

Requesting a variance

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

Style for churches



Style for Synods and elsewhere



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 communities. If you have any questions, please contact us 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).

Font

The text part of the logo uses the font Myriad Pro semi bold and Myriad Pro medium italic. Please do not attempt to recreate the text. Always use the official logo downloaded from www.urc.org.uk/urc-logo

Logo elements

The logo has two elements – a cross and fish and text. These elements should be used together, except in the case of promotional, non-publication items when the cross and fish 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.



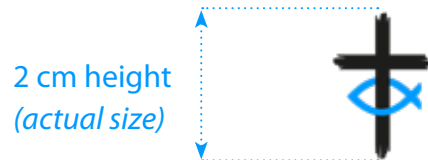


Guidelines for the use of the URC logo

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



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/logo

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



Sample of alternative greyscale format above

Logo device usage

The URC cross and fish may be used separately from the rest 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 whole logo.

Clear space

Clear space is the area around the logo. It maintains an area around the logo so it remains recognisable and does not become lost in other elements. Clear space is relative to the size of the logo – not as a border of a set distance.

No 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 any part of the logo.

