



## REVISION HISTORY

Revision of policy Version 1.0 approved by the Board of Trustees on 06/08/2011.

## BACKGROUND/PURPOSE

In 2007, the Board of Trustees approved the current UUCWC logo. The Communications Committee developed this logo as part of an effort to develop a UUCWC “brand.” The church office in conjunction with the Communications Team 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 and often is the first impression your organization makes on a person. As part of UUCWC’s branding strategy, we strive to maintain consistent use of our logo.

## POLICY

The UUCWC logo may be used in a manner consistent with the principles listed below, *without exception*.

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 in electronic format from the church office.

The logo should be of a size that is easily seen and read.