



first UNITARIAN
CONGREGATION OF TORONTO | *Est.* 1845

BRAND GUIDELINES

NOVEMBER 2021

What is a Brand?

A brand is a unique representation of an organisation which distinguishes it from others. This representation includes a combination of elements such as its logo, colour, design, signs, and mission.

Every successful brand relies on a consistent system for its awareness, recognition, promotion and positioning.

This is a style guide that has been created to provide an overview of The First Unitarian Congregation of Toronto brand and brand elements. This guide shows the ideal ways to leverage these elements to support a consistent presentation across all communication touch points.



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1. Who We Are

The First Unitarian Congregation of Toronto is a non-creedal Unitarian Universalist congregation that cuts across a vibrant, diverse, intergenerational community of people from the local region and beyond via our online communities. We come together seeking answers to questions about life, healing for hurts, and inspiration to live into our best selves within our complicated world.

Our Mission - Seek *freely* | Connect *authentically* | Serve *passionately*

We welcome all to come together to seek to understand the meaning of our lives, to connect with others as we are, and to serve life to build a better world.

Our Vision

First Unitarian is a beacon of hope and inspiration in Toronto. We move hearts, hands and minds to make our commitments to love and justice come alive.

2. Brand Identity

The Logo Breakdown

The First Unitarian Congregation of Toronto logo is a combination mark that consists of two elements — a sunburst as a brand mark and a wordmark. It is made up of two key colours which provide the primary colour palette.



The congregation has existed as a religious community since 1845 (shown in the wordmark). Adopted by the Board of Trustees in May 2012, the logo speaks to the essential nature of the congregation: together we form a community, with the search for truth at our centre.

Each one of us joins in the search as we gather to be together in our spiritual journeying.

The 'sunburst' is a direct reference to the copper dossal that hangs in the sanctuary. Designed by Donald Stuart, it is titled 'The Gathering of the Universe'. Both the dossal and the sunburst are meant to signify our Universalist heritage and outlook; an image of many, moving into unity. As works of art — not religious icons — they invite personal interpretation of their meaning. The sunburst may be seen as a beacon of light and love created by countless points of light brought into common focus; or it may be considered a representation of the cosmos — an acknowledgement of the vastness of the existence of which we are part of.

Learn more: [Unitarian History](#)

2.1. Logo Variations

The brand logo has variations that are to be used in different contexts:

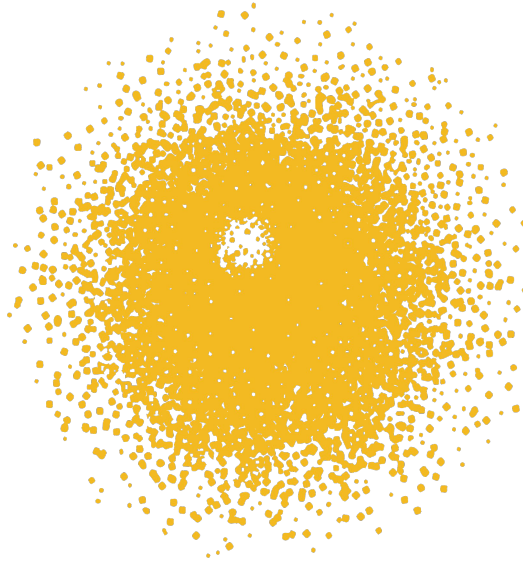
A. Brand Mark + Wordmark (Horizontal)

This takes priority over all logo variations and should be used as often as possible, if space allows.



B. Brand Mark - The Sunburst

This should be used on layouts with very limited space such as media created for Facebook, Twitter, Instagram, YouTube and other social media platforms.



C. Brand Mark + Wordmark (Vertical)

To be used where horizontal space is limited and the horizontal variation is not applicable or possible.



D. Brand Mark + Wordmark + Mission

This variation is only available on and should be exclusive to [the website](#), with a possibility of other applications being recommended when the needs arise.



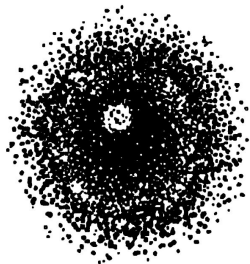
First Unitarian Congregation of Toronto

Seek freely • Connect authentically • Serve passionately



Other Variations (modified for color)

These options are to be used rarely and only in instances where the full brand colours and logos cannot be used due to space and/or colour limitations. Approval must be sought to use these.



