

RIDE + STRIDES for Churches

Brand and Visual Identity Guidelines

V6 01/02/17



Supported by the National Churches Trust
Registered charity number 1119845



WELCOME TO RIDE+STRIDE FOR CHURCHES!

Since Ride+Stride was born in Suffolk in 1982 the annual event, held on the second Saturday in September, has spread throughout England to become a much loved national day of fundraising and fellowship. It continues to raise substantial sums to help preserve and restore our churches, chapels and meeting houses, with 50% of the money raised being donated to individual places of Christian worship.

The 'Ride+Stride for Churches logo is now an official trademark and we are providing these guidelines and templates as a resource to help Churches' Trusts publicise the event even more consistently and widely, and to attract even more participants and sponsors. They are based on the branding which has been developed and is in use on the national 'Ride+Stride' for Churches website, www.rideandstrideuk.org.

Together they create a consistent look and feel for the event, in the same way that people all over the UK host their own Macmillan Coffee Morning, but use the same nationally recognisable branding and marketing materials.

The National Ride+Stride Committee encourage you to consider following the guidelines and

marketing materials in the belief that consistent and attractive national communications, personalised for your Ride+Stride day within a nationally recognised brand, could surely enhance your publicity and particularly help counties raising smaller sums to increase their fundraising.

If you want further advice and support on branding and communications, do get in touch – contact details can be found on page 18 of this guide. We are a small team determined to keep Ride+Stride in the wider public eye for your benefit, and will do our best to help. We would also be pleased to hear your suggestions on how we can further improve and enhance the branding of 'Ride+Stride for Churches'.



David Knowles
Ride+Stride
National Committee Chairman

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OUR IDENTITY

THE CORE ELEMENTS 



Logo formats



Our logo is a colourful and fun landscape graphic

The colours in the logo form the basis of our colour palette.

Although the event has traditionally been known as Ride+Stride, the logo includes the secondary panel 'for Churches', making clear that the event benefits church buildings.

The fundraising day for churches, chapels and meeting houses is Ride+Stride. Please note that the + sign must be used, and not & or the word and.

However, as there are other events which also call themselves Ride+Stride, in order to clarify any possible confusion and to make it clear that the event benefits church buildings in particular, the logo reads 'Ride+Stride for Churches'.

The logo 'Ride+Stride for Churches' has been registered as a UK Trade Mark with the Intellectual Property Office. The Trade Mark Number is UK0003111239.

In correspondence and in describing the event to people, both the wording Ride+Stride and 'Ride+Stride for Churches' are acceptable. However, as 'Ride+Stride for Churches' is a better description of the event, this is preferable when issuing publicity materials such as Press Releases and in describing the event to potential sponsors or to people who do not already know about the event.

Colour variations



Using the logo

To ensure that the 'Ride+Stride for Churches' logo is displayed consistently, it should be presented in a space free from copy and other logos surrounding it as shown, the clear space is equal to the height of the 'feet' from the logo. This is a guideline and does not apply to positioning close to the edge of paper for example.

It is also important that our logo is reproduced no smaller than 50mm in width to maintain legibility.



50mm minimum size of the logo

Wrong use of the logo

Clear use of our logo is important to us – it reflects who we are as a brand. To avoid misrepresentation, the logo should not be distorted in any way.

The following examples illustrate how not to use our logo.



X
DO NOT display the logo against a similar background that provides poor legibility



X
DO NOT display the logo against a low contrast background that provides poor legibility



X
DO NOT display the logo in any colour other than those specified in this document



X
DO NOT rotate the logo



X
DO NOT stretch, squash or distort the logo in any way

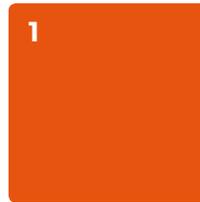
Colour palette

Our primary colours are strong and bold and can be used throughout all communications. (Please refer to the examples on the following pages).

The sub-colour palette is designed to complement the primary colours and to provide a contrast in colour tone.

All the colours are designed to give the brand a fun and informal feel.

Main colour palette



Pantone 166 C
C2 M78 Y100 K0
R231 G83 B0



Pantone 2905 C
C48 M9 Y4 K0
R143 G199 B232



Pantone 376 C
C57 M0 Y100 K0
R130 G188 B0

Secondary colour palette



Pantone 1675 C
C23 M81 Y97 K16
R173 G68 B29



Pantone 7733 C
C91 M30 Y86 K20
R0 G111 B66



Pantone 2925 C
C85 M24 Y0 K0
R0 G146 B212



Pantone Cool Grey 7 C
C42 M33 Y32 K11
R153 G153 B154

The secondary colour palette provides an additional range of colours related to the primary colours.

