

UCC Brand and Usage Guidelines

Areas of Isolation and Sizing

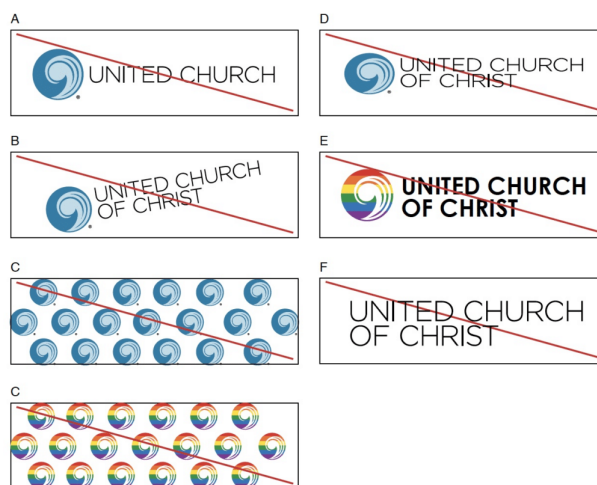
The legibility and distinction of the United Church of Christ logo is very important. To ensure that the logo is highly visible, always separate it from its surroundings. The area of isolation, or clear space, surrounding the logo should equal the height of the “U” in the “United Church of Christ” Do not allow any other graphic element to penetrate this area of isolation.

There is a minimum size for reproducing the United Church of Christ logos. This ensures that our logos remain legible in every usage. Never reproduce the logo smaller than the minimum size. These minimum sizes apply to all UCC logos, both for print and online usage.



Examples of Incorrect Usage:

- Do not use part of the logo, such as “United Church” without “of Christ”
- Do not angle or rotate the logo
- Do not use the logo as a pattern
- Do not stretch, distort or alter the logo in any way
- Do not use a different typeface in the logo
- Do not use the United Church of Christ logotype without the symbol



Logo Specific Usage

Full-Color Logo:

The full-color logo may only be used on either a white background or on a neutral background. When printing restrictions do not permit use of the logo in color, use a one-color logo on a white or neutral background or the white logo reversed out of black (approved background colors shown below).



One Color Logo:

Whenever possible, use the full-color version on a white or neutral background. When printing restrictions do not permit use of the full colors, use the black one-color logo on a white or neutral background or the white logo reversed out of black (approved background colors shown below).



Rainbow Logo:

The rainbow logo provides an approved alternative logo of the United Church of Christ. Use this full-color version for diversity and inclusion communications. This logo should be used on a white background only (approved background color shown below).



God Is Still Speaking Comma:

The God is Still Speaking Comma may be used without the “United Church of Christ” logo in place of the full logo in certain situations. The God is Still Speaking Comma should only be used in all black or in the rainbow option and never be used as a pattern, or in combination with another symbol to create a new logo. On collateral pieces, the God is Still Speaking Comma may be used alone with “A Just World for All” and “UCC.org” as long as “United Church of Christ” logo appears elsewhere on the piece as the complete logo. If you have questions about whether your application is acceptable, please [contact the web team](#).



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