

UUAC GRAPHIC STANDARDS



UNITARIAN
UNIVERSALIST
ASSOCIATION OF
CONGREGATIONS



UNITARIAN UNIVERSALIST ASSOCIATION OF CONGREGATIONS

Introduction

The Unitarian Universalist Association of Congregations (referred to as UUAC) graphic identity program consists of an official logo, with several versions, signatures that combine logo and name, and specifications for color. The best way to realize the value of the UUAC Identity program is to commit to consistent application during day-to-day use, over a long period of time. The examples provided in this guide explain very basic standards for applying and maintaining a strong, consistent and vital visual identity for the UUAC. This guidebook contains a **Master Compact Disc (CD)**, which provides digital logo reproduction masters for all foreseeable uses. Please use these master digital files as your primary resource for reproduction-quality graphics.

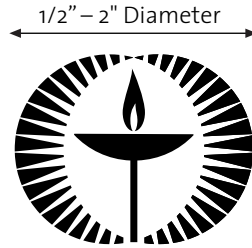
Designed by Emily Mitchell and Tim Nielsen in April 15, 2005

The Logo

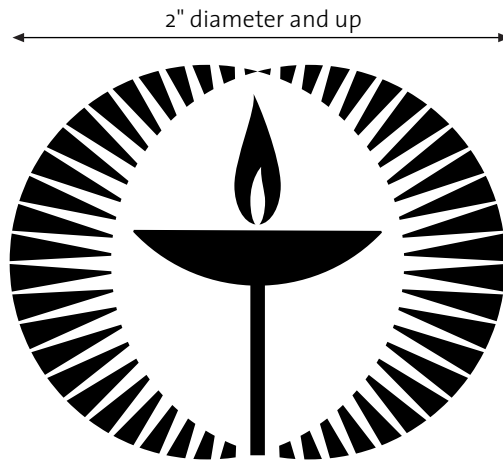
The logo is designed to convey the idea of light emanating from the flame, or illumination. To maintain a consistent appearance of illumination the logo requires more or less radiants as its size increases or decreases. The logo has been drawn in several different versions to accommodate most foreseeable applications. These logo variations are keyed as shown below and are available as eps or native Freehand 10 files for both Mac and PC formats. These are located on the Master CD.

Logo A

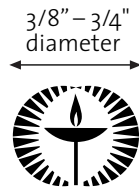
This version of the logo will be used for a large majority of print applications. Use this logo when required diameter is greater than 1/2" but less than 2".

**Logo B**

This version of the logo will be used the required application is over 2" in diameter.

**Logo C**

This version of the logo will be used when the required application is under 2" in diameter.

**Logo C**

This version of the logo will be used for applications that require very small sizes.



Reverse Applications

When the UUAC Logo is required to appear on a solid black, or colored background, it is recommended that one of the logo versions below be used. The specifics of the application will determine which of the below logo versions will be best suited for maximum effect. These reverse logos are available in digital format on the Master Logo CD.

Reverse 1

This reverse logo is meant to function as a straight reverse, white on black or white on a color. Use the same sizing guidelines as described in the logo section (page 2).

Reverse 1**Reverse 2**

This is the preferred reverse application. This reverse logo is meant to function when high production standards are employed, where percentage screens can be successfully employed. Use the same sizing guidelines as described in the logo section (page 2).CD.

Reverse 2**Unacceptable Reverse Logo**

Do not reverse a positive logo when creating a reverse logo. Specific reverse logos (described above) are designed to meet any foreseeable application on a black or colored background.

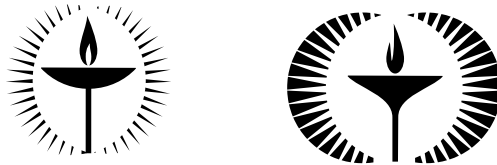
Unacceptable Reverse

Logo Reproduction

Reproduction of the logo should always originate from an official digital reproduction master. A master logo CD is provided for this purpose. Several file formats are included to provide the best possible logo reproduction for any foreseeable application. The logo should never be scanned or reproduced from printed materials, and should never be recreated. The logo should always be proportionally scaled from an approved digital master. The logo should not have its shape modified in any way regardless of the vendor or user's confidence.

