

## House Style Guide

### **Why is this important?**

To be able to communicate our message in a coherent and effective way, it must be consistent and accurate.

Please refer to this document for all external emails, letters, publications, promotion, updates, websites, and any other communication opportunities.

We all have a responsibility to portray the work of Mothers' Union in a positive way, and not to undermine the good work with bad presentation.

By working together in this way we can strengthen the brand awareness of Mothers' Union, enhancing the reputation and effectiveness of what we do.

# Mothers' UNION

Christian care for families

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## Mission and Values

<b>Vision</b> (the essence of our work)	Our vision is of a world where God's love is shown through loving, respectful, and flourishing relationships
<b>Aim &amp; Purpose</b> (what we want to achieve)	To demonstrate the Christian faith in action by the transformation of communities worldwide through the nurture of family in its many forms
<b>Mission</b> (how we go about achieving our vision)	<ul style="list-style-type: none"> <li>● To promote and support married life</li> <li>● To encourage parents in their role to develop the faith of their children</li> <li>● To maintain a worldwide fellowship of Christians united in prayer, worship and service</li> <li>● To promote conditions in society favourable to stable family life and the protection of children</li> <li>● To help those whose family life has met with adversity</li> </ul>
<b>Strapline</b> (the quickest way to sum us up)	Christian care for families
<b>Values</b> (the moral and ethical codes we run on)	Mothers' Union is firmly rooted in a voluntary ethos. Its governance, leadership, and programmes are driven by and undertaken through members around the world as they respond to God's call to faith and action
<b>Work ethos</b> (how we want to be known to conduct ourselves)	Mothers' Union aims to be: <ul style="list-style-type: none"> <li>● Respected in its voice and actions</li> <li>● Professional and accessible</li> <li>● Clear rather than strident</li> <li>● Innovative in approach</li> </ul>
<b>Beliefs</b> (what we know is true to underpin the purpose of our work)	<ul style="list-style-type: none"> <li>● We believe in the value of each individual and their unique qualities</li> <li>● We believe in the value of relationships. Jesus said, "Love the Lord your God with all your heart and all your soul and all your mind.' This is the first and greatest commandment. And the second is like it: 'Love your neighbour as yourself.'"           </li> <li>● We believe in the value of the family in its many forms as a source of love and support for individuals and the basis for a caring community</li> </ul>

# Reputation & Attributes of Mothers' Union

It is not just what we say but how we say it that is important. When presenting Mothers' Union, visually, or through the spoken or written word, we need to remain true to the organisation. Mothers' Union needs to build a clear reputation. We want Mothers' Union to be:

- Friendly
- Transparent
- Practical
- Committed
- Effective
- Relevant

## Description

Mothers' Union is a Christian mission organisation working through grassroots membership to support families and communities around the world.

## Language

When using the name 'Mothers' Union', we are representing a worldwide organisation, and 3.6 million members. We must take responsibility for this and represent them with care.

Mothers' Union is a complex, multi-faceted organisation, but there are some key phrases for what Mothers' Union is and is not.

### Mothers' Union is:

- A Christian mission organisation (mission in this context can be defined as faith in action, summed up in St Francis of Assisi's words, 'Preach the Gospel at all times and when necessary use words')
- 3.6 million members working in 78 countries
- Working with people of all faiths and of none
- A grassroots membership organisation, supporting family life in local communities, through projects, prayer and policy change and fellowship

### Mothers' Union is not:

- Exclusively a women's organisation
- Exclusively an Anglican organisation (although working through the Anglican structure)

For more information on specific use of language, please refer to the 'Use of Language' section.

## Logo Guidelines

These guidelines are intended to help everyone to use our new branding consistently. Our logo is the face of our organisation and it's important to use it correctly in order to send out a clear message about who we are and how we can help.

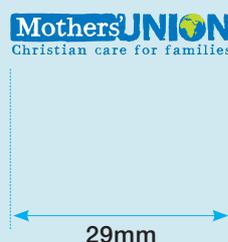
We want our material to be bold and recognisable to members of the public and to our potential partners and supporters. By presenting a consistent look and feel it will make our material more accessible to all our target audiences.

To follow are some simple rules about how the logo should (and shouldn't) be used.

If you're not sure about how to use it in a particular instance, contact the marketing team on 020 7222 5533.

### Minimum size

Due to the amount of information the logo has to carry, we recommend a minimum size of 29mm



### Colour usage

Please note that the Mothers' Union logo always appears in the colours shown.

