



The Uniting Church in Australia
QUEENSLAND SYNOD

Brand protocols

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Introduction

The Uniting Church in Australia, Queensland Synod office performs diverse functions across many areas. Our communications should follow guidelines and principles which convey a consistent message.

We should use every communication opportunity to reinforce the mission of the Uniting Church in Queensland, as expressed through the Call Statement and Vision 2020.

These brand protocols provide Queensland Synod employees, stakeholders and suppliers with the key elements of the church's corporate brand.

The protocols outline the process for the design of corporate stationery and templates including information regarding the use of fonts, spacing and colours.

It includes specifications relating to the Uniting Church in Australia logo and protocols for its use in the production of materials for both internal (within the Queensland Synod office) and external communications.

Vision

The Queensland Synod office serves the wider church in a way that allows the church to live out its call to be healthy, flourishing and missionally engaged in contemporary Australian society.

Mission

The Queensland Synod office exists to build up and support the mission of the Uniting Church in Australia.

Our Values



Respect



Integrity



Service



Responsibility

Call statement

The Uniting Church in Queensland is engaged in a revitalisation journey named *Together on the way, enriching community* (note correct formatting).

The following Call Statement was developed as part of the Vision 2020 and adopted by the 28th Synod in May 2010.

“In response to the call of Christ, in the light of Holy Scripture and the *Basis of Union*, the Uniting Church in Queensland is committed to: Uniting in Christ, acting with love, living with hope, witnessing in faith, working for justice.”

Corporate stationery should include this Call Statement.

Uniting in **Christ**
acting with love
living with **hope**
witnessing in faith
working for **justice**

Uniting in **Christ** | acting with **love** | living with **hope** | witnessing in **faith** | working for **justice**

Uniting in **Christ** | acting with **love** | living with **hope** | witnessing in **faith** | working for **justice**

Logo types

The Uniting Church logo is a widely recognised symbol which incorporates significant theological understandings acknowledged at the formation of the Uniting Church in 1977. For more information on the meaning of the logo (also called the emblem), visit the Uniting Church National Assembly website at assembly.uca.org.au

The Synod's use of the logo is in line with the Assembly guidelines (updated in August 2011). These are available on the Assembly website.

Councils of the church are free to use the logo in relation to supported activities. Guidelines for use and size are available on the Assembly website assembly.uca.org.au/resources/logos.

The horizontal logo will be used most frequently, however where space is an issue the vertical logo may be used.

As the red of the dove is integral to the meaning of the logo, **the colour logo is to be used in all cases possible**. If a mono version is required for specific purposes contact Communications and Marketing.

This greyscale logo is only used when printing purely black and white documents. The grey is 60 per cent tint of black.

For screen-prints, use a two-colour print is where the bird remains red. For example, black and red print on a white T-shirt, a black and white print on a red T-shirt or a white and red print on a black T-shirt. However, the black and white logo is only to be used for limited situations such as a one-colour screen-print when there is no possible way to use the red.



The Uniting Church in Australia
QUEENSLAND SYNOD



The Uniting Church in Australia
QUEENSLAND SYNOD



The Uniting Church in Australia
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The Uniting Church in Australia
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TIP

Ask Marketing and Communications for the most up-to-date logo for your needs. Logos are set up differently for different outputs, including print, web and merchandise.



Logo size

Minimum size is 1cm high for all print material.

Screen-prints on merchandise such as pens, require text to be a minimum of 2mm high.



The Uniting Church in Australia
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Logo colours

The primary colours for the Uniting Church in Australia, Queensland Synod are black and red, as per the logo. The colours (including white) are integral to the meaning of the logo and therefore should not be altered at any time.

Red is also used in the Vision 2020 document to reflect Priority Direction E (Engaging in opportunities for intentional, open community connections and partnerships) which relates to three parts of the Vision 2020: Working for Christian unity; Engaged in authentic community relationships; and Reaching out and speaking out for justice and peace for all creation. Red should be used in these contexts.

The other nominated colours are used in the remaining four Vision 2020 Priority Directions.

To learn more about Vision 2020 visit ucaqld.com.au/about-us



The Uniting Church in Australia
QUEENSLAND SYNOD



CMYK: 0 0 0 100
RGB: 0 0 0
HEX: 000000
Pantone Black 3C
Pantone Black 3U



CMYK: 0 91 76 0 (185 CP)
CMYK: 0 81 54 0 (185 UP)
RGB: 239 62 66
HEX: EF3E42
Pantone 185 C
Pantone 185 U



CMYK: 0 0 0 0
RGB: 255 255 255
HEX: ffffff
White

Brand colours

Other colours associated with Queensland Synod.



