

The UUA Brand Story



*“We are the certain and the seeking, the lifers and the newcomers, the beloved and the broken hearted, the insiders and the rejected, all of whom have found a home in the extraordinary, yet intimate communities of Unitarian Universalism.”-
Melissa Harris-Perry*

Who we are matters.

What we share, create, and build in this world makes a difference.

The story we have to tell is transforming.

Everything we do, everything we say—even from where we say it, and how we present our saving message to the world are all signals. These signals represent our brand and our brand exists not as a logo or as a document that hasn't been accessed in years. It exists in each and every one of us.

Great brands provide compelling answers to three simple questions: *Who are you? What do you do? And why does it matter?*

When the answers are different, relevant and simple, they *engage*: they inspire connection, action, and transformation. When these answers are consistent, they strengthen our brand. When they are not, they erode the core of our brand.

After many coffee hour conversations, sit-down meetings, and hallway dialogues, we learned that we need to address the inconsistent signals of our brand. We need to rethink the story we are telling about Unitarian Universalism within our own communities and the wider world.

We want to honor our history and tradition...



And signal who we are today, and who we want to be in the future...



If you have questions, feedback, comments, please email us at info@uaa.org.

We decided it was time to revision our brand in order to better tell our story. After months of meeting with Unitarian Universalists from across the country, of all ages, backgrounds, and experiences, we gained insights into who we are, what we value, and what we want to share.

WHO ARE WE?

We are Unitarian Universalists.

We are brave, curious, and compassionate thinkers and doers. We are believers in what is good, what is right, and what is just. We are diverse in faith, ethnicity, history and spirituality, but aligned in our desire to practice our faith and beliefs in tangible ways. We foster a respectful community hallmarked by action, love, and acceptance of all people. We have radical roots and a history as self-motivated spiritual people: we think for ourselves and actively object to what we believe is wrong. We have a track record of standing on the side of people, love, justice, and peace. Our faith has always been motivated by a desire to contribute to the greater good. We are a house without walls, a congregation without spiritual boundaries, and a movement towards a more action-oriented faith in yourself, your god(s), and your beliefs. Simply put, we are a guided path towards a better you and a better world.



If you have questions, feedback, comments, please email us at info@uua.org.

WHAT ARE WE DOING?

We are doing. It starts with encouraging the conversations that

lead to tangible change in people and in the world. We are building an action-oriented community by bringing together people of all races, religions, and creeds with a shared desire to make faith, religion, and spirituality verbs. We are creating a force more powerful than one person or one religion. We are embracing peace, love, and understanding that goes beyond individual belief systems. Though we have deep roots in Christianity, we embrace teachings across a wide range of Eastern and Western religions and philosophies. We are sending a message to our congregations and society that faith can be amplified by action. Seven days a week, UUs live their faith by doing. Whether in community with others or as an individual, we have a moral responsibility of active, tangible expressions of love, justice, and peace.

“What do we love? What do we hold sacred? What moves at the core of our being? What calls to us? How do we aspire to live? What shall we do with our lives?”-Peter Morales



If you have questions, feedback, comments, please email us at info@uua.org.

UUA BRANDING

We realized that our current brand identity no longer clearly signaled who we are and what we are doing. We went through a rigorous process to find a brand identity that better represented us. Introducing our new logo!



We recognize that a logo is not a brand, but it is the first step among many the Unitarian Universalist Association plans to take to reshape, revision, and reframe the story and the brand of us.

If you have questions, feedback, comments, please email us at info@uua.org.

NEXT STEPS

The Unitarian Universalist Association will continue to explore and discover how to better signal who we are through strengthening our brand. In the short term, we will be implementing the new brand identity across all communication functions of the UUA.

We will be in conversations with districts, regions, congregations, and affiliated organizations about their own brand identity and how it fits into the direction the UUA is taking.



We hope that the materials and creative pieces we are developing will help congregations update their own brand identity. Congregations are welcome to use this logo now. But even more importantly, we plan to invite congregations into thinking deeply about who they are, what they do, and why it matters. We are developing a study guide to help go through their own brand discovery process, and are looking for congregations to volunteer as leading testers of our materials. If you represent a congregation and are interested in this opportunity, please contact us at info@uua.org.

This is the beginning of a long transformative journey to tell the story of us and inspire individuals to join that journey.

If you have questions, feedback, comments, please email us at info@uua.org.