Only use master versions of the logo. Do not recreate it in other fonts or programmes.

#### Preferred Logo

Use this logo whenever possible. Ensure there is sufficient contrast from the background



#### Black Logo

to be used on: light coloured backgrounds



#### White Logo

to be used on: dark coloured backgrounds



## Logo don'ts

These are some examples of how not to use the Mothers' Union logo. If the logo is distorted or altered in any way, it will damage our brand.



Do not change the colour of the logo. Our colours should be kept consistent on all materials.



Do not change the font.



Do not distort the logo as this could make it hard to read.



Do not alter the relationship between the elements.



Do not put the logo on a complicated black and white image.



Do not put the logo on a complicated colour image.



Do not add any wording to the logo.



Do not alter any of the wording.

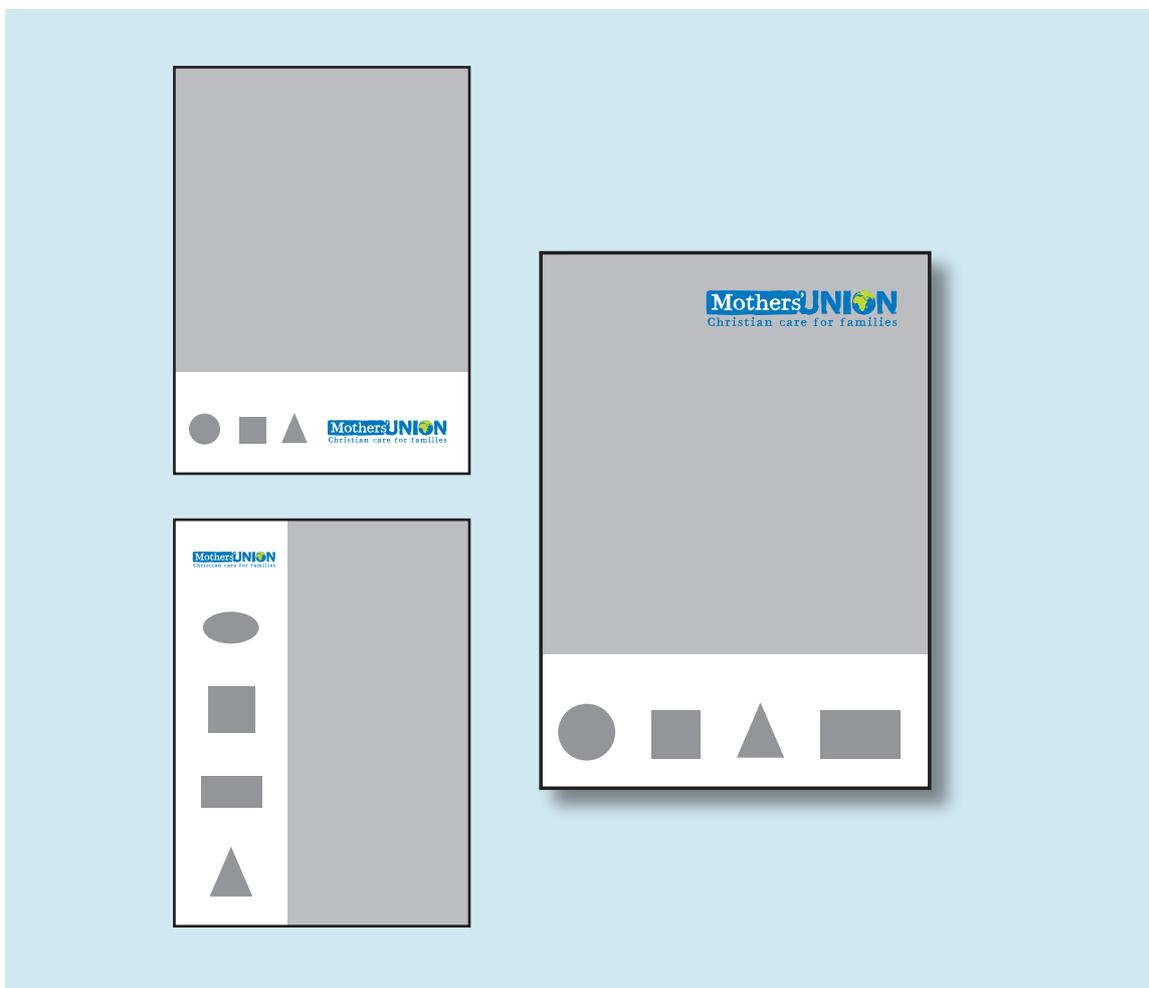
## Minimum area

The clear area is necessary to give our logo some space to breathe and increase its chances of standing out. The more space around the logo the better. The area indicated below is a minimum. Please don't put any other information inside the clear area.