CMYK: 83 1 0 0 (2995 CP)
CMYK: 89 0 1 0 (2995 UP)
RGB: 0 169 224
HEX: 00A9E0
Pantone 2995 C
Pantone 2995 U



CMYK: 100 48 12 58 (302 CP)
CMYK: 97 36 10 41 (302 UP)
RGB: 0 59 92
HEX: 003B5C
Pantone 302 C
Pantone 302 U



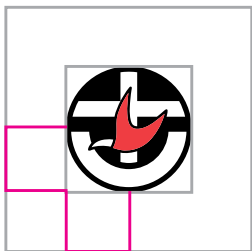
CMYK: 28 0 100 0 (382 CP)
CMYK: 25 0 83 0 (381 UP)
RGB: 196 212 0
HEX: C4D400
Pantone 382 C
Pantone 381 U



CMYK: 0 52 100 0 (138 CP)
CMYK: 0 31 90 0 (130 CU)
RGB: 230 128 0
HEX: E68000
Pantone 138 C
Pantone 130 U

Logo spacing

When arranging the logo within a design, ensure that there is space around the logo equal to half the width of the emblem, as shown below.



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 and the isolation zone is half the size of the Uniting Church logo or the width of its radius.



Logo don'ts ❌

❌ Cropping



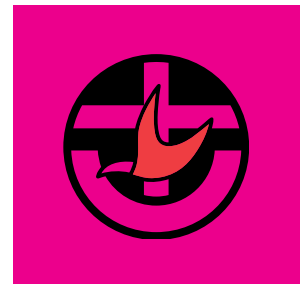
❌ Unusual angle



❌ Tints, shades, opacity



❌ Transparent sections



❌ Any alterations



❌ Disproportionately scaled or stretched



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❌ Other colour schemes



❌ Overlapping the logo with another logo



Logo exceptions



The Uniting Church in Australia
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Text is located mid-top



The Uniting Church in Australia
QUEENSLAND SYNOD

Text is centred

Fonts

Logo fonts



The Uniting Church in Australia
QUEENSLAND SYNOD

→ Myriad Pro light
→ Myriad Pro regular

Document fonts

Calibri is the standard corporate font across all documents produced within the Queensland Synod and its stakeholders.

Myriad pro is used by the Communications and Marketing team to produce formal documents and merchandise across Queensland Synod and its stakeholders, especially documents and collateral that are distributed externally.

Font: Calibri

Heading 1 *24pt Calibri Regular*

Heading 2 *16pt Calibri Bold*

Subheadings *10pt Calibri Bold*

Body text *10pt Myriad Pro Regular*

Font: Myriad pro

Heading 1 *24pt Myriad Pro Regular (26pt if a 12pt subheading is used)*

Heading 2 *16pt Myriad Pro Bold (18pt if a 12pt subheading is used)*

Subheadings *10pt Myriad Pro Bold (12pt for additional subheading levels)*

Body text *9pt or 10pt Myriad Pro Regular*

Brand application

Strategic Plan and Vision 2017–2020

Poster

Vision for 2020

The United Church in Australia
QUEENSLAND SYNOD

Connecting with communities
Youth, children and families
Discipleship
Leadership
Christ-centered at prayer, and listening

Advancing one Uniting Church identity
Strategic locations for church communities
Development of First Peoples' engagement
Promo/Recruitment

The **Key Change Initiatives** provide a lens to express the **Synod-wide Priority Directions** in order that we might achieve our vision for 2020.

Strategic plan

Uniting in Christ
acting with love
living with hope
witnessing in faith
working for justice

**Queensland Synod Office
Strategic Plan
2017–2020**

The United Church in Australia
QUEENSLAND SYNOD

Queensland Synod Office Strategic Plan 2017–2020

2010: Queensland Synod started the revitalisation journey of *Together on the way, enriching community*.

2016: The 32nd Synod in Session adopted five new **Strategic Priorities** within the overarching *Together on the way, enriching community*.

2017: Qld Synod office developed the 2017–2020 strategic plan to direct its activities and resources towards responding to the **Key Change Initiatives**.

Now: Qld Synod office commenced a process to deliver against the **Strategic Priorities** over the next 12 to 18 months as well as responding to significant drivers for change.

