



Unitarian Universalist Brand Identity

Guidelines for use – September 2014



Overview

A clear and effective way to advance our faith and our values in the world.

The goal of the Unitarian Universalist (UU) brand identity is to create shared strategies to promote Unitarian Universalism. Aspiring to a develop a single approach which is usable by many different UUs, the brand identity answers the call for growth and increased visibility which has come from thousands of UUs across the country and the 2012 *Gathered Here* report (uua.org/vision/gathered). The Unitarian Universalist Association (UUA) engaged professional support to develop a cohesive brand identity.

We are stronger together.

There is power in numbers. The more UU congregations, groups and individuals who participate in the brand identity by following these guidelines, the louder our voices can become. Our best chance of breaking through the media noise with our message of healing and hope is to align our voices so that they resonate more and more deeply every day. Imagine a day when lengthy explanations and “elevator speeches” about Unitarian Universalism aren’t necessary anymore because our faith is known far and wide as a force for good in the world.

Our look and feel should communicate our values.

Values are the foundation of our brand identity. They differentiate us from other religions, and help us stand out from the other organizations, groups and campaigns that support personal growth and community transformation. These values were identified through extensive conversations with UUs from across the country.

Boldness - From striving for social justice to radically embracing different beliefs, UUs have been a bold people of faith since the beginning.

Compassion – Our hearts call us to invest in the welfare of our fellow human beings, and our communities extend warmth and welcome no matter who you are, whom you love, or where you are on your journey.

Reverence - We unite in spirit through communities of meaning, grappling with the big questions and learning how to better live our values each day.

Core Elements

Logo

The cornerstone of brand identity, the logo instantly conveys our core values.

As a unifying element, the logo is recognized as distinctively UU. It is used for official communications, but can also be adapted as a design element. The logo should always be clear and legible when it is used, and should have a buffer around it in which no text or other images are placed (20% the size of the logo+text). When used for official purposes (signs, headers, stationery, etc.) keep the logo simple and consistent, using the gradient or a solid brand identity color and brand identity font.

Primary Version
(gradient)



Horizontal Version
(solid black)



Reversed Version
(red/white)



Avoid changing the shape of the logo, making it more than one color or transparent, using the logo instead of a letter of the alphabet, combining it with different fonts, or placing it on top of a busy background. These make it hard to understand the logo.



When the logo is without text, it can be more creatively used as a design element:



Colors

The palette is strong, warm, and joyful, with colors that work well together.

Using the same colors consistently is key, so colors should not be altered or made transparent. Brand identity colors are most important for external communications. Pay attention to color contrast when you are putting text on a colored background, and try to stick to the maroon, gray, black or white for text. The palette includes the yellow used by the Standing on the Side of Love campaign (standingonthesideoflove.org)

Color	Pantone	RGB			CMYK				Hex	Sample
Red	1925 C/U	238	46	90	0	95	52	0	#ee2e5a	
Maroon	7427 C	171	27	66	24	100	67.5	13.5	#ab1b42	
Gray	425 C/U	88	89	91	0	0	0	80	#58595b	
Black	419 C/U	35	31	32	50	0	0	100	#231f20	
Cream	607 C/U	255	251	211	0	0	21	0	#ffbd3	
Green	376 C/U	160	195	59	43	5	100	0	#a0c33b	
Yellow	130 C/U	254	190	16	0	27	100	0	#febe10	
Rose	Rubine Red C/U	227	11	124	4	100	15.5	0	#e30b7c	
Aqua	632 C/U	0	172	205	100	0	20	0	#00accd	
Blue	5265 C/U	60	58	115	74	72	0	40	#3c3a73	

Font

Helvetica is a clear, crisp and accessible typeface.

Helvetica Neue is a sans serif font and is the preferred font style (Helvetica standard is also acceptable). Arial is the next font option when Helvetica is not available. The brand identity font is most important for headers, graphics and titles, but is useful for all written communications. Simple serif fonts (e.g. Times New Roman) can be used for large bodies of text.

Helvetica
 Helvetica Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890
 Helvetica Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890
 Helvetica Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Color Stripe

An element that represents the diversity that grounds our faith.

The color stripe can be used in creative ways and is made up of shades from the color palette. As a foundational design element, the stripe works best on the bottom or sides of an image, and often adjacent to a block of color. Keep the color bar as intact as possible to preserve the diversity aspect.

Full stripe



Half stripe



Example



>> Visit uua.org/communications/art/uuachalice to download core element graphics.

Writing

How do we write in ways that best communicate our brand: the bold, compassionate, reverent, and inclusive faith we share? Whether creating a website, brochure, or newsletter, the words we choose send a signal about who we are, what we do, and why it matters. Words have the power to turn readers into Unitarian Universalists. These tips can help you live out the brand in your writing.

Know your audience.

What hopes, dreams, identities, concerns, and situations would draw your audience to read about your congregation/group? Who are the spiritually-progressive-yet-religiously-unaffiliated people in your community? People have a need to seek meaning in their lives and most believe in God or a higher power, but many still have a negative view of "organized religion."

Show, don't tell.

Who are we? What do we do? Why does it matter? Show who your group is, what people experience, and why it's relevant to their lives. Instead of a lesson in history or theology, talk about the people in your congregation - the smiling faces, the warm hugs or held hands, the fellowship and fun. Share the words from worship that helped both the staunch atheist to ardent pagan experience hope and courage. Focus on what you *do* rather than describing who you are.

