

OCUUC Identity Guidelines

Purpose

The purpose of establishing identity policy and guidelines is to present a picture to the public that we are a serious and modern religious organization. In carrying out our public witness responsibilities we should look like a church that knows what it is doing. A consistent identity helps people remember not only who we are but also the messages that come from us. In a modern era where everyone has capabilities of producing high quality media we must look like an organization that is technically proficient beyond just having an important message. Badly prepared materials will keep people from reading what we write and paying attention to what we say.

Identity Guidelines

1. External communications

Written material which will be sent outside of OCUUC, should be coordinated with the publicity committee. Such materials include, but are not limited to brochures, posters, news releases, fliers, etc. The publicity committee will review the material in a timely manner, when requested, and assist in its preparation and distribution. The publicity committee is not concerned with the content of material submitted. If the material seems unacceptable to the committee this information will be communicated appropriately. For example, as a church we cannot take political stands on candidates as it can lose our income tax exception. We would send such material to the Board.

2. Purchasing space in media

All purchases of directory listings, advertising, or other public relations expenses, which are to be paid from the OCCUC publicity budget, require a requisition form signed by the chair of the publicity committee.

3. Materials produced

All material produced at OCUUC for distribution outside of the church should follow these identity guidelines. Signage should also follow the Identity Guidelines.

OCUUC Identity Tools



Larger 2-color logo, no name.

OCUUC

Church initials as logo.



Chalice logo in one color.

Logo

The chalices on the left have been adopted as the official logo of OCUUC. The chalice will normally be put in the top left-hand corner of the first page of documents. In a multi-page document, the chalice should only appear on the first page.

Colors

To the left is a 2-color version. The colors are Pantone Blue 072 and Pantone 165 (orange).

Typeface

The typeface for headlines and the logo is Benguiat Frisky, which should be used to spell out the name of the church or its initials. If this typeface is unavailable to you, it can be furnished in various forms as art that you can import into your documents. The typeface for text blocks such as these is ITC Garamond Light. There are several variants of Garamond which would be acceptable substitutes if ITC Garamond is not available to you.

Typographic guidelines

No more than three variations, which can be viewed at the same time, should be used. Variations include print size and face. Bold face and italics may be used for proper emphasis and are not counted. Underlining should never be used. Underlining may only be used in indicating an active Web site link. Italics should be used for titles of books, movies, etc.

Contrast

Best contrast is achieved with black type on a white background. When using colored paper use pale colors. When using colored typefaces use strong colors.

Web site

The OCUUC web site is our window to the world. Youth and young adults are major users. All material to be placed on our new Web site, ocuuc.org, must comply with the web manager's style sheet. The URL for our web site should appear on all literature as www.ocuuc.org.

OCUUC statement of purpose

When possible, documents should show the OCUUC statement of purpose: Searching for truth, Building just communities, Caring for one another.

Photos

When photos are used, permission must be requested from those photographed. Persons, when identified, should only be by their first names, except for paid staff. Full names may be used for staff.

Copyright

Do not use materials by other organizations without their written permission. Some UUA and other public interest materials allow copying without permission. You may use short quotes following standard copyright rules.