



GUIDELINES FOR USE OF THE

UNITING CHURCH LOGO

Authorised by the Uniting Church Assembly (November 2025)



The Uniting Church Assembly holds the copyright for and governs the use of the Uniting Church logo. Through these guidelines, the Assembly seeks to safeguard the integrity and public recognition of the logo and to support all parts of the Church to use the logo confidently and consistently.

The correct use of the Uniting Church logo wherever it is published, reproduced or displayed publicly is an open declaration to ourselves, and the community, that we are justly proud to identify with the Uniting Church.

The logo is at the centre of the public identity of the Uniting Church. It is a strong and readily identifiable symbol and its use sends messages, either deliberate or not, when it is used publicly and so its integrity must be upheld.

Those using the logo should remember it is a national logo which, since Union, has evolved as a strong motif for the Church because it is used widely across all councils. The logo embodies the polity and unique interrelations of the Uniting Church. It is important to remember the views and positions expressed where the logo appears can be perceived as representing the whole church.

Particular care should be taken when preparing any material that will be distributed to the media, government departments or agencies, politicians or the wider community. Those using the logo in this context are encouraged to work in consultation with their Synod or the Assembly when preparing such material.

The logo should not be used to indicate support for any position that directly contradicts an official position held by the Uniting Church Assembly.

It is the Assembly's role to govern the use of the logo and to address misuse of the logo in line with Assembly policy.

Only the Uniting Church Assembly or the Assembly Standing Committee can change these guidelines.

Our Logo



The logo of the Uniting Church in Australia (UCA) shows the cross of Jesus Christ, in its light and love, standing over a darkened world — redeeming it through grace and truth.

By that cross people are bound to Christ and each other. The Holy Spirit, symbolised by the dove with the wings of flame, empowers and guides us to be witnesses to Jesus Christ.

The wide U at the bottom points to the fact that we are uniting; as a semicircle it also reminds us that the renewing of both church and world are as yet incomplete.

The logo symbolises something of the vision we have glimpsed and the hopes we hold for the future.

In particular it reminds us:

- that the gospel message is central in all that we seek to do;
- of the need for constant reform and renewal;
- of our commitment to worship, witness and service.





1. WHO MAY USE THE LOGO?

1A. Councils of the church (Assembly, synods, presbyteries, church councils) and congregations are free to use the logo in relation to any activity which has the support of the council or congregation. In doing so they are asked to ensure these guidelines are followed.

1B. Any officially recognised agency of a council of the church (eg. national agencies, community service agencies, schools, synod departments, presbytery committees) is free to use the logo in relation to their activities. In doing so they are asked to ensure these guidelines are followed.

2. WHO SHOULD SEEK PERMISSION?

2A. Any individual or group not falling into 1A or 1B must seek the approval of the Assembly General Secretary before using the logo.

2B. When seeking approval, please provide:

- Draft showing proposed logo usage
- Description of context and audience
- Distribution plan
- Timeline for use

2C. Such cases might include, but not be limited to, those seeking to develop promotional material or merchandise, or to use the logo alongside other symbols or logos, where use has not already been approved as part of a logo approved by a Uniting Church body.



3. HOW SHOULD THE LOGO BE DISPLAYED?

3A. The logo must not be altered or amended in any way without prior approval of the Assembly General Secretary.

3B. Where the logo is used alongside or adjacent to another logo, the partner logos should be scaled so they have equal visual weight and the isolation zone is half the size of the Uniting Church logo or the width of its radius.

3C. The logo should be presented no smaller than 10mm in diameter with an equal amount of clear space surrounding it.

3D. The logo must only be placed over uncluttered and low-contrast backgrounds. It should not be placed over busy, textured or high-contrast areas where placement will interfere with legibility.

3E. Where the Uniting Church logo is used to create a unique logo design, 3C and 3D do not apply but these logos must be approved by the Assembly General Secretary before they are used publicly.

3F. The identity of the council of the church using the logo must be made clear and placed adjacent to the logo using an approved font no bigger than half its size.

