

United Church Crest Style Guide

The Purpose of this Style Guide

The purpose of the Logo Identity Style Guide is to maintain the integrity and consistency of every aspect of The United Church of Canada's visual identity. This style guide addresses basic design and specific formatting issues and provides a set of guidelines that should be applied globally. It is important for The United Church of Canada to have a consistent and recognizable identity in a world where people are barraged with a variety of images and messages.

History of the Crest

The United Church Crest is the official seal of The United Church of Canada, placed on legal documents, ordination parchments, and licences to perform the sacraments. It was designed by Dr. V.T. Mooney, former Treasurer of the United Church and adopted by General Council in 1944.

For our church members, this insignia is a spiritual and historic reminder. Its oval shape is derived from the outline of a fish, which was used as a symbol of identity by early Christians. The initials of the words "Jesus Christ, Son of God, Saviour" spell the Greek word for fish.

The "X" at the centre is the first letter in the Greek word for Christ, and is a traditional symbol for Christ.

The open Bible represents the Congregational Churches with their emphasis upon God's truth that makes people free. From this communion we have a heritage of liberty in prophesying, love of spiritual freedom, awareness of the creative power of the Holy Spirit and clear witness for civic justice.

The dove is emblematic of the Holy Spirit (Mark 1:10) whose transforming power has been a distinctive mark of Methodism. Here our heritage is one of evangelical zeal, concern for human redemption, warmth of Christian fellowship, the testimony of Spiritual experience and the ministry of sacred song.

The burning bush is the symbol of Presbyterianism. It refers to the bush that burned and was not consumed (Exodus 3:2), and symbolizes the indestructibility of the Church. From Presbyterianism we have received a heritage of high regard for the dignity in worship, the education of all people, the authority of scripture and the church as the body of Christ.

The symbols Alpha and Omega in the lower quarter are the first and last letters of the Greek alphabet. They symbolize the eternal living God, in the fullness of creation (Revelation 1:8).

The Latin words "ut omnes unum sint," that surround the symbols on the crest, mean "That all may be one." They are a reminder that we are both a "united" and a "uniting" church. In 1980, a French translation of this phrase was authorized by General Council to be added to the crest.

In August of 2012, at the 41st General Council, The United Church of Canada acknowledged the presence and spirituality of Aboriginal peoples in the United Church by revising the church's crest. The crest changes include incorporating the four colours of the Aboriginal medicine wheel (yellow as a symbol of life and Asian people, black as a symbol of the south and dark-skinned people of the world, red as a symbol of the west and Aboriginal peoples, and white as the colour of the north and white-skinned people) and adding the Mohawk phrase "Akwe Nia'Tetewá:neren," which means "all my relations."

Colours

	CMYK	RGB	Web
Black	C: 0 M: 0 Y: 0 K: 100	R: 0 G: 0 B: 0	#000000
Red	C: 0 M: 94 Y: 10 K: 31	R: 238 G: 53 B: 36	#EE3524
Yellow	C: 0 M: 20 Y: 80 K: 0	R: 255 G: 205 B: 78	FFCC4E
White (background/bird)	C: 0/10 M: 0/0 Y: 0/0 K: 0/0	R: 255/2258 G: 255/244 B: 255/253	FFFFFF/#E1F4FD
Green	C: 60 M: 0 Y: 60 K: 40	R: 64 G: 131 B: 94	#40835E
Gold	C: 30 M: 40 Y: 80 K: 100	R: 186 G: 145 B: 8	#BA9108
Navy	C: 100 M: 51 Y: 0 K: 69	R: 0 G: 43 B: 85	#002B55

One Colour Use

It is recommended that the crest be reproduced in black or Reflex blue for any form of letterhead, documents, forms, or business cards.

For books, pamphlets, brochures, and reports, the crest may be reproduced in positive or negative format in any one PMS colour or screen combination as long as the colour chosen provides legibility and is appropriate. The crest should not be reproduced using fluorescent colours.