These colours should only be used to supplement the primary colours on a design and not replace them.

Typeface on designed media

When designing media with DTP software (such as the Adobe Creative Suite – eg InDesign) and design fonts, please use the Avant Garde typeface family.

When producing communication materials, such as letters, press releases and marketing materials, it is important to use fonts that are part of the brand. There are two recommended fonts and their use is explained.

ITC Avant Garde Gothic BT

AaBbCcDd
12345678

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 – !@#\$%&()?

Typeface on word processed media

When generating letters and emails in typical word processing software (such as Microsoft Office – eg Word) please use the Arial typeface family.

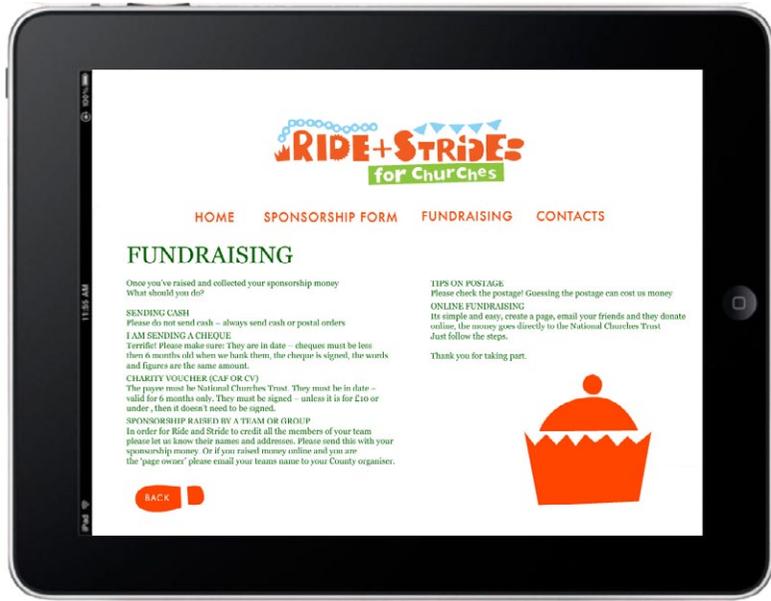
Arial

AaBbCcDd
12345678

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 – !@#\$%&()?

Graphic elements

We have evolved a few attractive supplementary graphics which can be used to enhance and brighten any design – although they should be used sparingly and not detract from the main logo.



COMMUNICATIONS

The following pages show example design layouts for promotional posters, postcards, banners, sponsorship forms and envelopes.

The designs are shown in empty template form so users can see the basic design principles and also with typical and recommended levels of text included.

The National Churches Trust can provide advice on how to easily create customised designs using these templates for your county by using InDesign graphic software or in Word. If it is easier, the National Churches Trust can also create finished designs for your county which you can then have printed.

EXAMPLE DESIGN LAYOUTS



Communications – poster layout

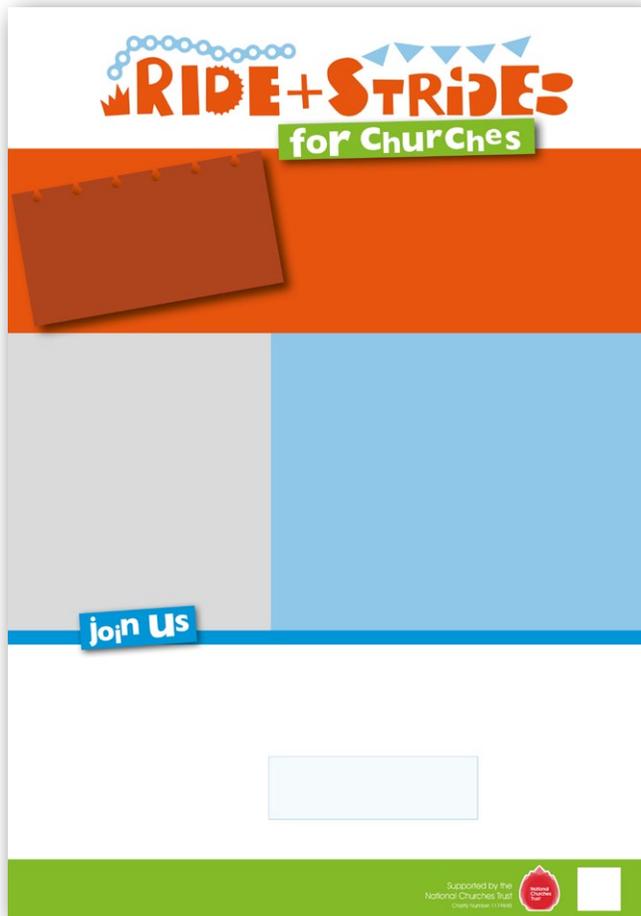
A bright and attractive poster should be at the heart of 'Ride+Stride for Churches' publicity. The poster includes fixed elements, shown in Example 1.