Synod Standing Committee and Presbytery Ministers identified four **Key Change Initiatives**:

- Strategic locations for intentional churches
- Multicultural Church
- Effective First Peoples' engagement
- One church

Queensland Synod Office Strategic Plan 2017–2020

	1 Service	2 Leadership	3 Sustainability	4 Collaboration
Strategic goals and objectives	We build an organisation that supports our stakeholders by providing agile, responsive and efficient stakeholder-focused services.	We develop and provide effective theological and ministerial education and leadership programs which build Christian leadership in the church and the community.	We assist the church to strategically manage resources for the long-term growth and sustainability of the church.	We are a catalyst for state-wide missional, faith sharing and discipleship strategies that support the church of today and grow the church of tomorrow.
Our Mission The Queensland Synod office exists to build up and support the mission of the United Church in Australia.	Focus on the functions and services to serve the church whilst supporting change and growth. Simplify processes and governance structures and increase availability and reliability of information. Shape resilient and service-oriented people.	Reshape innovative and high quality educational, spiritual and leadership programs. Support the provision of learning, development and growth opportunities for stakeholders.	Facilitate collaborative and strategic resource management actions that will strengthen the church.	Strengthen and maintain close working relationships with stakeholders. Provide well-researched contemporary and innovative advice.
Our Vision The Queensland Synod office serves the wider church in a way that allows the church to live out its call to be healthy, flourishing and missionally engaged in contemporary Australian society.	<ul style="list-style-type: none"> Delivery of services that meet the current and emerging needs of our stakeholders. Build strategic, risk, compliance and information management capabilities. Manage a program of developing capable, engaged and service-oriented people. 	<ul style="list-style-type: none"> Reposition and grow Trinity College Queensland. Develop Framework Residential College as a community that enhances spiritual growth and pathways within the United Church in Queensland. Develop an innovation hub. Enhanced leadership development for ministers. Create a women in leadership framework. Identify pathways for Uniting Aboriginal and Islander Christian Congress (UAICC) leaders. Identify and support leadership programs across the breadth of the church. 	<ul style="list-style-type: none"> Support the development of appropriate missional plans. Implement plans to generate additional revenue streams. 	<ul style="list-style-type: none"> Enact a stakeholder management strategy. Develop and implement plans for delivering Key Change Initiatives. Continue Bylaws review – Tranche 3. Investigate and resource the church on emerging areas of challenge. Review Moderator's term framework. Engage the whole church in preparation for the next synod-wide strategic priorities 2020–2025.
Our Values Respect Integrity Service Responsibility				

Letterhead

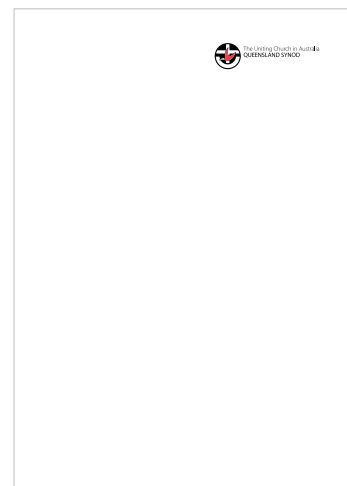
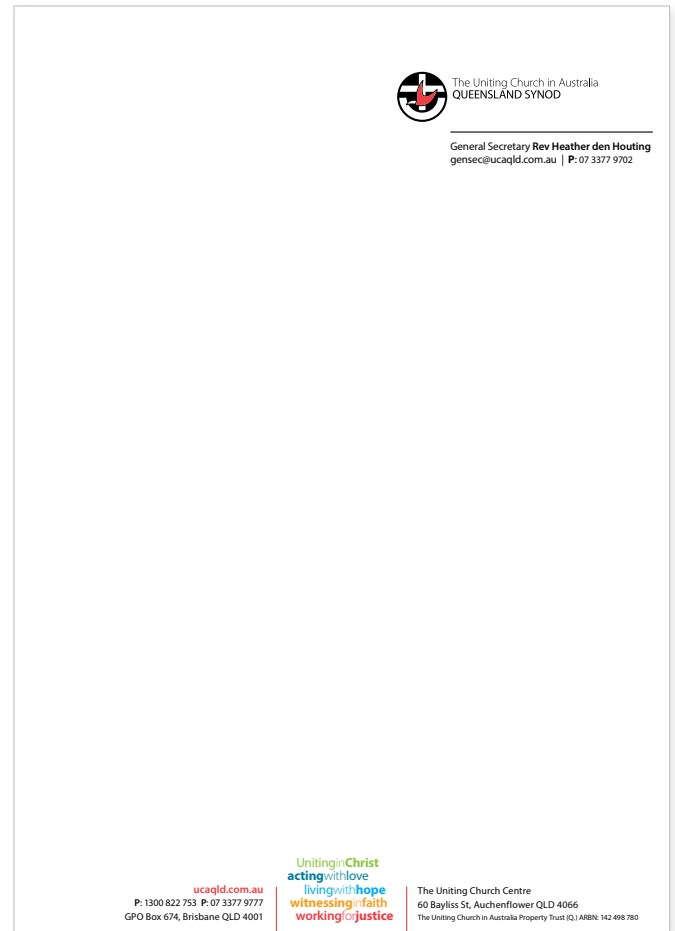
The Queensland Synod has a primary letterhead which is simple, clean and appropriate for communications.

