespiritualist.com   4
5

Web Design

Web Brand Guidelines are developed as part of the *Web Service Standard*.

1. We have a high expectation for the content produced for the tonbridgespiritualist.com domain and any subdomains.

2. All publishing is in Beta before being fully rolled out.
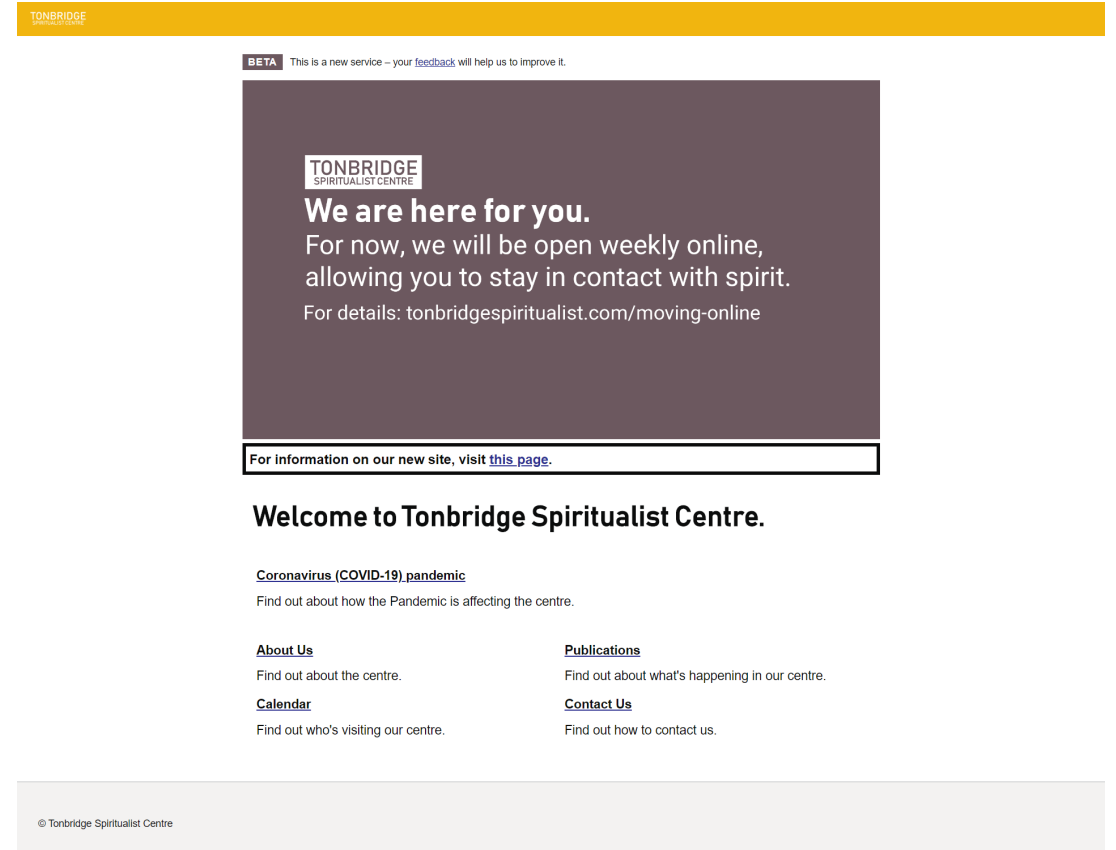
Social Media

On our social medias, there should be a level of uniformity.

1. Same logo on all sites.

2. Same biography on Instagram and Twitter.

3. Matching or similar banner on Twitter and Facebook.

4. A link to either linktr.ee or the current apt page.