Make it easy to take action.

We are a religion of "deeds not creeds." What are the deeds that define us? What do UUs do in their everyday lives to live their faith? And what are you asking the *reader* to do? Be clear. What's your ask? Use action words: "come" "learn," or "share."

It's more than just words.

Form is content. Put effort into the design of your product. Visuals, pictures, and videos are often the "most read" part of a webpage or brochure – more so than our carefully crafted prose. And quality counts. Within a few seconds a typical person will decide whether a web page or video is where they want to be. Make your products as visually appealing and clear as you can.

Using Different Styles of Writing

For the Web

Keep it clear, brief, and imagistic. Figure out what your audience needs to know and organize your pages with their needs and experience at the center. Recognize that any page of your website could be the reader's entry point to Unitarian Universalism, and give them a taste of who we are and what it feels like to be among us. Try not to use insider language (like "liturgy" or "coffee hour") and always define acronyms.

People don't read web pages like books - they scan them in an F-pattern, so write for that kind of reading. Consult the book *Letting Go of the Words: Writing Web Content that Works* and the 2014 GA Workshop *Updating Your Web Presence: Tools and Tips*.

For Facebook

Make your posts attractive and sharable by using images and text together. The UU Media Collaborative (www.facebook.com/uumedia) is a good example. Services like www.canva.com offer free tools to create your own sharable images.

For Twitter

Standing on the Side of Love offered Twitter tips at GA 2014.

For Electronic Newsletters:

Keep them succinct to keep readers' attention. Experts advise no more than two full scroll lengths and three content sections. Each content section contains a small image, a headline, and action copy. For each section consider: what are you asking readers to do, what is the call to action. Pay attention to your subject line – personal questions grab attention. Make your e-news "From" something recognizable to newcomers, not from a vague or insider name like "Office" or "Church Administrator."

For Print

Brochures: People scan brochures like they scan web pages. Therefore, make them like webpages: clear, brief, imagistic.

Links

- F-Pattern Scanning - nngroup.com/articles/f-shaped-pattern-reading-web-content/
- Updating Your Web Presence GA Workshop - uua.org/communications/ga/social/295762.shtml
- Twitter Tips - uua.org/documents/mgw/ssl_social_media_tips.pdf

Sample Language

Developed by Proverb (www.thetruthmadesimple.org) 2013-14, adapted by the UUA

Who We Are

We are Unitarian Universalists.

We are brave, curious, and compassionate thinkers and doers. 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 respectful communities 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 toward 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.

What We Are Doing

We are building an action-oriented community by bringing together people of all races, religions, and creeds: people who want 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 know that beliefs are 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. We are creators of positive change in people and in the world.

Why It's Important

Every day, people and families are inundated with information, overwhelmed by demands, and pulled by a culture that seeks to divide us from the web of life. Unitarian Universalism reconnects: bringing meaning, community, and spirituality to our lives. Here we invite you into deeper relationship with all that is, and all that you experience: life, death, beauty, sorrow, joy.

The world is hurting in many ways; people are hurting in many ways. Humanity needs thoughtful, pragmatic doers who can walk a path of compassion, justice, and interconnectedness. We affirm life—this life—and every day we strive to bless life with what we do.

How to Get Involved

Come. Bring passion and desire to see change. Be prepared to exercise your mind and know we will guide you on your path to finding a better you and creating a better world.

Learn. Discover what it means to have a personal faith that is anchored by diversity and acceptance. See how we create opportunities for those wanting to do more.

Visit us online at uua.org to find a congregation, learn more about who we are, and access our online resources. We're where you are – check us out on Facebook or follow us on Twitter @UUA. Together we can do the most good.

What We Affirm (active phrasing of the Seven Principles)

- Believing in the inherent worthiness of every person.
- Showing compassion and fairness towards all people.
- Accepting others for who and what they are.
- Growing through a supported search for personal truth.
- Applying the democratic process in our churches and communities.
- Building a global community founded on peace, liberty, and justice.
- Respecting the interwoven nature of the universe.

Values that spell out **JUSTICE**: **J**ustice, **U**nderstanding, **S**piritual growth, **T**ruth, **I**nterconnectedness, **C**ommon good, **E**quality.

Images

We are making a shift in the way that UUs present themselves: from abstract to specific, from general to personal, and from institutional to relational. High quality photos and images are a key to this shift, and should be a major component of all communications.

Pictures of people doing real things are always better than clip art.



Seeing the people of a congregation is more powerful than seeing its historic building.



Shift away from text to pictures – a picture is worth 1000 words!



□ *We are a congregation that supports interfaith and multigenerational community.*



Show the emotion and expression; show your subjects as real people!



Go for action shots instead of posed ones, watching UU's put their faith in action.



Keep photo effects to a minimum. Simple filters are fine, as long as they help the audience connect with your pictures.



<< This montage is from UUA.org.

Image Tips

- Images need to be taken in good lighting with high resolution to use them online or in print, so use a good camera or hire a professional photographer.
- Plan to capture images at events by gathering signed releases to use photos (more info at www.uua.org/communications/policies/290687.shtml).
- Balance your text and images on the page or screen. Try for 50/50 text/images.
- Photos of people in your congregation or community are best, stock photos are only a backup option.



UNITARIAN
UNIVERSALIST
ASSOCIATION