



BRANDING GUIDELINES

Inter Faith Week 2026

1. Purpose and Scope

Use this guide when promoting Inter Faith Week events and activities in 2026.

The identity

The main Inter Faith Week identity is the overlaid-circles design, referred to on the official branding page as ‘the swirl’, used with the words ‘Inter Faith Week’. The supplied 2026 artwork adds the year and the official dates: 8–15 November 2026.

Permission to use

Inter Faith Week branding assets may be used free of charge to promote events and activities that support Inter Faith Week’s aims. Any other use requires permission from Inter Faith Week.

Non-negotiable rule

The official page states that the branding and logos provided may not be altered without permission.

Use the supplied files

- Use the logo and campaign assets supplied by Inter Faith Week rather than redrawing, recreating or adapting the swirl.
- Keep the wordmark, swirl, year and date together exactly as supplied when using a 2026 lock-up.
- Select the appropriate prepared asset for the channel: logo, date-led graphic, profile image or cover/banner.

If in doubt

Seek permission before using the identity outside the promotion of activities supporting Inter Faith Week, or before making any alteration. The official website’s contact route is the appropriate place to request this.

2. Logo System

The swirl and the words “Inter Faith Week” form the recognisable core of the identity.



Preferred approach

- Use an official supplied logo file at a proportionate size. Do not stretch, squash, crop or recolour it.
- Place the logo where it remains clearly visible and distinct from other logos, photography and text.
- Use a calm, uncluttered surrounding area so the full swirl and wordmark can be read easily.

Do not

- Alter any part of the swirl, wordmark, campaign year or date without permission.
- Separate, rearrange or replace elements of the supplied logo.
- Add effects, outlines, new colours, patterns or graphics over the logo.
- Use a version that has become hard to read because of a busy background or insufficient contrast.

Transparency note

The official branding page notes that some software may temporarily show a transparent PNG with a black background. This is a display issue and will not appear in the finished artwork.

3. Typography and Messaging

A clear, welcoming typographic voice supports the inclusive visual identity.

Typeface

The official logo uses Ocean Sans Bold. The official recommended typeface for printed and digital materials is Source Sans Pro, available free through Google Fonts.

Practical hierarchy

- Headlines: Source Sans Pro Bold or Semibold; concise and easy to scan.
- Body copy: Source Sans Pro Regular; use a comfortable size and line spacing.
- Key date: write “8–15 November 2026” exactly, using an en dash where supported.
- Web address: use “www.interfaithweek.org” where space allows.

Recommended copy treatment

Write “Inter Faith Week” as three words with title case. In campaign materials, give the date sufficient prominence that audiences can quickly identify the 2026 Week.

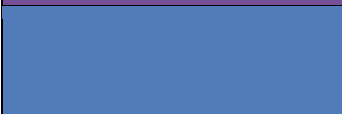
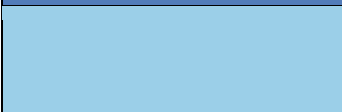
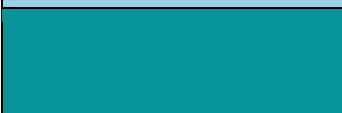
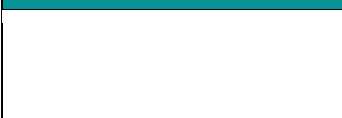
Accessibility

- Prioritise high contrast between text and its background; white text is used prominently in the supplied assets.
- Avoid placing essential text across complex sections of the swirl.
- Ensure social graphics remain understandable without relying on colour alone: include the event title, date, and a relevant call to action in the text.

4. Colour Palette

The visual identity is based on the swirl's colours. Use them consistently across print, digital and promotional materials.

H: 244 S: 38 B: 65 R: 108 G: 102 B: 166 C: 66 M: 65 Y: 5 K: 0 #6c66a6	H: 272 S: 47 B: 57 R: 115 G: 77 B: 146 C: 65 M: 81 Y: 10 K: 1 #734d92	H: 310 S: 31 B: 69 R: 178 G: 122 B: 167 C: 31 M: 59 Y: 11 K: 0 #b27aa7	H: 180 S: 100 B: 56 R: 0 G: 142 B: 144 C: 84 M: 25 Y: 44 K: 3 #008e90	H: 211 S: 32 B: 75 R: 130 G: 159 B: 192 C: 51 M: 30 Y: 12 K: 0 #829fc0
H: 326 S: 66 B: 70 R: 179 G: 59 B: 125 C: 31 M: 91 Y: 22 K: 1 #b33b7d	H: 264 S: 47 B: 54 R: 99 G: 73 B: 138 C: 73 M: 83 Y: 15 K: 2 #63498a	H: 321 S: 64 B: 57 R: 147 G: 52 B: 111 C: 44 M: 93 Y: 29 K: 7 #93346f	H: 214 S: 57 B: 69 R: 75 G: 118 B: 178 C: 76 M: 51 Y: 6 K: 0 #4b76b2	H: 197 S: 36 B: 96 R: 155 G: 219 B: 246 C: 35 M: 0 Y: 1 K: 0 #9bdbf6

Swatch	Working HEX	Role in supplied assets	Accessibility note
	Berry	#9E2D6D	Outer swirl / deep accent Use with light text after contrast check
	Magenta	#BD3478	Campaign field / accent Use with light text after contrast check
	Purple	#755099	Inner swirl Use principally as part of official swirl
	Royal blue	#527CB9	Inner swirl Use principally as part of official swirl
	Pale blue	#9BCFE8	Light swirl highlight Avoid small white text without checking contrast
	Teal	#079397	Central circle / teal field Use with white text after contrast check
	White	#FFFFFF	Text / light background High-contrast text on dark brand colours

Colour in practice

- Use the official supplied swirl artwork rather than building a new swirl from these approximate swatches.
- For new supporting layouts, use restrained fields of berry, magenta or teal with white type, subject to contrast testing.
- Keep the full palette together in the swirl; do not recolour the official artwork.

5. Campaign Applications

Choose campaign assets that are well-suited to the placement. Do not modify them.



Landscape 2026 campaign graphic



Facebook cover artwork



Save-the-date campaign graphic



Instagram profile picture

Social media

- Use the supplied profile and cover files in their intended placements where possible.
- Keep key wording away from platform crop areas and preview overlays; check the published result on mobile and desktop.
- When producing a post around an official asset, avoid covering the swirl or essential date text.

Print and digital materials

- Start from the closest official asset, then add only supporting event information in Source Sans Pro.
- Keep event-specific logos and partner marks separate from, and visually secondary to, the Inter Faith Week identity.
- Check the final artwork at its intended size: the date, URL and any event details must remain readable.

6. Approval checklist and Sources

Use this final check before publishing or sending artwork to print.

Checklist

- ☐ The official Inter Faith Week logo or 2026 asset has been used without alteration.
- ☐ The campaign date is correct: 8–15 November 2026.
- ☐ The wording “Inter Faith Week” is correct and legible.
- ☐ The type treatment uses Source Sans Pro for new supporting copy.
- ☐ Text and essential information have sufficient contrast and remain legible at the final size.
- ☐ No logo element, colourway or supplied campaign graphic has been changed without permission.
- ☐ The use promotes an event or activity that supports the aims of Inter Faith Week, or permission has been sought for another use.
- ☐ For print, colour values and output settings have been confirmed before production.

Primary source

Inter Faith Week, “Branding/ Logos”, accessed 7 August 2026: <https://www.interfaithweek.org/resources/branding>

Additional source

Google Fonts, “Source Sans Pro”: <https://fonts.google.com/specimen/Source+Sans+Pro?query=sour>