

GUIDELINES FOR USE OF THE UNITING CHURCH LOGO

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[To apply throughout the Uniting Church in Australia from 1 August 2005 - issued by authority of the Assembly Standing Committee]

OUR LOGO

The emblem of the Uniting Church in Australia shows the cross of Jesus Christ, in its light and love, standing over a darkened world — redeeming it through grace and truth.

By that cross people are bound to Christ and each other. The Holy Spirit, symbolised by the dove with the wings of flame, empowers and guides us to be witnesses to Jesus Christ.

The wide U at the bottom points to the fact that we are uniting; as a semicircle it also reminds us that the renewing of both church and world are as yet incomplete.

The emblem symbolises something of the vision we have glimpsed and the hopes we hold for the future. In particular it reminds us:

- that the gospel message is central in all that we seek to do;
- of the need for constant reform and renewal;
- of our commitment to worship, witness and service.

THE VISION

The correct use of the Uniting Church logo on stationery, brochures, on published material, on the Internet, displayed on our buildings and vehicles is an open declaration to ourselves, and the community, that we are justly proud to identify with the Uniting Church.

The logo is at the centre of the public identity of the Uniting Church — it is a strong and readily identifiable symbol and its use sends messages, either deliberate or unintentional, when it is used publicly.

This is why it is important that its integrity be upheld wherever possible when it is published, reproduced or displayed publicly.

1) Who may use the logo?

1A. Councils of the church (Assembly, synods, presbyteries, church councils) and congregations are free to use the emblem in relation to any activity which has the support of the council or congregation. In doing so they are asked to ensure these guidelines are followed.

1B. An officially recognised agency of a council of the church (eg. community service agency, school, synod department, presbytery committee, congregation welfare committee) is free to use the emblem in relation to any agency activities. In doing so they are asked to ensure these guidelines are followed.

2) Who should seek permission to use the logo?

2A. Any individual or group not falling into 1A or 1B must seek the approval of the Assembly General Secretary before using the emblem. They should ensure the guidelines below are followed and must provide a draft outlining how the logo will be used when seeking approval from the Assembly. Specific cases might include, but are not limited to, those seeking to develop promotional material or a merchandising situation or in association with other symbols or objects where use has not already been approved as part of a logo approved by a UCA body.

3) What logos can be used?

3A. A colour version which contains black and white surrounds with the dove appearing in red (Pantone PMS185). **The PMS version of the logo can also be printed in CMYK or RGB colour modes if documents are not printed in PANTONE spot colours.**

3B. The black and white version where the wings of the Dove are 60% greyscale.

3C. Many agencies and working groups of the Synods and the Assembly have their own unique logos which contain

the Uniting Church logo, for example, UnitingCare and Frontier Services. These logos must not be re-produced without the permission of the particular agency or working group. Approved file formats and styles of the logo are available for printing and Internet applications, depending on the reproduction size required and can be accessed through the Assembly website or by calling the Assembly office. Logos accessible from the Assembly site or Assembly office conform with the ASC guidelines for use, and logos sourced from other areas should not be used.

4) How should the logo be displayed (refer to visual summary beginning on page 3)?

- 4A. The logo must not be altered or amended in any way without prior approval of the Assembly General Secretary.
- 4B. Where the logo is used alongside or adjacent to another logo the partner logos should be scaled so they have equal visual weight and the isolation zone is half the size of the Uniting Church logo or the width of its radius.
- 4C. The logo should be presented no smaller than 10mm in diameter with an equal amount of clear space surrounding it.
- 4D. The logo must not be placed over any text or graphic and must be presented on a white or plain background where possible.
- 4E. Where the Uniting Church logo is used to create a unique logo design, 4(C) and 4(D) do not apply but these logos must be approved by the Assembly General Secretary, or his/her delegate before they are used publically.
- 4F. The identity of the council of the church using the logo must be made clear and placed adjacent to the logo using an approved font no bigger than half its size.
- 4G. The 'brand' name of the UCA should be considered 'The Uniting Church in Australia' but acceptable 'trading' names include both 'The Uniting Church in Australia' and 'Uniting Church in Australia'.