Unacceptable Logo Variations

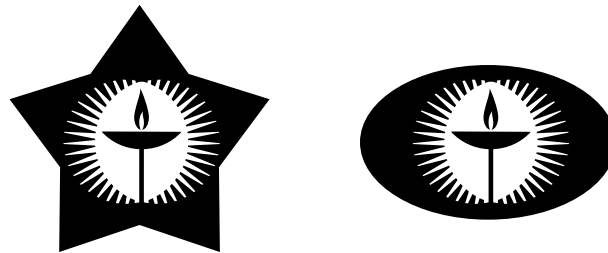
The logo should never
Be recreated, modified
Or redrawn.



The logo should never
be disproportionately
scaled or modified.



The logo should never
be placed in arbitrary
shapes



Signatures

When the logo appears with the copy “Unitarian Universalist Association of Congregations”, this will be referred to as a signature, it is advised that the name always be in either a 2-line or 4-line signature. The size relationship between the logo and signature is variable and is generally dictated by the application. 2-line and 4-line signatures are available in scalable versions on the Master Logo CD.

Signature A1

The logo is centered above the two lines of text.



UNITARIAN UNIVERSALIST
ASSOCIATION OF CONGREGATIONS

Typeface

The 2-line and 4-line typographic signatures are set in Weiss, in all caps. If the signatures are typographically reset, use these illustrations as a guide for size and spacial relationships.

Signature A2

The logo is centered below the two lines of text.

UNITARIAN UNIVERSALIST
ASSOCIATION OF CONGREGATIONS



Signature B1

The logo is centered above the four lines of text.



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Signature B2

The logo is centered below the four lines of text.

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Official Logo Colors

It is advised, for the majority of applications, that the official color of the new UUAC graphic identity be warm violet blue. We have provided three additional recommended “official” colors for logo applications, but use of any additional palette colors should be done by trained designers who are comfortable with structured use of a corporate color palette.

We recommend the use of a standard matching system for color consistency. In print graphics, the standard is the Pantone Matching System (PMS) which offers specific color chips in readily available reference “fan books,” provides identifying numbers and ink specifications for printing vendors. Additionally, a Pantone color book can be used to match CMYK or RGB visually. Both CMYK and RGB values are provided here, but each color application should be adjusted to visually match the official PMS # (number) on a project-by-project basis and in the context of the medium in which it will be seen (such as specific computer screens and different paper surfaces).

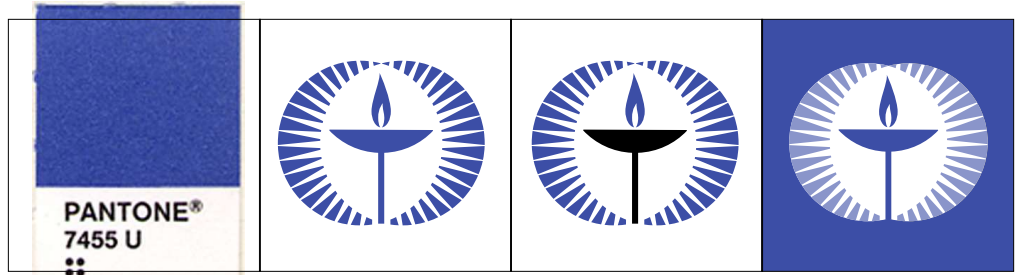
Primary Logo Color

PMS # #7455 U

Approximate mixes as basis:

CMYK 80 / 70 / 0 / 0

RGB 100 / 30 / 230

**Secondary Logo Colors**

PMS # #625 U

Approximate mixes as basis:

CMYK 70 / 50 / 70 / 0

RGB 110 / 150 / 130

**Secondary Logo Colors**

PMS # #227 U

Approximate mixes as basis:

CMYK 0 / 100 / 5 / 30

RGB 175 / 0 / 90

**Secondary Logo Colors**

PMS # #7459 U

Approximate mixes as basis:

CMYK 100 / 50 / 30 / 0

RGB 25 / 115 / 165



Multi-purpose Palette

When the opportunity arises to design use multi-color applications, we advise that a wide range of colors be specified for use in selection. These palette pages can serve as a general visual guide for any kind of color selection. For print communications, we strongly recommend that any color selection be made from these PMS specs and none other. When papers are to be specified, we recommend the use of uncoated natural (but not cream) color sheets as opposed to coated white sheets (which are not appropriate to the message of the UUAC's graphic identity).



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