



UNION OF  
EVANGELICAL  
CHURCHES

# UEC Logo Style Guide

## INTRODUCTION

British society has changed so much since the 1960s as to be almost unrecognisable from how it was before then. This includes the internet, mobile phones, social media, travelling abroad, 'market forces', personal choices, and so on.

In recent years, many Churches have seen the benefit of 'updating' their image simply to compete with the 'market forces' that everyone faces every day. Bearing in mind that there is also a 'spiritual market place', an out of date image does no service to making the Gospel attractive to post-modern people.

For these reasons the Promotion Committee has prepared a new logo for the UEC as a denomination. It has been designed to reflect the spirit of the UEC as a Christian organisation. It is intended to be a reflection of God's love and truth through the combination of the heart and cross within the letters 'UEC'.

There are three elements of the logo—the 'UEC' initials, the 'Union of Evangelical Churches' text, and the vision statement, 'sharing God's love and truth where we are'.

## GUIDELINES

This style guide sets out a few simple guidelines for how the UEC logo should be used. These guidelines aren't intended to be draconian but to ensure that the UEC's brand is consistent and the logo is easily recognisable.

The full selection of logos can be downloaded from <http://www.uec-churches.net/logos>

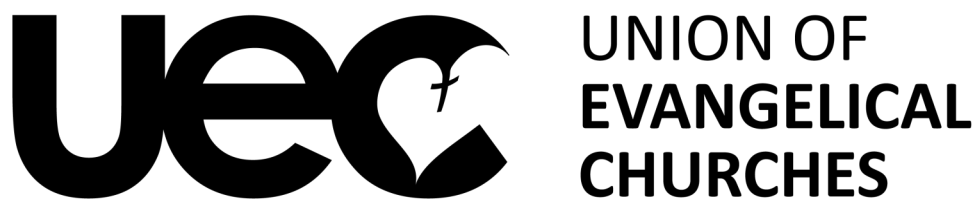
The UEC Promotion Committee appreciate your assistance and if you have any comments then we would love to hear them.

## HOW TO USE THE LOGO

The UEC logo is available in full colour, black, and white. Where possible, the full colour logo should be used, but the black and white options are available for when these are more appropriate (for example when printing in black and white, or when used on top of a photograph).

Please ensure that an appropriate gap is left around the logo—if it is placed too close to the edge of the page or too near to other objects then it loses some of its clarity.

The logo should ideally be shown with both the 'UEC' initials and the 'Union of Evangelical Churches' text, but if size does not allow this then it is acceptable to just use the 'UEC' initials. The logo can be shown with or without the strapline.



## COLOUR

The main colour of the UEC logo is a specific shade of mid blue. To help you to match the colour you'll need to use R0 G128 B172 or C100 M0 Y10 K25.

## HOW NOT TO USE THE LOGO

Please take care when using the logo not to abuse it. There are a few specific requests that we ask of you, so please don't...



...squash it



...stretch it

UNION OF  
EVANGELICAL  
CHURCHES

...miss off the initials



...change the colour



...change the font

## LEGAL REQUIREMENTS FOR UEC PUBLICATIONS

### LETTERHEADS

You now have the template from the UEC office for your own letterhead. Please add in any details of graphics or illustrations at the top, as well as your contact details (that you already have on your 'old' letterhead). You can use colour if you wish – whatever you have had before, but please do not add anything to the wording at the foot of the letterhead—this is the legal wording required for the UEC as a registered charity. No other registered charity number should appear on your letterhead.

If you have compliment slips or business cards or other stationery items, please use the same information. If you need any assistance with creating your new letterhead or other stationery, contact the office any Tuesday or Thursday.

### WEBSITE

If your Church has its own website, please include somewhere the same wording as appears on your letterhead, particularly the wording at the foot—the legal wording. Obviously you will have a link from your website to the main UEC website. We are in the process of updating it, and we can include details of your special events (as well as people visiting your own website for information).

Please tell the office the name of the person appointed at your Church to gather words and pictures for your own website. This is to ensure the information is correct and approved for publication. They are welcome to send information to the office to put on the main website.

### GENERAL PUBLICITY

In the interests of correct and complete information, we ask that you include all the following information on posters (A3, A4) and handbills (A5) that are created to publicise your own Church-sponsored event:

1. Date, time, place (obvious, but you would be amazed at how often one of these is missed off!).
2. Contact name and phone number.
3. All three elements of the UEC logo (UEC initials, the 'Union of Evangelical Churches' and the vision statement, 'sharing God's love and truth where we are'.
4. Registered Charity number and Registered Company Number (to match the letterhead).

For other kinds of publicity such as postcards etc., there is no need for items 3 and 4 above.

## **PUBLICATIONS**

It may be that your Church produces more permanent publications from time to time—booklets, leaflets, information documents, welcome packs, and so on. To ensure that the public know that your publication is your own (and therefore is an agreed publication), we ask you to include the following information:

1. Title of publication
2. Author or committee or team that wrote the words
3. Name and address of your Church
4. Publication date
5. Copyright, for example: © 2013 Camberwell Evangelical Church.

And just in case you haven't found it on your keyboard, you can create the copyright symbol by pressing three keys: 'Ctrl, Alt, c' = ©

## **ASSISTANCE WITH DESIGN**

If you would like assistance with ideas or preparing designs and artworks, you are welcome to contact the UEC office, c/o Stanway Evangelical Church, Chapel Road, Stanway, Colchester, Essex CO3 0PU. Email: [admin@uec-churches.net](mailto:admin@uec-churches.net)