## Preferred placements

If you are placing our logo with competing or partner logos, make sure it enjoys prominence.



## Corporate colours

The Mothers' Union logo has been designed in Pantone Colours. If reproduced in CMYK it is important to use the exact breakdowns as shown below for consistent use.



**Pantone 2935**

c 100  
m 46  
y 0  
k 0



**Pantone 382**

c 29  
m 0  
y 100  
k 0

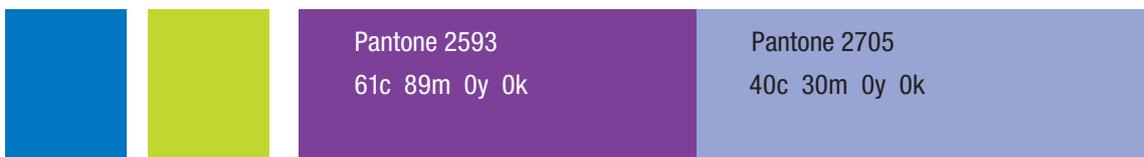
## Colour palette

All of the colours in the colour palette have been chosen to work well with the Mothers' Union blue and green.

There is a dark and light tone of each colour to enable you to add variety to a publication, especially if producing 'colour-coded' pieces. Either tone can be used as the primary colour as long as the appropriate logo is used to ensure legibility. White out works well on the darker tone, black works best on the lighter tone.

Examples of colour/logo usage can be found on the following pages.

