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United

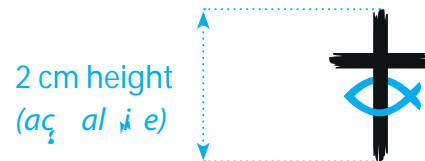
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Guidelines for the use of the URC logo

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.



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 profiles provided at www.urc.org.uk/urc-logo

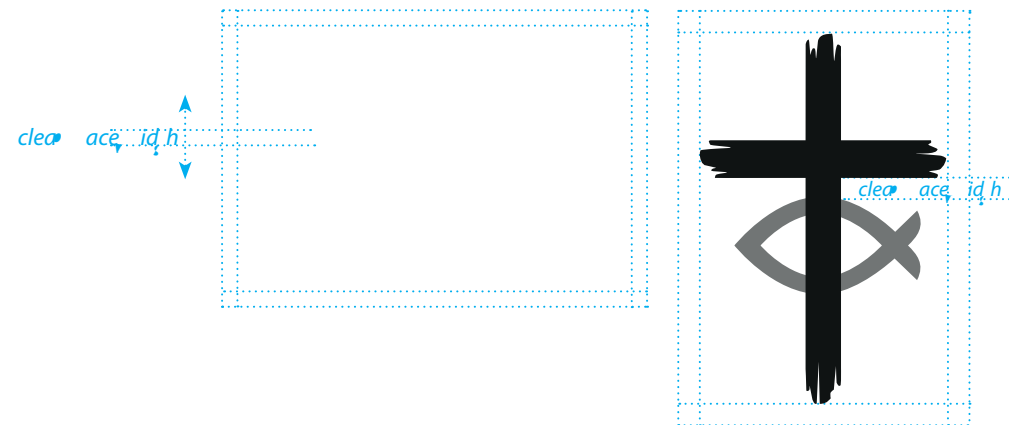
URC blue – CMYK: 100-0-0-0
RGB: 0-153-255
Web: #0099FF
Pantone: Process Cyan

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.



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.