Example 2 shows the areas which can be changed. These are the date, the heading, the main image, the main text, county logo and contact information. It is important to always include your own charity number.

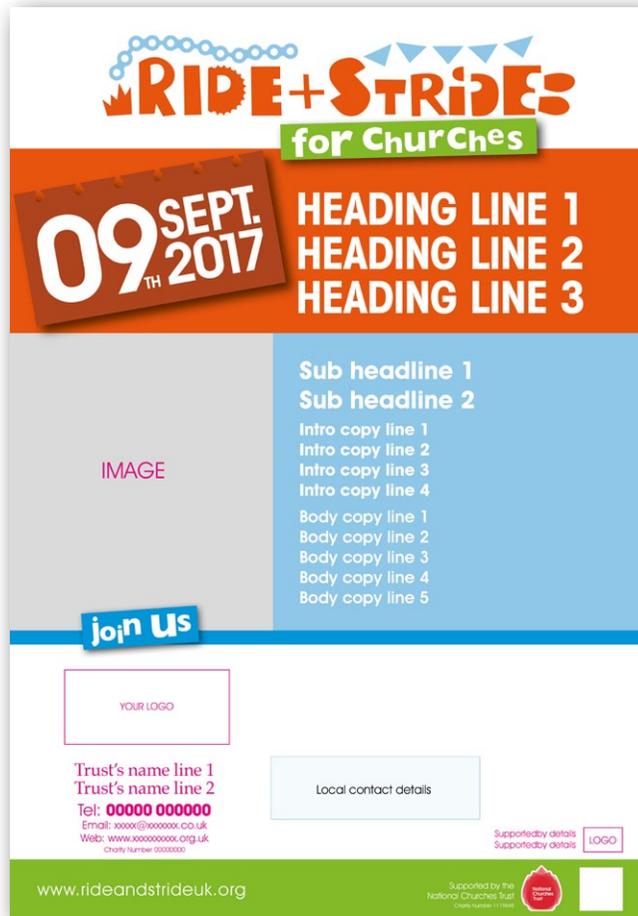
Example 3 shows a finished poster - here designed for the Leicestershire Historic Churches Trust. This also includes a QR code, which can be scanned by mobile

phones and connects to your website. You can obtain a QR code graphic by visiting www.qrstuff.com

When using your own photographs, please ensure that they are of sufficiently high resolution to reproduce well in print (typically 300 dpi). Please do not use images downloaded from websites, as these are not usually of high enough quality, and they may be someone else's copyright.



Example 1



Example 2



Example 3

Communications – A4 church door notice

A bright and attractive poster to display on a church door or on a poster board. This could also be produced in a larger A0 size.

The template can be customised by adding your county trust logo, contact details, charity number and web address.

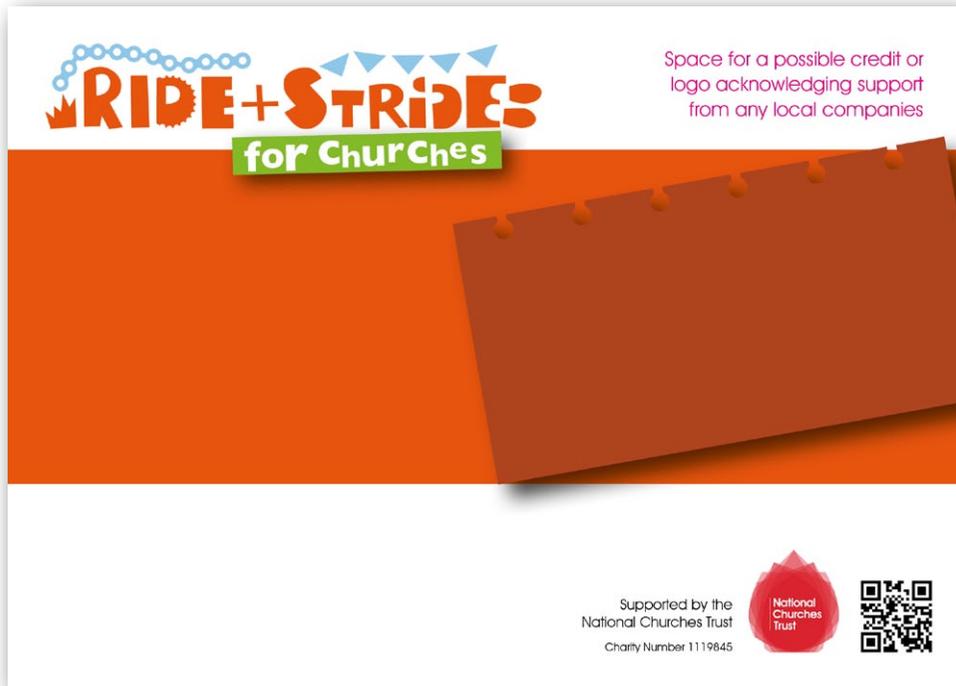
This also includes a QR code, which can be scanned by mobile phones and connects to your website. You can obtain a QR code graphic by visiting www.qrstuff.com.

