

THE UNITED CHURCH CREST

Technical Considerations for Use

Digital Versions

Websites/Applications/Projection

The minimum size that the crest should appear in digital format is 40 pixels. The title "The United Church of Canada" and/or "L'Église Unie du Canada" should also appear with the crest whenever possible. The crest should not be altered in any way; broken apart, screened, used in the reversed format, or used as a tiled background image. The crest can be used as a visual link to united-church.ca, but should not be used to link to other websites. Please refer to colour section below for choice of colour.

If possible, construct your webpages so that the crest appears larger than ¾" high when the page is printed.

Print Versions

Letterhead

When used on United Church letterhead, the crest should be 1½" tall and used in the positive format. It is important to use a good reproduction for artwork, or the type and thin lines will not reproduce properly on the final product.

Business cards

When used on business cards, the crest should be no smaller than ¾", used in its positive format.

Forms, memo pads, etc.

For other printed forms and stationery used in the General Council and Conference offices, the crest should be used in a positive format, with a maximum size of 1½" and a minimum of ¾".

Negative format

There may be occasions on the cover of a book, report, pamphlet, or brochure when the crest must be reversed out of a background colour. For these instances, a negative format can be used. The size of the crest, however, should not be smaller than 1" in the negative format so the words can be read.

Screened format

For a book cover, report, pamphlet, or brochure the crest may be used, in positive or negative format, screened back to a minimum of 30 percent to ensure it is recognizable. In this application, the crest should be 2" high or larger.

Simplified version

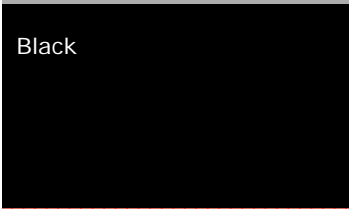

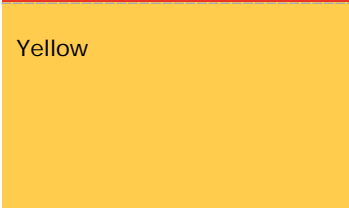
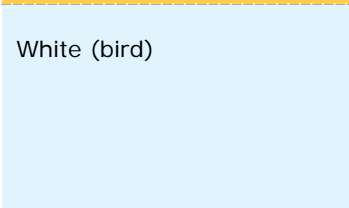
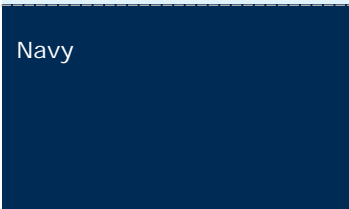

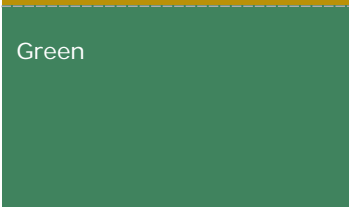
The crest should never be reproduced with any of the elements missing, in any other position but vertical, or simplified in any way except for the following:

- The crest may be used without the type in three languages around the outside shape on products (e.g., jewellery) where the type will not reproduce adequately and the words "The United Church of Canada" also appear over or under the crest.
- For other uses of the crest without the type around the outside shape, special permission must be sought from the General Secretary, with specific reasons given for using this

simplified version. Requests, preferably by e-mail, should be sent to [Alison Jordan](#), Legal Assistant.

Colours

The recommended colours for the crest are as follows. For print, these colours may be reproduced from a colour separation of the crest, or mechanically reproduced using screens with process colours.

	CMYK	RGB	Web
	C: 0 M: 0 Y: 0 K: 100	R: 0 G: 0 B: 0	#000000
	C: 0 M: 94 Y: 100 K: 0	R: 238 G: 53 B: 36	#EE3524
	C: 0 M: 20 Y: 80 K: 0	R: 255 G: 205 B: 78	#FFCC4E
	C: 0 (10) M: 0 (0) Y: 0 (0) K: 0 (0)	R: 255 (225) G: 255 (244) B: 255 (253)	#FFFFFF (#E1F4FD)
	C: 100 M: 51 Y: 0 K: 69	R: 0 G: 43 B: 85	#002B55
	C: 0 M: 24 Y: 100 K: 31	R: 186 G: 145 B: 8	#BA9108
	C: 60 M: 0 Y: 60 K: 40	R: 64 G: 131 B: 94	#40835E

One colour

It is recommended that the crest be reproduced in black or reflex blue for any form of letterhead, documents, forms, or business cards.

For books, pamphlets, brochures, and reports, the crest may be reproduced in positive or negative format in any one PMS colour or screen combination as long as the colour chosen provides legibility and is appropriate. The crest should not be reproduced using fluorescent colours.

Creative applications

For artists who wish to make creative use of the crest, the following suggestions are possible:

- The outside oval of the crest
- 30 percent or more screen—negative or positive
- Embossed or foil-stamped

The crest should NOT be used as a graphic element only (such as a watermark) or manipulated in any of the following ways:

- tilted or cropped
- elements missing
- out of focus or distorted in any way
- in multiple copies on the same page
- with foreign elements superimposed within its shape
- as a comic element
- animated for any reason other than to provide identity to a resource
- reproduced in any medium that cannot portray its elements or colours properly

Further inquiries about technical considerations for using the crest should be addressed to:

Communications
The United Church of Canada
Toronto, ON M8X 2Y4
Tel: 1-800-268-3781
E-mail: [Graphics](#)