Pilgrim Place

Logo + Icons



The Primary use case for the logo is white on navy, with a secondary option for a navy logo on a white background, especially useful for colour publications and print materials.

Icons are only to be used in places such as a favicon for a webpage, or where the use case is too small for the logo text to be legible.



The white logo can also be used when featured in third party material on darker backgrounds, alternatively in black on white backgrounds if appropriate.

The same applies for the icons.

Logo + Icon Missuse

Do not change the colour.
Do not pixelate.
Do not rotate.
Do not stretch.



Colours

Pilgrim place material use navy blue as its primary.
With white being a secondary.



Typefaces

Headings
Obra Letra

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (!@#£%&.,?:;)

Body
Cabin Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (!@#£%&.,?:;)

Tone of Voice

Pilgrim places are all about seeing every potential visitor as a pilgrim, meaning that people may have no idea what to expect when they first walk in.

Language for pilgrim places therefore should be welcoming, warm, and accessible in a way that provides clarity without being patronising, never underestimating intelligence, nor assuming knowledge.



Photography

Photography should aim to showcase the context of surrounding area, the space itself, as well as where any resources are located. Other examples include dogs and people interacting with the resources and signage in a bright natural style.



Videography

Videography should showcase the space and surrounding contextual area as a visitor would find it, in a variety of smooth tracking shots, static tripod shots, or slow panning/ tilting movements in a mixture of portrait and landscape formats.

Potential examples could include people engaging with the resources, and potentially a piece to camera from a relevant person, be it the vicar, church warden, or volunteer.



Download the Pilgrim Place asset pack

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