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← Black on white background logo



← White on black background logo

2.2. Spacing and Sizing

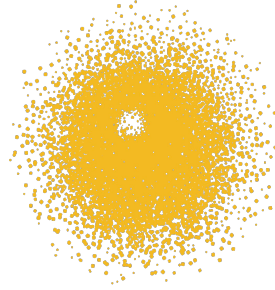
The logo (and all its variations) should be kept clear of competing text, images and logos. Each logo variation must be surrounded on all sides by a minimum clear space which is 20% of the overall size of the logo to ensure visibility and maintain its integrity.

These are the minimum sizes for each of the logo variations that is, the smallest size to which each variation can be minimized to remain legible:

1. **Horizontal:** 105 mm width x 38 mm height (4.13 inches x 1.5 inches)



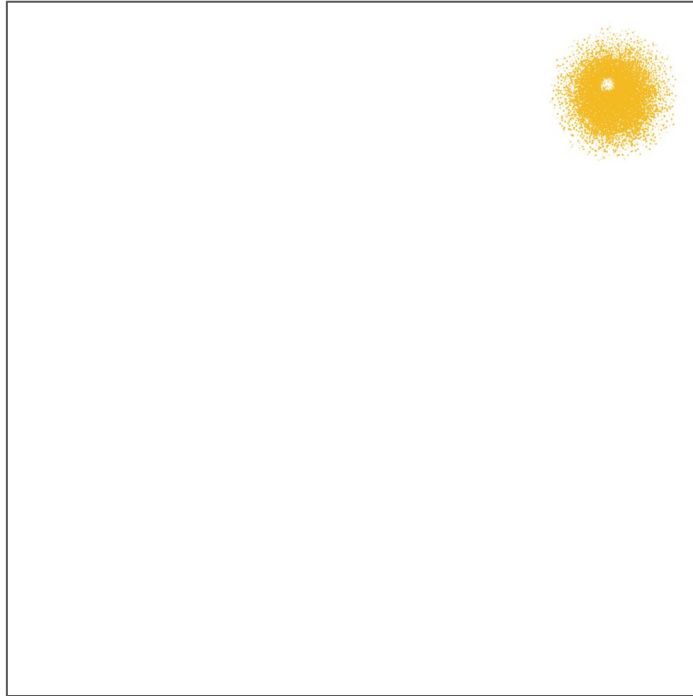
2. **Vertical:** 71 mm width x 71 mm height (2.8 inches x 2.8 inches)



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3. **Sunburst:** 250 px x 250 px



Using an 1080 px x 1080 px image as a reference for the sunburst.



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Using an A4 page as the reference.

2.3. Brand Mark Principles & Logo Placement

The colours, proportion and placement of the different variations of the logo have been specifically determined and should not be altered or modified in any way. To ensure the consistency necessary to build a recognisable identity, it is critical that the logo appears as demonstrated in these guidelines:

The brand mark (the sunburst) should be placed at the top ¼ right corner on a page as a symbolic representation of the sun in the sky.

The preferred placement for all other combinations marks is at the top ¼ (indented to the left) of the page.

An appropriate amount of clear space should be maintained around the logos, as recommended in 'Spacing and Sizing'.



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*Weekdays
@FirstUnitToronto*

<u>MONDAY</u>	Meditation Group	7:15PM
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<u>TUESDAY</u>	Morning 'Awakenings'	9:30AM
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<u>THURSDAY</u>	Evening Reflections	7:45PM
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2.4. Logo Misuse

Here are a few examples of possible instances of logo misuse to avoid:

- Never resize, redesign or alter the spacing of the logo's elements
 - Never alter the colours or remove any element from the logo
 - Never rotate or change the shape of the logo by stretching or compressing it
 - The logo should never be used on a solid yellow background, blue background or an image or background that does not provide sufficient contrast and/or one that makes it illegible.
-

Here are some visual representations of misuse of the logo:



3. Colour Palette

Yellow and blue are the primary brand colours for First Unitarian Congregation of Toronto while cyan is the secondary colour which is used to complement both primary colours.

Note: Hex and RGB values are for screen and web colours while CMYK is for print.