3G. The 'brand' name of the Uniting Church should be considered 'The Uniting Church in Australia' but acceptable 'trading' names include both 'The Uniting Church in Australia' and 'Uniting Church in Australia'.

4. ON WHAT CAN THE LOGO BE AFFIXED?

4A. Uses of the logo may include printed material such as brochures, posters, stationery, published resources and books; digital material such as graphics, digital resources, videos, websites and social media sites; and on fixed structures such as church buildings, public signage, banners, floats and vehicles so long as these guidelines are followed.

4B. Recognised agencies and councils of the Church may create merchandise using their approved version of the logo, and may provide approved logo files to third-party contractors. The commissioning body is responsible for ensuring correct usage in alignment with these guidelines.

4C. Merchandise intended to represent the Uniting Church nationally or for use in commercial contexts requires approval from the Assembly General Secretary.

Approved Logos



5. WHAT LOGOS CAN BE USED?

There are three logos approved for use by the Assembly.

5A. Full Colour

The colour version which contains black and white surrounds with the dove appearing in red (Pantone PMS185). The logo must never be recoloured.



5B. Black & White

A black and white version where the wings of the Dove are 60% greyscale.



5C. Inverse (White)

A white version where the wings of the Dove are 60% greyscale. This logo has been developed with specific use cases in mind and is suitable for use on darker backgrounds and on darker web themes and applications. This logo should not be used as a primary logo or for permanent branding identifying a council of the church (e.g. fixed signage).



5D. Many agencies and working groups of the Synods and the Assembly have their own unique logos which contain the Uniting Church logo. These logos must not be reproduced without the permission of the particular agency or working group.

5E. Approved file formats and styles of the logo are available from the Assembly:
<https://uniting.church/our-logo/>

5F. Logos accessible from the Assembly conform with these Assembly Standing Committee guidelines for use, and logos sourced from other areas should not be used.

Fonts and Colours



COLOUR PALETTE

PMS 185

#FFFFFF

#000000

FONTS

The corporate font family is the MYRIAD PRO family — Myriad Pro Light, Regular and Bold. Where Myriad Pro is not available, it is acceptable to use AVENIR and APTOS.

As of 2024, APTOS is the default font for Microsoft programs.

When neither Myriad Pro or Avenir is available:

- Arial (web-safe alternative)
- Open Sans (Google Fonts alternative)
- Gill Sans (print alternative)

MYRIAD PRO Light
MYRIAD PRO Regular
MYRIAD PRO Bold

Avenir
Avenir Bold
Avenir Black

Aptos Regular
Aptos Bold

Primary Logo



COLOUR: PMS 185

- The colour of the dove inside the logo is PMS 185. **This must never be altered.**
- The PMS version of the logo can also be printed in CMYK or RGB format if materials are not printed in PANTONE spot colours.
- Font to be used in logos of congregations and councils employing the Uniting Church logo should be either MYRIAD PRO, APTOS or AVENIR.

Please note: the wording, 'The Uniting Church in Australia' is to be larger than the name of the congregation or council. Names are to be in ALL CAPITAL LETTERS.



The Uniting Church in Australia
CONGREGATION NAME

HORIZONTAL
DISPLAY OF THE LOGO



The Uniting Church in Australia
CONGREGATION NAME

VERTICAL
DISPLAY OF THE
LOGO

MINIMUM SIZE



Digital specifications:

- File Types: SVG or PNG
- Color: Red dove (Hex #E9112D / PMS 185C), Black surround (#000000)
- SVG minimum file size: 50KB
- PNG minimum file size: 100KB
- Minimum Display Size: 10mm diameter (approximately 38px)

Secondary Logo



BLACK AND WHITE, 60% HALFTONE

The old version of the black and white logo had a crosshatched dove in the centre. This has been revised for current printing standards and the new version of this secondary logo has the dove in halftone (60% black) and is the correct usage for the logo in black and white.



