

Proper and consistent use of the All Souls Church, Unitarian brand and logos will enable ASC to achieve clarity, accuracy and efficiency in all print and digital communications and better position the ASC brand while better aligning throughout its organizational and operational structure.

This policy sets forth the approved usage of the All Souls Church, Unitarian branding for communications in print, web and electronic form. Adherence to these guidelines will protect the integrity of our visual identity and ensure the consistency in our communications, thereby augmenting our reputation.

Name Usage

When referring to the church, users may refer to the church by the full name “All Souls Church, Unitarian” or “All Souls Church”.

Acceptable abbreviations are “All Souls” or “ASC” or “ASCU”.

Taglines may include: “You’ve been looking for a church like this” or “A diverse, justice seeking, spirit-growing community.”

Current Brand Elements



COLORS

Space Cadet



R:41 G:51 B:80 Hex: #293350
C:89 M:80 Y:42 K:38

Blue Sapphire



R:2 G:101 B:128 Hex:#026580
C:92 M:52 Y:36 K:12

Fern Green



R:83 G:129 B:59 Hex:#53813B
C:71 M:29 Y:100 K:14

Mustard



R:255 G:213 B:90 Hex:#FFD55A
C:0 M:12 Y:76 K:0

Falu Red



R:126 G:20 B:22 Hex:#7E1416
C:29 M:100 Y:100 K:38

FONTS

Keep Calm Medium

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o
p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Black Chance Normal

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v
w x y z
1 2 3 4 5 6 7 8 9 0

Permissions

A user needs permission from the All Souls Church, Unitarian Communications Director, Executive Team, other Authorized Staff Member, or Board of Trustee Member to use the church's brand and/or logo(s) unless it is for editorial or information purposes, such as when a logo is used in a written article or being used as part of a comparative product statement. This policy includes specialty/temporary logos, previously used logos, variants of these logos, and the official branding logo of the church.

Church branding may be used by persons or entities outside the church only pursuant to a license, memorandum of understanding, or sponsorship agreement stating the terms and conditions of such use. All memoranda of understanding and sponsorship agreements are subject to the approval of the Executive Director.

Neither the name of the church nor any church branding may be used in any way that states or implies endorsement of a commercial product or service, gives a false impression, is misleading, or could cause confusion regarding the church's relationship with any person or entity. Statements that All Souls Church, Unitarian is a user or purchaser of a product or program are permitted if true. Use of church branding are not allowed in third-party communications including vendor websites or other communications aimed at marketing their products or services.

All Souls Church, Unitarian reserves the right to review your use of the church names, images, or logos and may at any time require you to discontinue your use of the church's branding.

All Souls Church, Unitarian reserves the right to revoke and terminate any usage agreement, in which case you will immediately thereafter cease any and all usage of the branding and shall not use any name, images, branding, or trademark similar in design or color.

All official church content must provide equitable access to people with disabilities.

Logos

All Souls Church, Unitarian grants use of its artwork and branding to the ASC Staff, Board of Trustees, and official ASC lay groups and ministries only, for promotional purposes. The use of these logos for commercial purposes or for use for any other event or purpose is not authorized.

- You may not use the logos in any manner that may possibly disparage, bring into disrepute, or derogate the All Souls Church, Unitarian, its members, Community Partners, or its programs.
- The logo must appear in its unedited form and cannot be altered or used in part. You may not alter the appearance of the logo(s) in any way, including color changes. The logo must stand by itself so as to avoid unintended associations with any other objects, including, but not limited to, type, photographs, illustrations, borders, and edges. You may not incorporate the logo or any of its parts into any other logo without permission.
- When the ASCU logo is reduced or enlarged, the proportions must be maintained. For print materials, only the high-resolution versions of the logo must be used, never scanned or low-resolution versions. High-resolution electronic files of the church logo are kept by the Communications Manager.
- All staff, leaders, program areas, lay groups, and ministries are required to follow the church's graphic identity and branding guidelines in their print and electronic materials.

2021 – ASCU Branding Policy

- Requested changes to the logo must be approved by the Communications Manager and Executive Director of All Souls Church, Unitarian.
- You may not use the logos in any manner that implies sponsorship or endorsement of any other event, product or service that is not sponsored by or approved by the All Souls Church, Unitarian Executive Team or Board of Trustees.

Business Suite: Letterheads, Envelopes, Presentations, Business Cards and Images

All Souls letters are a prominent form of communication, and it is important they send visually consistent messages. A common letterhead, envelope, and business card format maintains visual unity and communicates information clearly. The letterhead contains the ASC logo, the church name, physical address, phone number, and website.

The church branding must appear on all internal and external communications pieces, including mailing labels, forms, special envelopes, nametags and other items. Approval by the Communications Director and Executive Director is required prior to usage of any branded item.

Website and Social Media Accounts

The ASCU branded web template must be used for all web pages of units designated as being core brands or brand extensions.

The official church website and social media accounts are maintained by the Communications Manager; any branding posted on the church's sites requires the approval of the Communications Manager.

The Communications Manager is responsible for the design and management of the Web branding program. In addition to providing the Web templates, the Communications Manager is also responsible for reviewing and approving all Web site designs before they are published publicly.

Videos

Video content must be produced by a vendor that has been approved by the Marketing department. The video content must use an approved template, including an 'intro', which feature the church's logo. The Communications Manager must be contacted early in the video production process to ensure design plans meet branded web standards.

Areas That Fall Under Branding

A logo or trademark is any photograph, word, or symbol used to identify a brand, service, or product.

Web banners, also known as banner ads or display ads, are digital advertisements displayed in the header, footer, or sidebars of websites, such as blogs and news publications.

Social media banners are also called as social cover banners to some social media channels. Whatever social media channel it may be, be it Facebook or Twitter, it has a similar aim.