

# BRAND GUIDELINES

## Primary UCC Logo

The United Church of Christ logo, re-designed in 2017, reflects both tradition and new initiatives within the denomination.

- The new logo is designed to complement the visual representation of A Just World for All (see below) which illustrates the UCC's Purpose, Mission, and Vision Statements, adopted in 2017
- The traditional element of the comma is retained and updated

The primary UCC logo consists of an updated comma emblem and the words "United Church of Christ" using 'Regencie' as the type face. Gill Sans can also be used in conjunction with the Primary UCC Logo.

The UCC's tagline: God is still speaking, (words followed by comma) is an option to use with the logo (see below).

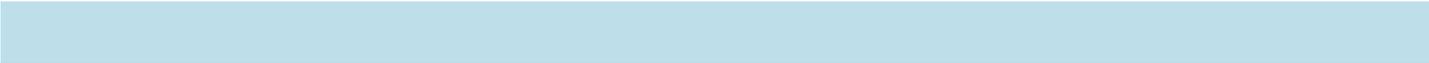
## Usage

The UCC logo should be used in one of the ways below:



Standalone UCC logo (black, white, or full color)

UCC logo with God is still speaking,  
(black, white, or full color)



## Colors

The UCC logo consists of three colors: Dark Blue, Light Blue and Black.



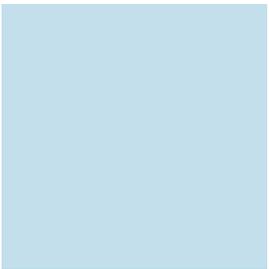
C 86

M 41

Y 19

K 1

Hex #: 007ea9



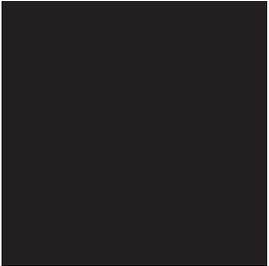
C 23

M 2

Y 4

K 0

Hex #: c0e1ed



C 0

M 0

Y 0

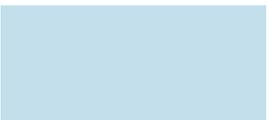
K 100

Hex #: 000000

If necessary, Pantone colors can be used to print the UCC logo.



Pantone + Solid Uncoated 641 U



Pantone + Solid Uncoated 7457



Black

## Emblems

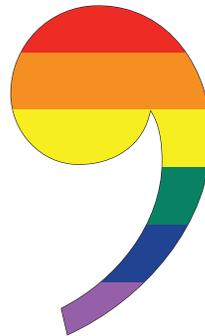
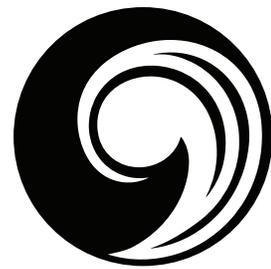
The UCC retains two emblems for use by congregations and other entities of the denomination. These emblems acknowledge and reflect our history and theological perspectives.

The UCC's two emblems are:

- The traditional “Cross, Crown, and Orb” emblem, including the words “That they may all be one” (John 17:21), which dates from the founding of the United Church of Christ in 1957.



- The comma emblem, updated and retained in our primary logo, which originated with the denomination's 2004 “God is still speaking” identity campaign. All-black and rainbow variations of the comma may also be used.



## A Just World for All

The words “A Just World for All” summarize Purpose, Mission, and Vision statements adopted by the national setting of the UCC in 2017. Here are the texts of those statements:

Purpose: To love God with all our heart, mind, soul, and strength and our neighbor as ourselves.

Mission: United in Spirit and inspired by God’s grace, we welcome all, love all, and seek justice for all.

Vision: United in Christ’s love, a just world for all.

The logo for *A Just World for All* consists of a hand/dove shape along with an image of the world encompassing the comma, accompanied by the words “a just world for all.”



### Usage

The logo for A Just World for All should be used only as shown below (full color, black, white).



Emblems



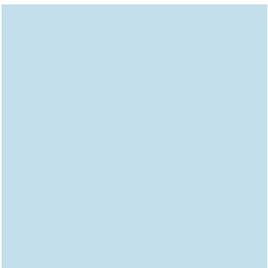
C 86  
M 41  
Y 19  
K 1

Hex #: 007ea9



C 0  
M 0  
Y 0  
K 100

Hex #: 000000



C 23  
M 2  
Y 4  
K 0

Hex #: c0e1ed



C 59  
M 15  
Y 95  
K 1

Hex #: 79a848

Pantone + Solid Uncoated 368

ALL UCC LOGOS ARE AVAILABLE FOR DOWNLOAD AT [UCC.ORG/LOGO](http://UCC.ORG/LOGO)