5) On what can the logo be affixed?

- 5A. The logo can be placed on flyers, pamphlets, posters and other published material, on stationary, on Internet sites and on fixed structures like church buildings, billboards, floats and vehicles so long as the guidelines at (3) and (4) are followed.
- 5B. The logo cannot be used in merchandising situations without the permission of the Assembly General Secretary, or his/her delegate.

6) The character of the Church

Those using the logo should remember it is a national logo which, since Union, has evolved as a strong motif for the Church because it is used widely across all Councils. The logo masks the polity and unique interrelations of the Uniting Church. It is important to remember the views and positions expressed in publications where the logo appears can be perceived as representing the whole church.

Particular care should be taken when preparing any material that will be distributed to the media, government departments or agencies, politicians or the wider community. Those using the logo in this context are encouraged to work in consultation with their Synod or the Assembly when preparing such material.

7) Changing these guidelines

Only the Assembly or the Assembly Standing Committee can change these guidelines

Approved by the Assembly Standing Committee, July 2005

LOGO IDENTITY GUIDELINES VISUAL SUMMARY

Follow this summary of the Uniting Church logo guidelines for standard applications of the logo. NEVER attempt to redraw or recolour the Uniting Church logo.

PRIMARY LOGO (COLOUR - PMS 185)



The Uniting Church in Australia
CONGREGATION NAME

HORIZONTAL
DISPLAY OF THE
LOGO



The Uniting Church in Australia
CONGREGATION NAME

VERTICAL
DISPLAY OF
THE LOGO

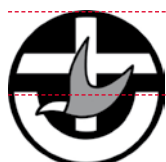
MINIMUM SIZE



- PMS Colour of the dove inside the logo is PMS 185 (this is never to be altered).
- PMS version of the logo can also be printed in CMYK or RGB format if documents are not printed in PANTONE spot colours.
- Font to be used in the logo either MYRIAD PRO, ARIAL or GILL SANS. Please note the wording “The Uniting Church in Australia” is to be larger than the “Congregation name” which is to be in all capital letters.

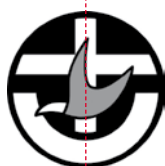
SECONDARY LOGO (BLACK & WHITE, 60% HALFTONE)

The old version of the black and white logo had a crosshatched dove in the centre. This has been revised for current printing standards and the new version of this secondary logo has the dove in halftone (60% black) and is the correct usage for the logo in black and white.



The Uniting Church in Australia
CONGREGATION NAME

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The Uniting Church in Australia
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MINIMUM SIZE



4 FONTS

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The corporate font family is the MYRIAD PRO family — Myriad Pro Light, Medium and Bold. Where Myriad Pro is not available, it is acceptable to use ARIAL and GILL SANS.

MYRIAD PRO Light
ABDCEabcde12345?!@\$

Arial Regular
ABDCEabcde12345?!@\$

Gill Sans
ABDCEabcde12345?!@\$

MYRIAD PRO Regular
ABDCEabcde12345?!@\$

Arial Bold
ABDCEabcde12345?!@\$

Gill Sans
ABDCEabcde12345?!@\$

MYRIAD PRO Semibold
ABDCEabcde12345?!@\$

Arial Black
ABDCEabcde12345?!@\$

MYRIAD PRO Bold
ABDCEabcde12345?!@\$

5 INCORRECT USAGE

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The examples below are samples of incorrect usage.



Colour scheme

Do not use any other colours other than the red for the dove.



Disproportionately scaled

The logo should never be stretched to fit a space.



Cropping

The logo should never be cropped.



Unusual angle

Do not use the logo any way other than in its upright form.



Tints and shades

Do not use these when reproducing the logo.



Transparency and backgrounds

Do not use these when reproducing the logo. Do not print the logo on a busy or patterned background.

CO-BRANDING

When the logo is used in partnership with logos from other organisations, the partner logos should be scaled so they have equal visual weight and the isolation zone is half the size of the Uniting Church logo or the width of its radius.



ISOLATION
ZONE



The Uniting Church in Australia
CONGREGATION NAME

ISOLATION
ZONE



Oxfam

ISOLATION
ZONE