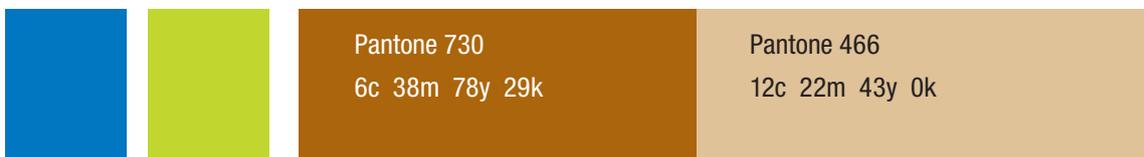
### Purples



### Blues



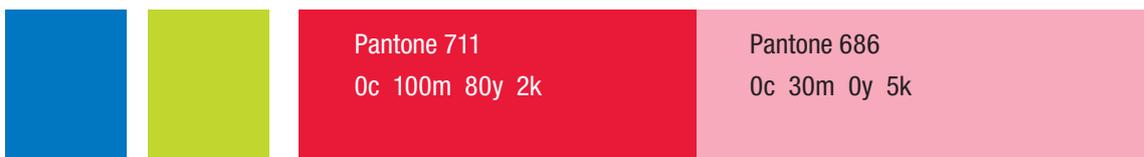
### Browns



### Greens



### Reds

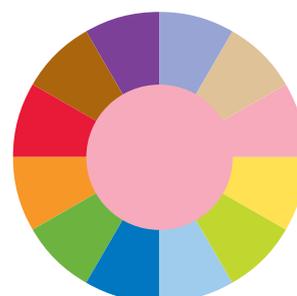
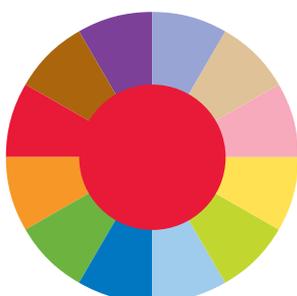
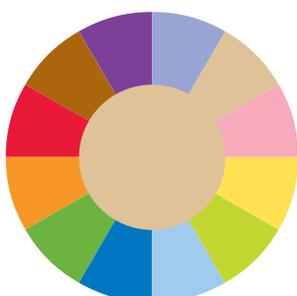
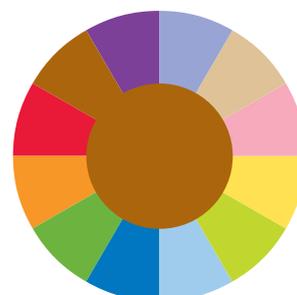
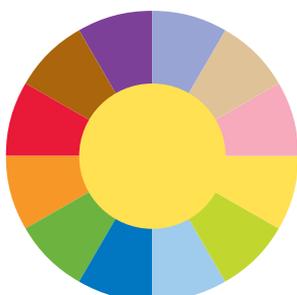
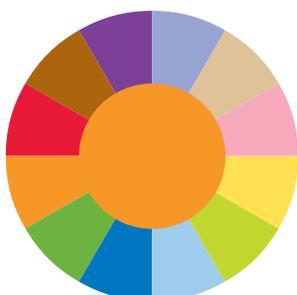
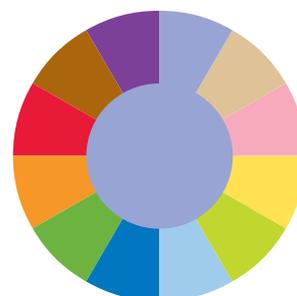
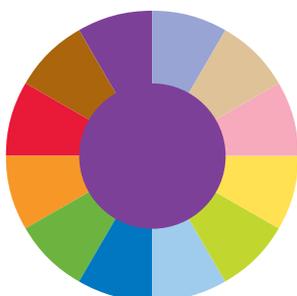
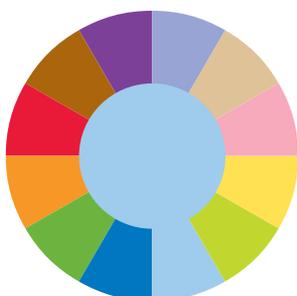
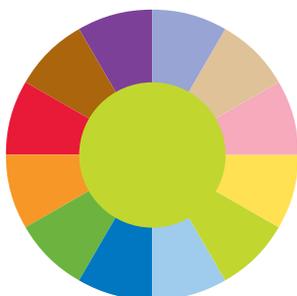
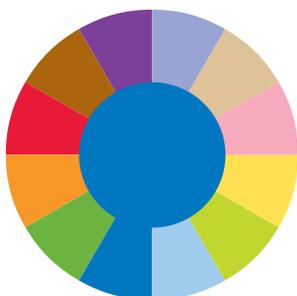


### Golds



## Colour combinations

All of the colours in the palette can work with most of the other colours – some more successfully than others. Use the charts below to find the colours that best complement the key colours chosen.



## Background colours

All of the colours can be used full strength or as a tint. However, if possible, try to use the lighter tone rather than a tint as some colours can look very different as a tint (e.g. a tint of red always looks muddy, whereas pink is more vibrant).

The Mothers' Union two colour logo will work well on the lighter colours shown, as will the black logo. The white logo should only be used on very dark background colours, and does not work well on lighter colours. See examples below.



## Fonts

**Bodoni Hand** is used in the logo.

While this is unsuitable for body copy it would work well on marketing materials in headlines.

abcdefghijklmnop  
opqrstuvwxyz

**Bodoni Hand**

# Headline

Vel dolorti ncilit lortie tie cor ipis num  
quat. Ip ero dolor sum adipsuscil dignim  
quam zzriustrud dolobor sequisl duisit  
auguerciduis num nissecte min vero  
duis nonsequ amconse quisciduisis alit dit  
adio odolore elis dolorero dolore dolobor

perostio conse modions equam, ver sequat  
volore feuis nullaortinit nisit, con exero  
odo doluptat, quat, vulla faccum nullum  
ipsum dolore volorti onulluptat nulpute  
tem non utpat. Aliquis nonsequatue dolor  
senit lum delit luptat veliquam dolor

