

# Visual Identity Guide

*for the Unitarian Congregation of Saskatoon*

## Introduction

We have undertaken to develop a common set of graphics for use in production of material for the Unitarian Congregation of Saskatoon (UCS). The goal of this project is to develop a cohesive visual identity for the UCS. A visual identity is very similar to developing a brand for a corporate entity. Our goal is to get all content that is created for the UCS to bear a common set of symbols and phrases, so that those symbols and phrases become identified with the UCS (similar to the way that a logo or saying is identified with a corporation).

This guide is designed to instruct anyone who may be creating content that is to be identified with the UCS. It instructs authors when and how to use which symbols and/or phrases.

## Logos and Slogans

The following are the logos and slogans that have been developed for use with UCS communications. In each section you will find a sample of the graphic and instructions for when and how it should be used.

### ***Banner Logo (Simple)***

The banner logo is for use in advertisements or pages where there is a need or space for a banner-type logo that spans the width of the page. Its use is intended for advertisements and similar notices. If you are writing a letter, you should use the letterhead. For example, an advertisement for an event at the UCS might use the banner logo at the top of the page before describing the event in the main body of the page.



*Figure 1: Banner Logo with Lines*

If you wish to use a banner that is not bounded by solid lines, the following is a version that has no lines.



*Figure 2: Banner Logo without Lines*

When using the banners, please preserve the ratio of width to height. The ratio is approximately 3:1. We would like the general shape of the text and the chalice logo to be kept intact. For example, shrinking the banner as below would not be a good use of the banner. In a situation that calls for the dimensions used in the following graphic, the circle logo should be used instead.



*How NOT to resize the banner logo  
– use the circle logo instead*

### **Banner Logo (Full Information)**

There is also a banner available that has the full contact information (address, phone and website) for the UCS. This is the same graphic as is used in the letterhead. If there is a situation where you want to use the full address information, then it is available in an easy graphical file to insert into documents or advertisements.



*Figure 3: Banner Logo with Full Address Information*

### **Circle Logo**

The circle logo is to be used on pages where there is not enough room to put a banner logo, or where the UCS may not be the main sponsor or advertiser. For example, an advertisement for an event may have a list of sponsors, of which the UCS is one. In these cases, there often is only room for a small logo; this is where the circle logo should be used.



*Figure 4: Circle Logo*

Once again, when resizing the logo, please keep the proportions intact. It is intended to be a small, round logo, not a large, oval logo.

### **Letterhead**

In order to develop a sense of consistency, new letterhead has been developed that is similar in style and format to the new logos. If you are producing official documents from the UCS then you should use the letterhead document as a starting point. The actual letterhead and footer need only appear on the first page of a multi-page document.

Copies of letterhead are available for both MS Word and OpenOffice.org.

### **Text Phrases and Website Address**

There are two other pieces of information that may be useful: the saying "Freedom of Religious Thought" and the website address.

The “Freedom” phrase exists as a graphical file and can be inserted into a document or advertisement. If you wish to use text, use an italicized Bookman font.

## *Freedom of Religious Thought*

The website address also exists as a graphical file that can be inserted into a document or advertisement. If you wish to use text, use a bookman font and type the website address entirely in lower case. Always type the address as [www.ucsaskatoon.org](http://www.ucsaskatoon.org). Please do not put http:\\ in front of it. All web browsers will put the http:\\ in by default and using it makes our website address look complex and harder to remember.

Please note that if you are using the UCS letterhead, the website address is contained there so repeating it again in the document might be redundant.

[www.ucsaskatoon.org](http://www.ucsaskatoon.org)

### ***Where to Find the Graphical Files***

Copies of the graphical files, along with copies of this visual identity guide, can be found on the website of the Unitarian Congregation of Saskatoon. You can find the page containing these files in three ways:

- Go to the home page at [www.ucsaskatoon.org](http://www.ucsaskatoon.org). Click the link “For Members and Friends.” From that page, click the link for “some useful UU graphics.”
- Go directly to <http://www.ucsaskatoon.org/GFX/UsefulGFX.shtml> and bookmark the page for future use.
- Extract the files from this document. This can be done quickly by using the copy command. Select the graphic you wish to copy and hit Ctrl + C on your keyboard to copy the text to the clipboard. You can then paste the graphic into another document using Ctrl + V.
  - if you prefer to use your mouse, you can also right-click and use the pop-up menu to copy and paste the graphic.

If you have any questions, you can contact the communications committee via the UCS office at [ucs.office@sasktel.net](mailto:ucs.office@sasktel.net).

## Appendix A: An Example Advertisement



# Unitarian Congregation of Saskatoon

213 2nd Street East, Saskatoon SK S7H 1N5  
www.ucsaskatoon.org (306) 653-2402

**Looking for Something New? Here is what's coming up at the Unitarian Congregation of Saskatoon:**

This Sunday – blah blah, blah blah blah, blah blah blah blah blah

Next Sunday – yak yak yak, yak yak, yakyakyak

And the Following Sunday – cognito ergo sum

And don't forget...the first Sunday of every month is our Potluck!

*Freedom of Religious Thought*

## Appendix B: Sample use of the Circle Logo

### Title for some charity/social action event

there is a lot of text here, describing the event.

Date

Location

Cost

etc

etc

etc

etc

### The blahblah organization would like to thank the following sponsors:



*Another  
Charitable  
Organization*



*And Another*



*A for-profit  
Company*