The poster features a blue header bar. Below it, the text "RIDE + STRIDES" is written in large, bold, orange letters, with "RIDE" having a gear-like texture. Above "RIDE" is a blue string of circles, and above "STRIDES" are blue triangular bunting flags. Below this, "for Churches" is written in white text on a green rectangular background. The central part of the poster is a large orange rectangle with the words "OPEN TODAY!" in large, white, bold, sans-serif capital letters. Below the orange rectangle, the Leicestershire Historic Churches Trust logo is on the left, featuring a green circular emblem with a church and the text "LEICESTERSHIRE HISTORIC CHURCHES TRUST". To the right of the logo is a green bicycle and three green trees. Further right are three green arched windows. Below the bicycle and trees, there is a blue string of bunting flags. At the bottom left, contact information for Leicestershire Historic Churches Trust is provided: "Leicestershire Historic Churches Trust", "Tel: 01509 268354", "Email: djpk34@hotmail.com", "Web: www.lhct.org.uk", and "Charity Number 233476". At the bottom right, there is a small logo for Andrew Granger & Co. with the text "Supported in Leicestershire by Andrew Granger & Co. For professional land and property advice, visit www.andrewgranger.co.uk". The footer of the poster is a green bar containing the website "www.rideandstrideuk.org" on the left, and on the right, the text "Supported by the National Churches Trust" with the National Churches Trust logo and a QR code.

Communications – A5 postcard

A bright and attractive postcard which can be displayed in local shop windows, on notice boards, or distributed to churches, libraries, post offices and other public buildings.

The template can be customised by adding your county trust logo, contact details, charity number and web address. The dates, headline and main text can all be changed if required. If you have a local sponsor, their logo and details can be added.



Communications – Estate agent style sign 24x32”

A bright and attractive design for an Estate Agent style board which can be displayed in front gardens, driveways or other suitable private or public areas.

The template can be customised by adding your county trust logo, contact details and charity number. The date, headline and main text can all be changed if required. Space has also been made for the insertion of the name and/or logo or any Estate Agent or other sponsor of the boards.

RIDE + STRIDES
for Churches

Space for a possible credit or logo acknowledging support from any local companies

09TH SEPT. 2017

RIDE + STRIDES
for Churches

Supported in Leicestershire by Andrew Granger & Co. 

JOIN US FOR A SPONSORED CYCLE RIDE OR WALK

Visiting beautiful churches to help raise funds for repairs. Discover your local heritage, explore your country and enjoy a warm welcome along the way.

09TH SEPT. 2017

 **Leicestershire Historic Churches Trust**
Tel: **01509 268354**
Email: djpk34@hotmail.com
Web: www.lhct.org.uk
Charity Number 233476

Supported by the National Churches Trust  
Charity Number 1119845

Communications – Pull-up banner

Shown here is a design for a typical pull-banner.

The main features of this design are:

- Logo to the top
- Main heading in orange panel
- Area for photo montage
- Prominent web address
- Space for trust logos, QR codes etc.

RIDE + STRIDES
for Churches

A great day out!

Helping historic churches, chapels and meeting houses every year on the second Saturday in September

Find out more at:
www.rideandstrideuk.org

LEICESTERSHIRE
HISTORIC CHURCHES TRUST
Leicestershire Historic Churches Trust
Tel: **01509 268354**
Email: dipk34@hotmail.com
Web: www.hct.org.uk
Charity Number 233476

Supported in Leicestershire by Andrew Granger & Co.