**Dax** is to be used for all body copy. It can be used in all available weights, and in any of our brand colours.

abcdefghijklmnop  
opqrstuvwxyz

**Dax light**

abcdefghijklmnop  
opqrstuvwxyz

**Dax medium**

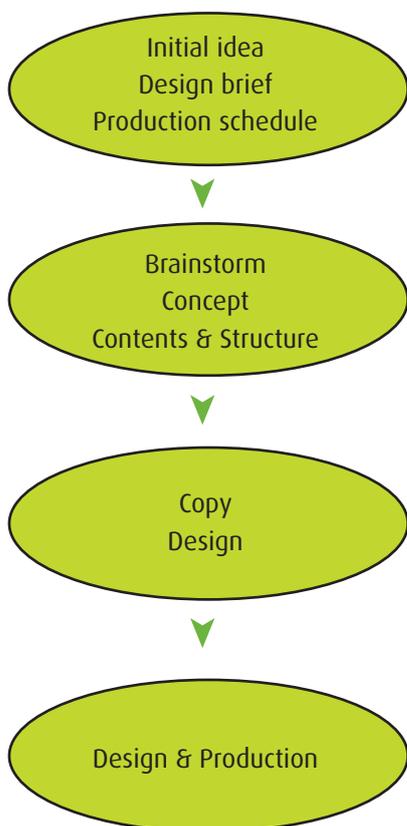
abcdefghijklmnop  
opqrstuvwxyz

**Dax regular**

abcdefghijklmnop  
opqrstuvwxyz

**Dax bold**

## Production Process for Publications, Design, Film, etc



After the initial idea, fill in the design brief template to think through production thoroughly. Ensure the production schedule is realistic for you and the designer.

When you have your concept, schedule a meeting with your marketing team, who can help and advise you on the best way forward, and support you with design resources.

After copywriting and deciding on images to accompany, circulate a draft to the stakeholders you defined in the design brief. Ensure that a final read-through is done by an experienced proof reader before going to the designer. This can save considerable costs.

Ensure key stakeholders approve the first and last proofs from the designer (one stakeholder must always be from the marketing team).

At diocesan level, the marketing team will be your marketing coordinator, and anyone else involved in the creative process. Before printing anything that is going to be promoting Mothers' Union to an audience outside of the membership, please ensure that you get it checked with your regional contact listed below:

Name	Province	Email contact
Karen Hill	Canterbury	booboo1959@btinternet.com
Claire Laland	Canterbury	claire.mubham@virgin.net
Sally Cotter	Ireland	sallycotter@btinternet.com
Hilary Moran	Scotland	hilary.m@btconnect.com
Helen Williams	Wales	revtimjw@aol.com
Janet Wade	York	janet@wade1999.freeserve.co.uk

Please email them your leaflet / poster / website / etc so that they can approve it to go to print.

## Picture Guidelines

A basic rule for the use of photography is to convey the truth of a situation, never manipulating or exploiting a picture in order to get a better response.

If Mothers' Union is to be true to its personality, to be trustworthy it needs to maintain the respect and dignity of the people and situations portrayed.

### Key principles:

- We want to show people as active, not dependent
- People working in the community to help themselves
- Avoid patronising images – ie African people being instructed by Western Europeans
- A picture should do justice to the work being done. If you use a badly taken photo, you are undervaluing the work the photo is trying to portray
- Line-ups of people are not very interesting – capturing someone doing something tells much more of a story and is far more engaging

Active and tells a story



Interesting and relevant



Fine as a personal picture but doesn't tell you much



# Design Brief

purpose / objective

concept / description / format

target audience / distribution / lifespan of resource

monitoring / evaluation

budget

time scale

ideas / look & feel

copy

distribute

quantity

size / examples of how it could look

People to sign off drafts and final copy

## Use of Language

With all communication, Mothers' Union must deliver an inclusive message. In line with biblical values we are not judgemental or wishing to be elitist. We want to make our structure, our work and our vision as accessible as possible to all people. To do this, we must avoid jargon that people will not necessarily understand, and avoid the use of words that isolate or patronise certain groups.

Where possible, use the full 'Mothers' Union', rather than 'MU'. This is not always possible, for example, if the name is repeated in the same sentence, but research shows that people don't know what the MU means unless they are deeply entrenched in the organisation. If you do use 'MU', the first time you mention it you must put 'Mothers' Union (MU)' so it's clear what you're talking about.

There is no need for 'the' as a prelude to 'Mothers' Union', and avoid using 'The Mothers' Union' (capitalised 'T').