Light Yellow

CMYK: 0, 22, 82, 5

RGB: 243, 186, 33

HEX: #F3BA21



Dark Blue

CMYK: 99, 53, 0, 54

RGB: 1, 55, 117

HEX: #013775



Strong Cyan

CMYK: 100, 10, 0, 23

RGB: 0, 178, 197

HEX: #00B2C5



4. Typography & Font Usage

Our typography consists of two primary typefaces and one tertiary typeface. Each of these fonts comes in a variety of weights to offer flexibility of use.

Primary Typefaces: Canada Type Gibson and Plantin | **Tertiary Typeface:** Arial

To create and maintain a strong identity, it important to adhere to these recommendations:

- For web, print and screens (excluding the website), and when the primary fonts are not available, use the Arial typeface.
- If the heading is 16pt in size, the subheading should be 14pt and the body text 12pt.
- Use Bold weight for headings and subheadings and Regular weight for body text.
- The brand name should be in title case. E.g. First Unitarian Congregation of Toronto.

Primary Typeface: Canada Type Gibson
(Body) and Plantin (Heading)

Heading AaBbCc 123456

Plantin 16pt

Subheading AaBbCc 123456

Plantin 14pt

Body Copy

Gibson Regular 12pt

Tertiary Typeface: Arial

Heading AaBbCc 123456

Arial 16pt

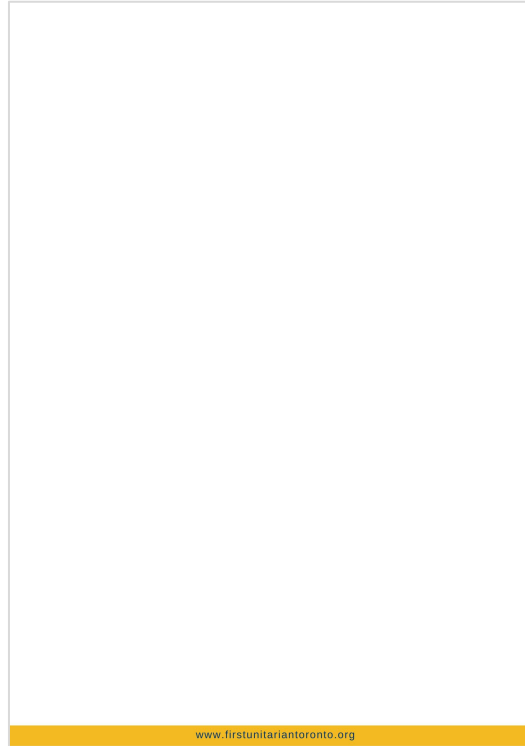
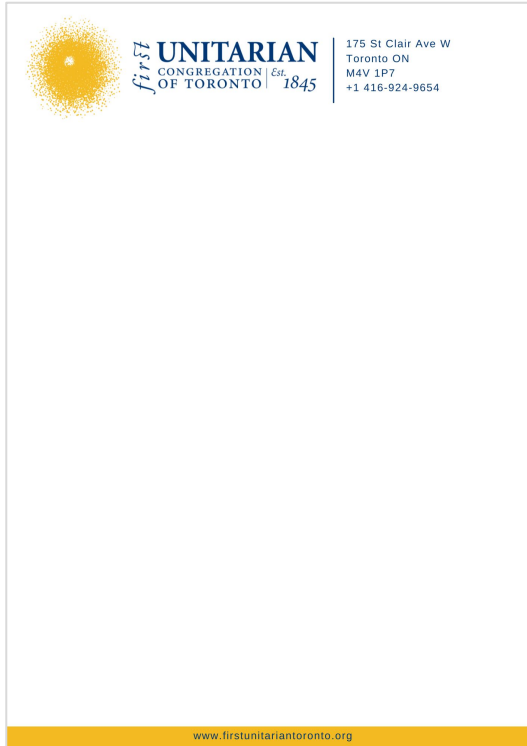
Subheading AaBbCc 123456

Arial 14pt

Body Copy

Arial Regular 12pt

5. Execution Samples



[View this email in your browser](#)



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TODAY AT FIRST!

Sunday, November 14, 2021



[Donate](#)



[Calendar](#)



*Weekdays
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MONDAY	Meditation Group	7:15PM
TUESDAY	Morning 'Awakenings'	9:30AM
THURSDAY	Evening Reflections	7:45PM

6. Extras - some useful links/resources

Fonts - [This folder for Plantin and Gibson fonts](#)

Official Logo Files - [This folder](#)

Official Letterhead - [PDF version](#)

