



Branding Guidelines

Brand Identity

Branding is a specific visual identity unique to our church and its ministry. The identity includes all visual design elements used to market our church such as the logo, website, brochures, banners, T-shirts, coffee mugs, pens, and any other visible element.

Our brand identity is also impacted by our sermons, the way we answer the phone, the way our visitors are welcomed by members, our community outreach, building cleanliness, landscaping, and more.

Branding is important because it is the impression First Church gives to the community and how others perceive us. It's the aesthetic look and feel of our church that identifies who we are and sets us apart from all others.

The branding guidelines are intended to allow for creativity and flexibility while maintaining consistency and continuity.

A) Key Messages.

Key messages are the main points of information we want people to hear, understand, and remember about First church. They capture the core of who we are and what we stand for.

These messages serve as the foundation of our branding efforts, and they should be reflected in our written and spoken communications. While it is not necessary to use all of the key messages together, we should use the most appropriate key messages for the audience and communication medium.

- First Unitarian Society of Milwaukee is a community where meaning, spiritual growth, and social justice come together.
- Our principles honor the inherent worth of every person and respect for the interdependent web of existence.
- We welcome people of all genders, sexualities, ages, races, ethnicities, histories, and bodies here. We welcome your mind, your heart, and your spirit here.
- We welcome a wide range of spiritual seekers, from Christians and Buddhists to agnostics and atheists.
- At the heart of First Church, we value wonder, authentic connection, love, and justice.

B) Logo and Tagline.

Our logo is the cornerstone of our brand identity. It represents who we are, and our tagline expresses what we stand for. Together, they signify what makes us different.

The logo should always be clear and legible, and have a buffer of white space around it. Do not alter the logo by changing the shape or placing it on top of a busy background as it becomes hard to understand it. Approved logo options include:

- 1) Horizontal format
- 2) Vertical format
- 3) Icon of chalice & flame alone (can be used creatively as a design element)
- 4) Tag line alone

And for each of these elements they are available for color and black & white applications:

- 1) Full color
- 2) Black
- 3) Greyscale (Please use this logo instead of the color version printed in black ink – it's much clearer.)

If you need logos in other file formats for specific uses, please contact Cindy Lorentzen, Communications Coordinator, at cindy.lorentzen@uumilwaukee.org.

C) Color. The selected color palette complements the logo and makes up our brand identity. Using the same colors consistently is the key, so colors should not be altered or made transparent. The colors should stay consistent between online and print formats for recognition, balance, and consistency.



D) Font. PT Sans is our brand identity font to complement the logo and provide a consistent look for our messaging that is easy to read. This font should be used for all marketing materials and other public communications connected to our brand. Font download instructions can be found in the shared file.

Regular
<i>Regular Italic</i>
Bold
<i>Bold Italic</i>

E) Photography. Quality photos play a role in how we communicate. Photos can be found in our shared files: S:\photos & graphic images. Or, you can request new photos to meet specific needs.

Tips/Guidelines:

- Using photos of people in our congregation or community are the best way to tell a story. Stock photos are a good backup option.
- As a courtesy, ask for permission to publish a photo of any individual who is the main focus of a photo or video.
 - Members - photo/video permission has been added to the FUSM membership form.
 - Non-members - sign photo release form, which gives broad permission to use their photo online and in print.
 - The photo/video release form can be found in the shared file, S:\Communications Info for Staff. Please give the signed forms to Shari or Cindy.
- If **adults** are going to be photographed or videotaped during an event, make a good effort to notify event attendees in advance. Options to consider: Advertise this fact on all promotion materials for the event, make an announcement before the event, and/or post a notice at the entrance to the event.
- If **children** are going to be photographed or videotaped, written permission must be obtained from a parent or legal guardian of each child.
 - RE gets photo/video permission on the registration form.
 - Leave out the names of the children when publishing the photos or videos.
- For events with an expectation of privacy, take the extra step of obtaining written permission from each person in advance. This may include support groups or other congregational events at which privacy would reasonably be expected.
- Get permission to photograph **musicians** in advance from the music director. The photographer will be required to ensure their actions are not disruptive during the musical performance and worship service.

Questions?

Contact Cindy Lorentzen, Communications Coordinator, at cindy.lorentzen@uumilwaukee.org or 414-273-5257, ext. 210.