Design

A consistent visual representation of The United Church of Canada is an integral part of maintaining a uniform identity for the church and its courts. This guide includes recommendations for all elements related to graphic design including:

- Use of the United Church crest and other logos;
- Typography;
- Use of colour and imagery.

Use of the Crest and Wordmark

The official seal of The United Church of Canada, the crest/logo, and the accompanying bilingual wordmark, The United Church of Canada/L'Église Unie du Canada is the most prominent symbol of The United Church of Canada. The effectiveness of the crest and the wordmark are dependent upon correct and consistent usage.

Basic guidelines for use of the Crest

The United Church of Canada crest/logo should be treated as a single piece of artwork. No element in it should be altered, detached from or added to it. Do not alter the crest in any way other than those alternatives specified in this style guide.

Clearance area for the crest

Placement of any other graphical or text elements too close to the crest interferes with its clarity and readability. If the crest and another logo are used in the same design, the two images should be separated by as much space as possible.

Technical Considerations for Use of the Crest

Digital Versions

The minimum size that the crest should appear in digital format is 40 pixels. The title "The United Church of Canada" and/or "L'Église Unie du Canada" should also appear with the crest whenever possible. The crest should not be altered in any way; broken apart, screened, used in the reversed format, or used as a tiled background image. The crest can be used as a visual link to united-church.ca, but should not be used to link to other websites..

Social Media

To avoid confusion the crest should NOT be used by congregations, Conferences, or other church courts/organizations as their primary avatar (or picture) on Social Media. It is reserved for use by the General Council for official communications, information, and identity. Use of the crest as part of a larger masthead or picture is permitted so long as no alterations are made.

Note: A more detailed website style guide is available from our website manager.

Print Versions

The minimum size that the crest should appear in print is ¾" tall.

Letterhead

When used on United Church letterhead, the crest should be 1½" tall and used in the positive format. It is important to use a good reproduction for artwork. Otherwise the type and thin lines do not reproduce properly on the final product. A single-colour version is available upon request

Business cards

When used on business cards, the crest should be no smaller than ¾", used in its positive format, and with a good reproduction for artwork to ensure legibility.

Forms, memo pads, etc.

For other printed forms and stationery, the crest should be used, in a positive format, with a maximum size of 1½" and a minimum of ¾".

Reversed format

There may be occasions on the cover of a book, report, pamphlet or brochure when the crest must be reversed out of a background colour. For these instances, a negative format can be used. The size of the crest, however, should not be smaller than 1" in the negative format in order that the words can be read.

Screened Format

For a book cover, report, pamphlet or brochure the crest may be used, in positive or negative format, screened back to a minimum of 30 percent, to ensure that it is recognizable. In this application, the crest should be used at a size 2" or larger.

Simplified Version

The crest should never be reproduced with any of the elements missing, in any other position but vertical, or simplified in any manner except for the following:

- The crest may be used, without the type in four languages around the outside shape, on products (e.g.) jewelry, where the type will not reproduce adequately and the words "The United Church of Canada" also appear over or under the crest.
- For other uses of the crest without the type around the outside shape, special permission should be sought from the General Council Secretary, with specific reasons given for using this simplified version.

Creative Applications

For artists who wish to make creative use of the crest, the following suggestions are possible:

- The outside oval of the crest
- A three dimensional version of the crest (for video applications)
- A 30 percent or more screen - negative or positive
- Embossed or foil-stamped.

The crest, however, **should not** be used as a graphic element only (such as a watermark), or manipulated in any of the following ways:

- tilted or cropped
- elements missing
- out of focus, distorted in any way
- in multiple copies on the same page
- with foreign elements super-imposed within its shape
- as a comic element
- animated for any reason other than to provide identity to a resource
- reproduced in any medium that cannot portray its elements or colours properly.

Further inquiries regarding the technical considerations for use of the crest should be addressed to:

The United Church of Canada
Communications Unit
3250 Bloor St. West, Suite 300
Toronto, Ontario M8X 2Y4
Telephone: 416-231-5931