### Examples of how to talk about Mothers' Union

- When referring to beneficiaries, Mothers' Union aims to empower people to help themselves, rather than hand out money /food /etc. All of our programme work is designed to support people to help themselves and their communities for long-term benefit
- Programme work defines our long-term work, but can also be used to encompass smaller individual projects and established programme work, if one word is needed to sum up both
- Use the term 'developing countries'. This is far more positive than terms such as 'Third World'
- Look to use words that give people dignity and self-worth. This is especially important with international work. African members should be supporting European members in an equal partnership, not as a one-way relationship
- Refer to Mothers' Union in specific dioceses as 'Mothers' Union Diocese of Ely'; or in provinces as 'Mothers' Union Province of York' (so that all dioceses and provinces use a consistent wording)
- Mothers' Union 'objects' is a legal term used in the constitutions, rather than a commonly understood expression. It means how the aim is interpreted within the charity (our five objectives are the expression of the aim, which is derived from the purpose). 'Objective' is the contemporary term to express how the organisation hopes to achieve its purpose, and a more user-friendly word to use in anything other than legal documentation
- The word 'worldwide' should be used rather than 'world wide' or 'world-wide'
- The word 'grassroots' should be used rather than 'grass roots' or 'grass-roots'
- Using the internal organisational structure externally should be avoided at all costs. The titles 'Action & Outreach', 'Faith & Policy', etc, do not define the work that we want to communicate, they just reflect the staff and volunteer set up. Instead consider using words that people will understand such as programme work, policy work, campaigns, faith resources, etc
- For consistency, use ampersands when you do refer to Action & Outreach, or Faith & Policy, or Finance & Central Services for internal communication
- Use 's' rather than 'z' in words where the two letters are interchangeable, eg organisation; emphasise; publicise
- 'Britain and Ireland' should only be used internally. 'UK and Ireland' makes more sense to anyone outside the Anglican Communion. Likewise avoid the term 'overseas' externally as this implies that Mothers' Union is not an international organisation

## Examples of how to talk about Mothers' Union

<b>A</b>	the Anglican Communion	
	baptism	
<b>B</b>	Bible biblical Bible Story Bag Project	
	bishop(s) Bishop	if non-specific if named bishop (eg 'Bishop of Durham')
	branch leader Branch Leader	if non-specific (eg 'a branch leader') if named (eg 'Branch Leader, Jane Smith')
<b>C</b>	cathedral Cathedral	if not named (eg 'visit the Norman cathedral') if named cathedral (eg 'Winchester Cathedral')
	Central Chaplain	
	century	(eg '17 <sup>th</sup> century')
	child contact centre Child Contact Centre	if non-specific if specific (eg 'Stockport Child Contact Centre')
	committee members	
	coordinator	
<b>D</b>	diocese Diocese of	(eg 'in this diocese') (always use 'Diocese of London' not 'London Diocese')
	dioceses diocesan Diocesan	more than one diocese if non-specific (eg 'a diocesan president') if named (eg 'Diocesan President, Jane Smith')
<b>F</b>	fairtrade	
	fundraise	
<b>G</b>	General Synod	
	government Government	if non-specific (eg 'the governments of the world') if specific (eg 'the British Government')
<b>H</b>	Head of Unit	(eg 'Head of Action & Outreach')
	HIV/AIDS	all upper case as acronyms
<b>L</b>	Literacy and Development Programme	
<b>M</b>	Mothers' Union	
	a Mothers' Union member	
	a Mothers' Union worker	
	MUe MUenterprises	
<b>N</b>	non-governmental organisations NGOs	
<b>O</b>	objectives	(eg Mothers' Union objectives)
	organisation	
<b>P</b>	Parenting Programme parenting groups	
	provincial president Provincial President	if non-specific if specific (eg 'Provincial President Jane Smith')
	provincial secretary/trainer Provincial Secretary/Trainer	if non-specific if specific (eg 'Provincial Secretary Jane Smith')
<b>S</b>	Sunday school	
<b>T</b>	triennial	
	trustees Trustees	if non-specific (eg 'the general trustees') if specific (eg Trustee Jane Smith)
<b>V</b>	Virtual Baby Project	
<b>W</b>	web website	
	Worldwide Council	
	Worldwide President	
	worldwide	(eg 'worldwide organisation')

Write the name of projects in capitals if referring to a specific project (eg The Virtual Baby Project) but lower case if not specific (eg our projects include contact centres and helping with prison visiting).

## Styles & terms of address relating to the Church

- Use capitals for the Church of England, the Roman Catholic Church, etc. Also capitalise the Church in context of the institution (but not adjectivally, as in 'the vicar accused church authorities yesterday...'). For individual churches, write, eg, St James's Church, Bighampton, or St James's, Bighampton
- Note that the Church of Ireland, the Church in Wales and the Scottish Episcopal Church are Anglican but disestablished, while the Church of Scotland is Presbyterian but established
- Use capitals for the Bible (but not for biblical), the Gospels, the Scriptures, Eucharist, etc
- Use lower case for ordination, baptism, confirmation, psalms (but the Book of Psalms)
- Always say Roman Catholic at first mention; thereafter Catholic is acceptable
- Never write the Rev Brown, instead Rev Hannah (or H) Brown, thereafter Mrs / Miss / Ms Brown (likewise with men)
- The Archbishop of Canterbury is Primate of All England; the Archbishop of York is Primate of England
- Anglican bishops are consecrated, Roman Catholic bishops ordained
- In the United States, Scotland and elsewhere, Episcopal(ian) means Anglican
- Names of hymns go in italics
- Biblical references are written: 2 Corinthians 2:2; Luke 4:5.