Supported by the National Churches Trust
Charity Number 1119645

Communications – Sponsorship and other forms/information sheets

We have provided a standard template for a sponsor form which includes the most current Gift Aid declaration. This can be customised with the name and contact details of your trust.

We have also provided headers that can be used on sponsor forms and other information sheets. These use the national 'Ride+Stride for Churches' branding to help link these materials to other printed marketing materials such as posters.

If you would like advice on the content and layout of sponsor forms and other information sheets we would be happy to assist.



Leicestershire Historic Churches Trust
Registered Charity Number 233476

RIDE+STRIDES
for Churches

SPONSOR FORM



Leicestershire Historic Churches Trust
Registered Charity Number 233476

RIDE+STRIDES
for Churches

**PARTICIPATING CHURCHES,
CHAPELS AND MEETING HOUSES**



Leicestershire Historic Churches Trust
Registered Charity Number 233476

RIDE+STRIDES
for Churches

USEFUL INFORMATION

White headers for sponsor forms and information sheets

Sponsors

Please tick the Gift Aid box if you are able to, so that we can claim an extra 25% on your donation.

If you intend to pay by CAF voucher, do not tick the Gift Aid box.

Declaration by Sponsors - If I have ticked the box headed 'Gift Aid (Y)', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want XXXXXXXXXXXXXXXXXXXX to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Surname & Initials	Home address	Post Code	Gift Aid ✓	Sponsorship offered		Sum given	Date
				per church	lump sum		
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
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15							
16							
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19							
20							
21							
22							
23							
24							
25							
26							
27							
28							
29							
30							
31							
						Total received:	

Communications – Sponsorship form and Fundraising envelope

Based on an idea from Beds and Herts Historic Churches Trust, this is a template for an A5/C5 envelope which can include a sponsorship form and other key information about 'Ride+Stride for Churches' in your county.

The template can be customised by adding your county trust logo, contact details and charity number. The dates, headline and main text can all be changed if required.

The reverse side of the envelope has an area (1.) which can be completed to give the contact information of the person to whom the sponsorship form can be returned to.

There is also a prompt for one-off donations from anyone not actively taking part in the event but who would still like to support 'Ride+Stride for Churches' We have added the latest Gift Aid declaration for anyone making a one-off donation.

Leicestershire Historic Churches Trust
Tel: 01509 268354 Email: djpk34@hotmail.com Web: www.lhct.org.uk
Charity Number 233476

Supported in Leicestershire
by Andrew Granger & Co.

RIDE+STRIDES
for Churches

Sponsorship pack

Have fun cycling or walking to churches and chapels in your area and at the same time raise funds for your church

The Ride+Stride raises money through sponsorship and, by taking part, half the money you raise will go to the church of your choice and the other half will go to the Yorkshire Historic Churches Trust to offer grants for church repair projects

This sponsorship pack includes:

- A sponsorship form
- A list of participating churches and chapels

HELP SUPPORT OUR HISTORIC CHURCHES WITH A SPONSORED CYCLE RIDE OR WALK

09TH SEPT. 2017

Supported by the National Churches Trust
Charity Number 1119845

Envelope Front

Thank you for your support

Name: Email:

1. Please use this envelope to return your sponsorship form and money to:

OR

2. I can't take part this year but enclose a donation of £

giftaid it
(make your donation worth 25% more, at no cost to you)
Charity Gift Aid Declaration – single donation
Boost your donation by 25p of Gift Aid for every £1 you donate

Gift Aid is reclaimed by the charity from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer.

In order to Gift Aid your donation you must tick the box:

I want to Gift Aid my donation of £ to:

Insert name of your churches trust

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations it is my responsibility to pay any difference.

My Details

Title First name or initial(s)

Surname

Full home address

Postcode

Signature Date

Please notify the charity if you want to cancel this declaration, change your name or home address, no longer pay sufficient tax on your income and/or capital gains.

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

Envelope Reverse

CONTACT US

Further information

These guidelines, the logo, templates and photos can be downloaded from www.nationalchurchestrust.org/ridestrideadmin

If in doubt...

If you would like help or have any queries regarding the use of any elements of our visual identity please contact:

info@nationalchurchestrust.org

The National Churches Trust
7 Tufton Street
London
SW1P 3QB

t: 020 7222 0605

Design and branding concepts produced by
SO Design & Communications Ltd
www.so-theagency.com

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Charity Number 1119845

