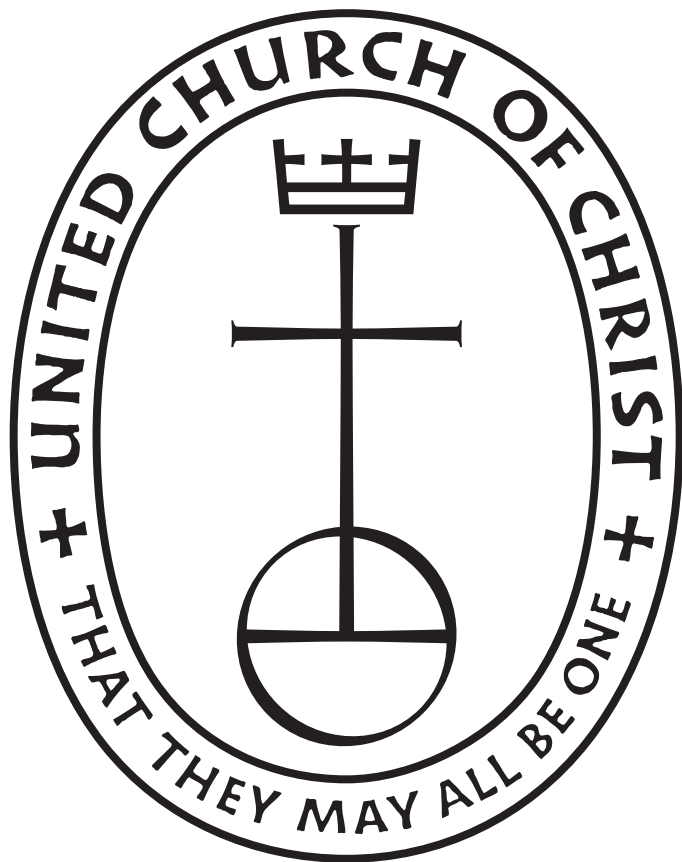




UNITED CHURCH OF CHRIST

Style Guide

Table of Contents



3	Introduction
4	The UCC Logo
7	The Comma
8	Typography
9	Color Palette
10	Additional Resources
11	Contact



Introduction

Maintaining a Powerful Brand

This official Style Guide was developed to provide the foundation for the consistent application of the United Church of Christ brand across all media including web, print, promotions, and advertising.

Empowering national and local church staff with the resources to skillfully communicate a uniform visual identity strengthens interest, awareness, and familiarity with the UCC. Please follow these guidelines for the most effective expression of the UCC brand.

The UCC Logo

About the UCC Logo

What does the logo symbolize?

The symbol of the United Church of Christ comprises a crown, cross and orb enclosed within a double oval bearing the name of the church and the prayer of Jesus, “That they may all be one” (John 17:21). It is based on an ancient Christian symbol called the “Cross of Victory” or the “Cross Triumphant.” The crown symbolizes the sovereignty of Christ. The cross recalls the suffering of Christ, his arms outstretched on the wood of the cross, for the salvation of humanity. The orb, divided into three parts, reminds us of Jesus’ command to be his “witnesses in Jerusalem and in all Judea and Samaria and to the ends of the earth” (Acts 1:8). The verse from Scripture reflects our historic commitment to the restoration of unity among the separated churches of Jesus Christ.



Download the UCC Logo

- > Logo BW [.eps]
- > Logo BW [.tiff]
- > Logo COLOR [.eps]



- > Logo COLOR [.tiff]
- > Stacked words [.eps]
- > Stacked words [.tiff]
- > Stacked words with logo [.eps]
- > Stacked words with logo [.tiff]

UNITED CHURCH
OF CHRIST

Colors of the UCC Logo

Blue

C=100 M=89 Y=10 K=2
Reflex blue or PMS 287
#003893

Red

C=13 M=100 Y=90 K=4
Red 032 or PMS 186
#CC0C2F

Using the UCC Logo

The UCC logo is a registered trademark of the United Church of Christ.

The above files may be downloaded and reproduced by congregations of the UCC for use in print publications and websites. Congregations may modify the colors and increase or decrease the size of the image, but



otherwise may not alter the logo in any way without the express consent of the Office of General Ministries of the UCC. Please note that this permission is restricted to UCC congregations, Associations and Conferences. For any other proposed use, or to order a glossy paper copy of the logo, please contact Barb Powell at powellb@ucc.org.

About the God is Still Speaking, Comma

The comma constantly reminds us of God's boundless love and reminds us that God is still speaking and that God speaks in multiple ways. The comma carries the hope of God's peace with justice; of religion relevant to our unique experiences; of the new light and truth still to break from God's word. The comma reminds us that on our continuing faith journeys, God is still speaking.



Download the God is Still Speaking, Comma

- > Comma [.eps]
- > Comma [.tiff]
- > Dios Habla Todavía BW [.eps]
- > Dios Habla Todavía COLOR [.eps]
- > Stacked words and logo with "God is still speaking," BW [.eps]
- > Stacked words and logo with "God is still speaking," COLOR [.eps]
- > Comma flourish tile [.epsf]

Color of the God is Still Speaking, Comma

Red

C=5 M=100 Y=100 K=5

PMS 186

#D71D24

Primary Fonts

Headers: Arial Bold, Impact, or Journal

Sub-headers: Arial Bold

Body: Arial

Arial Bold **Impact** *Journal*
Arial Bold

Arial

Fonts of the God is Still Speaking, campaign

Headers: Impact

Body: Franklin Gothic

Comma: Bodoni Bold

Text: Times New Roman

Impact

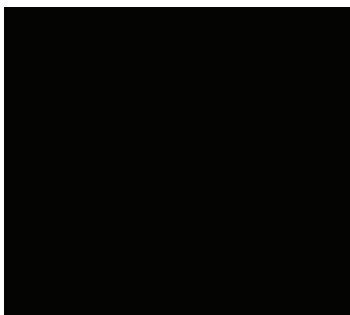
Franklin Gothic

9

Times New Roman



Color Palette



BLACK
C=75 M=68 Y=67 K=90
#000000



WHITE
C=0 M=0 Y=0 K=0
#FFFFFF



RED
C=9 M=100 Y=100 K=1
PMS 186
#D71D24



Additional Resources

More Useful Stuff!

- > [Church Website Templates](#)
- > [UCC and Stillspeaking favicons](#)
- > [Web Best Practices Guide](#)
- > [Web Templates](#)



Contact

Print

Barbara A. Powell
Director for Production
Publishing, Identity, and Communication
Local Church Ministries/Office of General Ministries
216-736-2175
powellb@ucc.org

Web

Daniel Hazard
Electronic Communications Manager
Publishing, Identity, and Communication
Local Church Ministries/Office of General Ministries
216-736-2186
hazardd@ucc.org