



## GUIDELINES FOR THE USE OF THE UNITING CHURCH LOGO

*[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 185)

3B. The black and white version where the wings of the Dove are hatched diagonally from top right to bottom left.

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 re-production 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?**

4A. The logo must not be altered or amended in any way without prior approval of the Assembly General Secretary, including using it as a watermark or animating the logo.

4B. Where the logo is used alongside or adjacent to another logo it should appear at an equal or greater size.

4C. The logo should be presented no smaller than 15mm 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 backdrop where possible.

4E. Where possible the logo should be placed at the extreme top right or left of the document, web page, sign or banner with no text or graphics above it.

4F. 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.

4G. The identity of the council of the church using the logo must be made clear and placed adjacent to the logo using a font no bigger than half its size.

#### **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*