



Brand Guidelines

United Church of Christ

Revision October 2012

God is still speaking,
UNITED CHURCH
OF CHRIST



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This is a guide to the basic elements that make up the graphic look, or branding, of the United Church of Christ. Please read it through carefully.

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Our logo

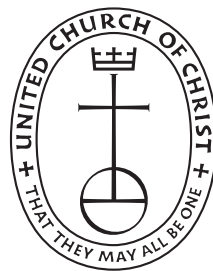
The UCC logo with the “God is still speaking,” script is our primary identity element, so correct and consistent use and application are the foundation of UCC brand consistency.

The logo is a piece of art and cannot be altered. (Think “Target” or “Skype” and their branding campaigns.)

Likewise, the configuration and spacing of the UCC cross-and-orb oval and the wording must not be altered, in order to ensure that our logo is consistent regardless of orientation or size.

A reversed (white) version of the logo is available.

God is still speaking,
**UNITED CHURCH
OF CHRIST**



Yes!



No!



Our logo — other approved uses

When appropriate, the UCC logo can appear without the “God is still speaking,” script. In addition the cross-and-orb can be used alone, as can the “United Church of Christ” word art. As with the complete logo, the pieces, when used alone, cannot be altered.



**UNITED CHURCH
OF CHRIST**



**UNITED CHURCH
OF CHRIST**



**UNITED CHURCH
OF CHRIST**



In addition, the “God is still speaking,” script can be used by itself, as appropriate, but must NOT be used by itself in place of the UCC logo.

God is still speaking,

God is still speaking,

God is still speaking,

Do's and Don'ts

The United Church of Christ believes in the autonomy of the local church and in individual and local church discernment of your faith journeys. Nonetheless, we work together in covenant. So, too, are there ways in which the UCC logo should be used.

Here are some examples of the best ways to use the logo, and some examples of what you should avoid.

A. Space around the logo

Always leave the logo some space to breathe. Use white or neutral backgrounds when possible.

B. If you must, you must

If you have to put the logo on a non-neutral color, use the reversed out, all-white logo.

C. Uncool

Do not use the reversed all-white logo on backgrounds that are too light or too cluttered.

D. No tilting

Do not rotate the logo.

E. No messing around

Don't add embellishments like drop shadows, embossings, etc., to the logo.

Don'ts

A. Space around the logo



B. If you must you must — reverse logo

In its black and red form, the UCC logo cannot be read on this deep, non-neutral background. The reversed, all-white logo should be used.



C. Uncool



The example on the left is a light-colored, neutral background. The reversed, all-white logo doesn't show up. The all-black version should be used in this instance.

The example on the right is a background that is too busy. The logo should never be used on an overly-busy background because it is not legible.

D. No tilting



E. No embellishing



Our fonts

Print

Impact

Impact is the font for headlines, or any time that extra bold, emphatic messages are desired.

Impact is a bold, simple font that calls attention to itself. It is one of the original fonts of the God is still speaking, identity movement.

Impact

Aa

abcdefghijklmnopqrstuvwxyz

123456789 +={[]|\\"";<,>.?/~`!@#\$\$%^&*()

Bodoni Book

Bodoni Book is the serif body copy font. It is a more traditional font, when gravitas is needed. The Bold version can be used for emphasis.

Bodoni Book

Aa

abcdefghijklmnopqrstuvwxyz

123456789 +={[]|\\"";<,>.?/~`!@#\$\$%^&*()

Helvetica Neue

Helvetica Neue (the truetype version) comes in regular, italic, bold, bold italic, a range of narrows, lights, and extra extended versions. It has a modern feel that can be light and airy or bold and emphatic.

Helvetica Neue regular is the font to use for sans serif body copy. The medium and bold versions can be used for subheads and emphasis, as the font family plays well with Impact.