# General Grammar & Punctuation Consistency

## Quotes

- Single quotes with double quotes inside:  
'We enjoyed the day,' said Anne. 'One member said, "It was the best event yet".'
- Pull out quotes (taken from text to highlight a particular part of the text ie in a magazine).  
'In single quotes with no full stop'

## Numbers

Number 1-9 spelt out

10 and above in figures (unless at beginning of sentence)

## Abbreviations

Latin abbreviations are acceptable, without the use of full points

Use eg instead of 'for example' and ie instead of 'that is' or 'in other words'

## To dash or not to dash

en suite	'En suite bedroom'
en-suite	'The bedrooms are en-suite.'
handout	'Here is a handout.'
hand out	'I will hand out the papers.'
up-to-date	'up-to-date report'
up to date	'a report that is up to date'
well-received	'well-received report'
well received	'a report that was well received'

after-effects	
no-one	
one-to-one	
one-off	
role reversal	
self-esteem	
short-term	

## Diocese letterheads

Included on this CD is digital artwork, set up for all of our individual diocese throughout the UK.

We recommend that you have these printed using a local printer.

The artwork currently displays the address and contact details for MU head office.

Your printer will need to amend this information to personalise it to your diocese.

You must remember to give your printer the following:

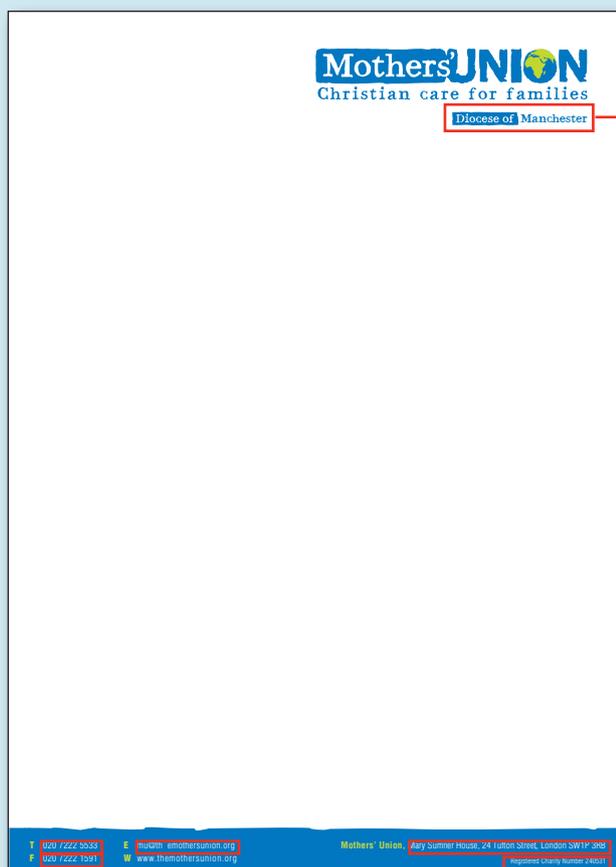
- Your address
- Your telephone number
- Your fax number
- Your email address
- Your Registered Charity Number

### Instructions for the printer/ typesetter

The diocese letterhead has been created using Adobe Illustrator CS (11.0)

There are **two** files in the folder named **Diocese Letterhead**:

- one file for all diocese in England, Scotland & Ireland
- One for all diocese in Wales



The file contains a separate **LAYER** for each diocese. Ensure the correct name is visible

The **LAYER** named **CONTACT DETAILS** must be amended with the relevant diocese information

## Any Questions?

We hope this is a helpful guide for you as you work to communicate Mothers' Union clearly and effectively to people around you.

If you have any questions, or want advice on any of the areas discussed in this document, please contact the Mary Sumner House marketing team by phoning or emailing:

**t** (+44) (0) 20 7222 5533

**e** [marketing@themothersunion.org](mailto:marketing@themothersunion.org)