The Uniting Church in Australia
CONGREGATION NAME

HORIZONTAL
DISPLAY OF THE LOGO



The Uniting Church in Australia
CONGREGATION NAME

VERTICAL
DISPLAY OF THE
LOGO

MINIMUM SIZE



Digital specifications:

- File Types: SVG or PNG
- Color: 60% black dove (#9A9A9A), Black surround (#000000)
- Use Case: Black and white printing, limited color contexts

Incorrect Usage



The below are examples of incorrect usage.

Colour scheme

Do not use any other colours other than the red for the dove.



Disproportionately scaled

The logo should never be stretched to fit a space.



Cropping

The logo should never be cropped.



Unusual angle

Do not use the logo any way other than in its upright form.



Tints and shades

Do not use these when reproducing the logo.



Transparency and backgrounds

Do not print the logo on a busy or high contrast background.



Co-branding



When the logo is used in partnership with logos from other organisations, the partner logos should be scaled so they have equal visual weight.

The isolation zone should be half the size of the Uniting Church logo or the width of its radius.

Horizontal arrangement with vertical separator



Vertical stacking with adequate white space



Digital specifications



Digital contexts such as websites, social media platforms, apps, chat groups and online videos have exploded as primary contexts for communication, community building and for the public presence of Uniting Church councils and institutions.

Below are some **recommended** specifications for logo use on websites, social media platforms and videos. In providing these, the Assembly does not seek to be overly prescriptive, but to recognise that considerations such as minimum file sizes, display sizes and logo placement help to maintain the integrity of the logo in digital contexts.

WEBSITES

General

- Logo position: Top-left or top-right corner of web header.
- Recommended dimensions: 250-350px width for standard display; 500-700px for retina displays.
- Padding: logo should be placed at least 40-60px from page edges.
- Ideal logo formats: SVG (preferred) or high-resolution PNG.

Favicons

Standard Favicon

- Dimensions: 32×32px and 16×16px
- Format: ICO or PNG
- Minimum file size: 10KB

Apple Touch Icon

- Dimensions: 180×180px
- Format: PNG
- Minimum file size: 50KB

Android Chrome Icon

- Dimensions: 192×192px and 512×512px
- Format: PNG
- Minimum file size: 100KB

Header/Footer Logos

Header Logo

- Width: 250-350px standard; 500-700px retina
- Height: 50-100px proportional
- Format: SVG preferred; PNG with transparency fallback
- Minimum file size: SVG 50KB, PNG 100KB

Footer Logo

- Width: 150-200px
- Format: SVG or PNG
- Minimum file size: 50KB

Digital specifications



SOCIAL MEDIA

The Uniting Church logo should be the primary visual identifier for official Uniting Church social media accounts. The logo, including the cross and dove, should remain clearly discernible at thumbnail sizes.

Facebook

Profile Photo

- UCA emblem as primary identifier
- Dimensions: 180×180px (displays at 170×170px)
- Format: PNG or JPG
- Maximum file Size: 100KB

Cover Photo

- Dimensions: 820×312px
- Format: PNG or JPG
- Maximum file size: 100KB
- Logo Placement: 10-15% of image area, positioned in centre or top corner with surrounding clear space

Instagram

Profile Photo

- UCA emblem as primary identifier
- Dimensions: 320×320px (displays at 110×110px)
- Format: PNG or JPG
- Maximum file size: 100KB

VIDEO

- Logo position: Bottom-right or top-left corner for landscape video (1920×1080). Centre bottom or top for vertical video (1080×1920).
- Size: 10-15% of frame width, ensuring this is not smaller than the minimum permitted logo display size (10mm).
- Safe Zone: 5-10% margin from all edges
- Opacity: 100%
- Logo format: PNG with transparency

Contact for logo approvals

Uniting Church Assembly General Secretary

generalsecretary@nat.uca.org.au

Approved logo files

Uniting Church Assembly Media and Communications Unit

comms@nat.uca.org.au

<https://uniting.church/our-logo/>

*Authorised by the Uniting Church Assembly Standing Committee
(November 2025)*