Helvetica Neue

Regular

Italic

Bold

Bold Italic

Aa Aa Aa Aa

abcdefghijklmnopqrstuvwxyz

123456789 +={|}\'":;<,>./~`!@#\$%^&*()

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

Regular

Italic

Bold

Bold Italic

Aa Aa Aa Aa

Online

Unless you are designing a web graphic, the Arial family of fonts should be used on all web pages for web headlines and copy in order to have a consistent look:

Arial

Regular

Italic

Bold

Bold Italic

Aa Aa Aa Aa

abcdefghijklmnopqrstuvwxyz; 123456789 +={[]|\"':;<,>.~/~`!@#%^^&*()

abcdefghijklmnopqrstuvwxyz; abcdefghijklmnopqrstuvwxyz

Our colors

Our colors send a graphic message of who we are as the United Church of Christ — Our faith is 2,000 years old. Our thinking is not.

The identity colors for all UCC logos, mottos and tag lines are: Black, white, red PMS 186 (or 186 converted to CMYK or Web Hex as appropriate). These elements cannot appear in any other color to ensure brand standards. Used appropriately, our colors provide a simple palette of identity.

Red PMS 186



Black



White



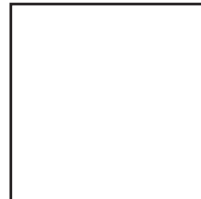
Here are the color breakdowns for CMYK:



C	0
M	100
Y	81
K	4



C	0
M	0
Y	0
K	100



C	0
M	0
Y	0
K	0

Here are the color breakdowns for the Web:

cc092f



000000



ffffff



Our motto

“That they may all be one.”

This is the motto of the United Church of Christ. It is from John 17:21. No other slogan or tagline of values can replace the UCC motto. Whenever possible, it should be used in conjunction with the UCC logo.

The United Church of Christ is called to be a uniting and united church. “That they may all be one” represents our beliefs: in essentials, unity; in nonessentials, diversity; in all things, charity.

Our UCC motto survives because it touches core values deep within us. The UCC has no rigid formulation of doctrine or attachment to creeds or structures. Its overarching creed is love. UCC pastors and teachers are known for their commitment to excellence in theological preparation, interpretation of the scripture, and justice advocacy. Even so, love and unity in the midst of our diversity are our greatest assets.

Here are some ways the UCC motto can be used.

Obviously, the most common use of the motto is in the UCC logo:



When referenced in text, the motto should read:

That they may all be one (John 17:21).

Occasionally, there may be a need to use the motto as a graphic. If so, use one of the brand fonts: Helvetica Neue, Impact or Bodoni Book.

Our common phrases

God is still speaking,

The slogan of the UCC's ongoing identity movement, "God is still speaking," is often used with the UCC logo.

"God is still speaking," should never replace the UCC's logo and/or motto.

Similarly, there are other phrases associated with various other UCC projects and programs. These also should never be used in place of the UCC logo and/or motto.

When used graphically, there are three acceptable options for "God is still speaking," —

The most common use of the phrase is when it is used with the UCC logo:



When used graphically by itself, it should look like this and adhere to brand colors (PMS 186, black or white):

God is still speaking,

When used in text, the comma should be used. To clarify in paragraphs, use quotation marks to set off the phrase:

The "God is still speaking," movement first began ...

On rare occasions, the phrase may serve as a title or headline. In these cases, the phrase should be set up in either Bodoni Bold or Helvetica Neue Bold.

Our comma

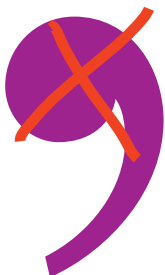
The comma is part of the graphic set of the UCC's ongoing identity movement.

As with the rest of UCC branding, its acceptable colors are the same red, black, or white.

The comma is created using Bodoni Bold. There are many different Bodoni Bolds. To alleviate the confusion, download a graphic version of the comma from ucc.org. If you want to use your own fonts, make sure it looks like this:



And **not** this:



The comma should **NEVER** replace the UCC logo and/or motto.

Need more information?

If you are unsure about branding application, please feel free to contact Barb Powell, associate director of the UCC's Publishing, Identity and Communication Ministry:

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