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URC visual identity guide

Why are style guides important? They ensure brand consistency throughout any materials you produce – no matter who created it.

How much time does it take to explain to a designer how much space you need around your logo at all times? And how they're not supposed to change any of the colours? What about finding every font you use and having to relay that to them as well? Not to mention explaining the type of imagery that is acceptable. This guide helps answer a lot of those questions.

This visual identity guide contains the necessary information to create whatever your church needs. Whether it be a poster, church newsletter, website, or other materials.

URC colour

The colour blue used in many URC products, including the URC logo, and also on the national website, is as follows:

Printed materials

CMYK: 100-0-0-0

Digital products and websites

RGB: 0-153-255

the United Reformed Church © 2016 and the URC takes seriously its responsibility for defending our logo against any damaging or confusing uses.

A variety of logos are available from the URC website, www.urc.org.uk/urc-logo, which *must* be used in line with the guidelines as detailed in the leaflet [_____](#)

We are keen for the logo to be used as widely as possible to promote the URC and the URC community. If you have any questions, please contact us by email at graphics@urc.org.uk.

It's advisable to be consistent with your typography throughout items you produce in order to look professional. Below is an example of the standard format used to set a typical A4 Word document for URC use.

Page size: A4

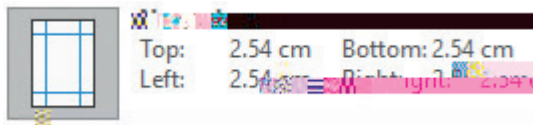
Main title: 26pt Arial bold

Heading 1: 16pt Arial Bold

Heading 2: 14pt Arial Bold

Body copy/Normal: 12pt Arial, on 1.15 spacing

Margins: Normal



For those using Design software, Myriad Pro or Reith is preferred instead of Arial.

Using too many different fonts on the same page could clutter your design, so try to keep to one, or two complimentary font families.

It's important that the font doesn't distract a reader from the message you share. Your audience should be able to easily read the words written on your design the first time. You need to choose a readable font style at the outset, especially if the text is small. We suggest Arial 12pt, on 1.15 spacing.

Size

The bigger the text size, the better it can be seen and read.

Use space

The distance between letters matters. Change font spacing if you need to place text in a small box, but still need to keep it visible.

Adjust height

This is another parameter you can adjust to keep the text readable in limited space.

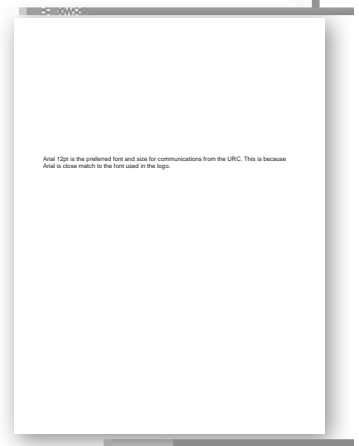
Word templates

Pol le

Text style guidance

The purpose of this style guide is to make sure that multiple contributors create improved communications in a clear and cohesive way, by ensuring consistency both within a document, and across multiple documents. It serves as a reference source and training tool for anyone who reads or writes documentation for the church.

The URC style guide can be found online here: www.urch.org.uk/house-style



Digital material

A guidance booklet on writing for digital/website use will shortly be available here: www.urch.org.uk/information-guides

Use of capital letters

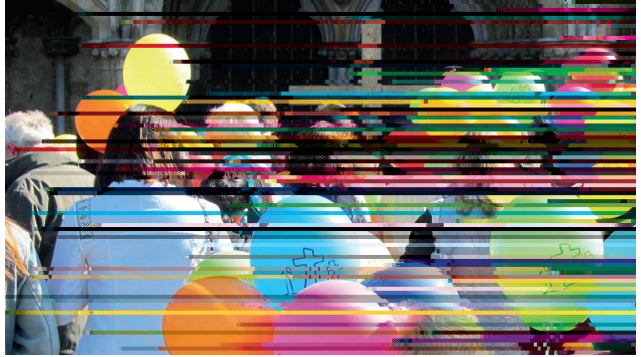
The primary downside of all capital letters is reduced legibility due to the lack of ascenders and descenders. These up-and-down characters help distinguish one letter from the next, contributing to the creation of word shapes, which is an aid to readability. Long words set in all caps are also more difficult to read than shorter words. All capital typography also takes longer to read. This can potentially affect reading comprehension, especially for children, seniors, and demographic with special learning needs, such as visual impairment or reading disabilities. The more caps you use, the more readability may be compromised, so please use this feature sparingly, if you must use caps at all.

THE MORE CAPS YOU USE,
THE MORE READABILITY MAY
BE COMPROMISED

Photography and illustration

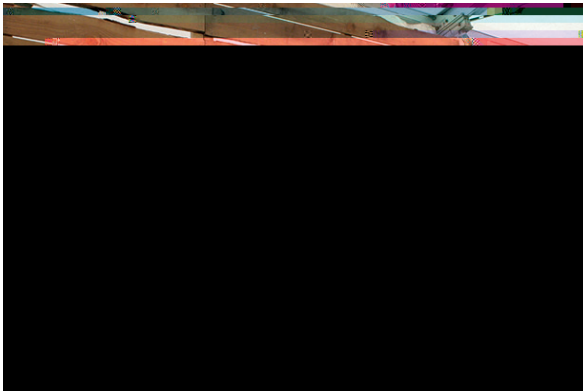
Images are used to engage readers and to support your written points, present information differently or to break up blocks of copy.

An image can affect what a user thinks, feels or does and make your material more attractive. Show real people in real situations and be inclusive. Action shots can capture the moment, and convey an energy to your work.



Note: A new guidance booklet is being released about photography and imagery for church use, and will be found with other URC information guidelines here: www.urb.org.uk/information-guides

The URC Communications team has collected a variety of images, now posted to the URC Flickr website for you to use in your church materials. These are free to use within churches:



If you would like to share your own photographs by adding them to the URC Flickr pages, for other churches to use, then please follow the instructions here: bit.ly/2WKGcGP

Copyright

Copyright is complicated! The updated edition of the URC booklet [Getting to grips with copyright](#) will help you navigate your way

Now, go to the **View** tab and make sure 'Gridlines' is checked (the gridlines do not print). You can now start designing, keeping all items, that you do not want to bleed off the edge of the page, inside the gridlines.

If you want images to print right to the edge you can drag the image to the edge of the sheet. Remember that the extra 3mm will be cut off at the printers.

Note: to move image select the image settings **Size and Position > Text Wrapping** tab choose **Behind text**. Then in **Position > >**

This is one in a series of booklets designed to give information to those working and volunteering within the United Reformed Church.

The booklets can be read and downloaded at

