



## **REVISION HISTORY**

New document.

## **BACKGROUND/PURPOSE**

In 2007, the Board of Trustees approved the current UUCWC logo. The Communications Committee developed this logo as part of a yearlong effort to develop a UUCWC “brand.” The committee is responsible for ensuring proper use of the logo on church stationery and other documents, committee-produced materials, on banners, and in ads and external materials.

An organization’s logo communicates a great deal about that organization and what it stands for. Often, your logo is the first impression your organization makes on a person. If a logo is used consistently and in a professional manner, your organization appears consistent and credible. If a logo is used inconsistently or sloppily, then that, too, is what you communicate about your organization.

A good deal of thought went into the development of the logo and the taglines that are part of it. As part of UUCWC’s branding strategy, we strive to maintain consistent use of our logo.

## **POLICY**

It is the policy of the Communications Committee that the UUCWC logo be used in a manner consistent with the principles listed below, *without exception*.

## **GUIDELINES**

The UUCWC logo includes everything in the box below:



Note that the chalice and the taglines below it are both part of the logo. *The chalice should never be used alone without the taglines.*



Color and black-and-white versions of the UUCWC logo are available for download at <http://www.uucwc.org/resource-kit> and are attached. If the logo is to be printed professionally (e.g., in a brochure or in a newspaper ad), the Communications Committee will issue a high-resolution (10 MB) .pdf file.

## **PROCEDURES**

Anyone who uses the logo plays an important part in helping us with the success of UUCWC's branding effort and must follow these procedures:

*1. When using the logo, it is allowable to:*

- Place the logo anywhere on the work.
- Print the logo in any color(s) chosen. Multiple colors are fine.
- Use any color paper when using the logo.
- Print the logo in any size that works with the material. A small-resolution .jpg file is suitable for smaller uses. A higher-resolution .pdf is provided for larger uses of the logo.

*2. Ensure the following:*

- *Do not* separate the chalice from the taglines. The chalice alone is a symbol, not a logo. The taglines "Join the Journey. Open to You." are part of the logo.
- The taglines should appear directly beneath the logo, as two sentences, double-stacked as shown.
- Avoid retyping the tag lines in another font. Georgia is the primary display font for UUCWC communications materials. The taglines that are part of the logo appear in Georgia Bold.
- The logo should not be stretched, repropotioned, or altered in any way.
- Do not use the .jpg file of the logo for large displays of the logo or it will appear pixilated. Use the .pdf file instead.

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