Requesting a variance

If for creative reasons you wish to use the URC logo *device* in a way that does not comply with these guidelines, please email **graphics@urc.org.uk**

The
United Reformed Church

Feasts *& Festivals*
The **United Reformed Church**

The
United Reformed Church Youth

The
United Reformed Church

The
United Reformed Church Children

The URC logo is copyrighted to the United Reformed Church © 2016. The URC takes seriously its responsibility for defending our logo against any damaging or confusing uses.

The
United Reformed Church

www.urc.org.uk

About the logo

This is the logo of the United Reformed Church, which we have used since June 2016. We encourage its use by all United Reformed churches, Local Ecumenical Partnerships involving the URC and any partner or associated organisations. All are permitted to use this logo on their online and print material, within the guidelines as detailed here.

We are keen for the logo to be used as widely as possible to promote the URC and the URC community. If you have any questions, please contact us by email at **graphics@urc.org.uk**.

Backgrounds

The logo can be used on a black, white or solid colour background. The white background is the preferred choice. When used on a coloured background, it must be used in a colour that provides proper contrast (as above). It must not be placed in isolation on a block of colour as that will be confused with the URC's former logo.

Font

The *wordmark* uses the font Myriad Pro semi bold and Myriad Pro medium italic. Please do not attempt to recreate the *wordmark* typographically – always use the official logo downloaded from **www.urc.org.uk/urc-logo**

Logo elements

The logo has two elements – a *device* and a *wordmark*. These elements should be used together, except in the case of promotional, non-publication items when the *device* may be used on its own (e.g. URC notebooks).

Wherever possible use the version of the URC logo with the attached URL as illustrated here.

device   *wordmark*

The
United Reformed Church

www.urc.org.uk

The
United
Reformed
Church
www.urc.org.uk
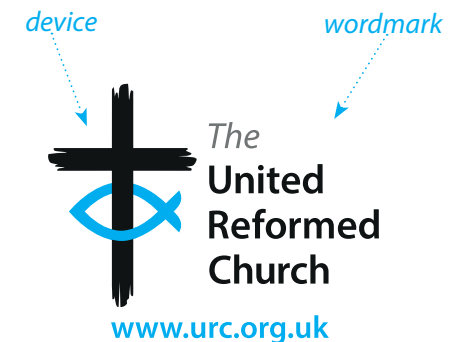
Guidelines for the use of the URC logo

Download the official logo in various formats from **www.urc.org.uk/urc-logo**

Minimum size

The logo must always be displayed at a size large enough to read the logo type. This will vary based on the resolution of the medium it is being used in – but as a general rule the logo height should be no smaller than 2 cm (0.79 inches) or 57 pixels in height.

2 cm height
(actual size)
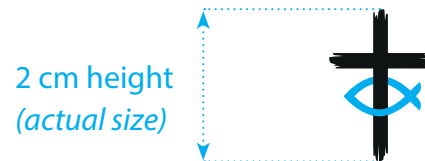
Logo colour

The logo is currently available in three colour choices – URC blue, greyscale and reversed-out white. Other colours in the logo must be cleared by the Church House graphics office. Please be careful with using colour profiles for web and print. In order to maintain accurate colours please use the files provided at **www.urc.org.uk/urc-logo**

URC blue –   CMYK: 100-0-0-0
             RGB: 0-153-255
   Web: #0099FF
             Pantone: Process Cyan

The **United**
Reformed Church

Sample of alternative greyscale format above

The
United
Reformed
Church

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Logo device usage

The URC logo *device* may be used separately from the *wordmark* in the case of event logos, clothing decorations, and branded items intended as giveaways or sale items to promote the URC. Whenever the logo is used in printed publications or in presentations, you should use the complete version consisting of the *device* and *wordmark*.

Clear space

Clear space is the area around the logo. It maintains an open area surrounding the logo so it remains recognisable and does not become lost in other page elements. Clear space is defined relative to the size of the logo – not as a border of a set distance. The minimum border on each side of the logo is equal to the distance between the top of the fish and the lower bar of the cross and therefore will change based on the size of the logo while maintaining a consistent size relative to the logo.

clearspace width

The
United
Reformed
Church

clearspace width
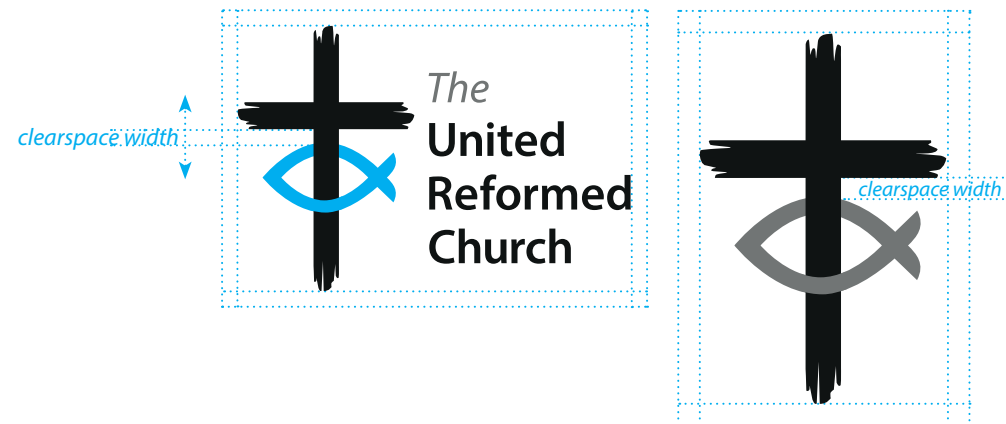
No visual item should encroach on the clear space area around the logo, or be attached or connected to the logo other than a solid background which does not obscure the visibility of the logo.