For letters longer than one page, the second and subsequent pages should display only the logo or be blank.

For letters that will be emailed use the fully branded Word template and create a PDF.

When a colour printer is not available the grey version of the logo should be used.

For specific person or service area letterhead a Word letter template can be created that prints a thin line and specific contact details under the logo on the right of the page. This is restricted to the moderator, general secretary, associate general secretary, and executive directors. Other templates can be organised (for example for commissions) at the discretion of the general secretary.



TIP

Templates can be found on the SharePoint home page at ucaqld.sharepoint.com/sites/QueenslandSynodSharePoint

Letterhead example

3.7cm

2.5cm

01 March 2019

CHURCH/ORGANISATION
C/- TITLE FULL NAME
ADDRESS1
SUBURB STATE POSTCODE

Dear Salutation,

Letter subject: **Calibri 12pt normal**

Body text paragraph one—gives a succinct, active voice opening to what the letter is about.

Paragraph two begins to give background or an explanation to paragraph one and may be slightly longer to draw people into the letter. Each paragraph should have only one idea, topic or key point.

Body text should be **Calibri 10pt**, with 8pt spacing after each paragraph. Set up styles in Word and use templates where available.

Use a subheading to draw attention to action points. Calibri 10pt Bold.

It can be helpful to use bullet points to draw attention to key actions, for example:

- if the letter will be emailed, use the electronic letterhead template for your letter then save as a PDF
- if the letter is longer than one page, only the first page is to be on letterhead
- if bullets complete a lead-in sentence, they start with a lower case letter and have closing punctuation on the last bullet.


Following a template sends a message that communications are intentional, planned and professional. It communicates a clear and unified message.

The final paragraph should include your contact details in the following format:
If you have any questions, please don't hesitate to contact me on 07 3377 9702 or by email gensec@ucaqld.com.au

Closing greetings,

Rev Heather den Houting
General Secretary

2.5cm



The Uniting Church in Australia
QUEENSLAND SYNOD

General Secretary **Rev Heather den Houting**
gensec@ucaqld.com.au | P: 07 3377 9702

ucaqld.com.au
P: 1300 822 753 P: 07 3377 9777
GPO Box 674, Brisbane QLD 4001

Uniting in Christ
acting with love
living with hope
witnessing in faith
working for justice

The Uniting Church Centre
60 Bayliss St, Auchenflower QLD 4066
The Uniting Church in Australia Property Trust (Q.) ARBN: 142 498 780

Business cards

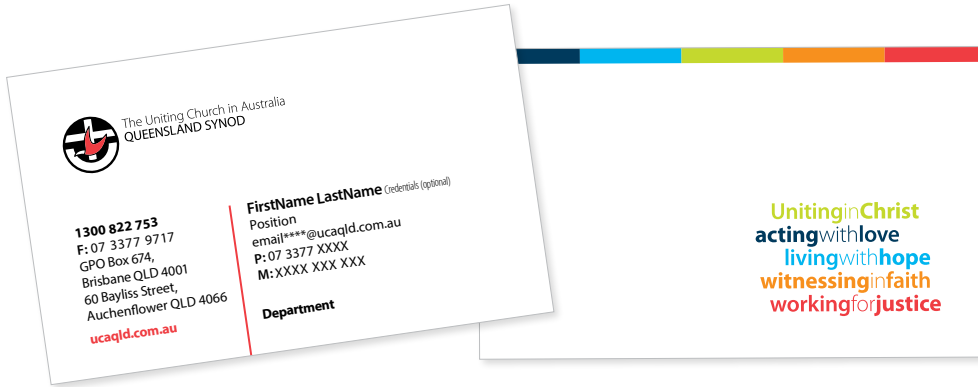
Standard business cards will contain all general contact details of the Queensland Synod office and each person's name and specific contact details. The information is clearly set out with plenty of space and important information highlighted in bold.

The reverse of the card is branded with the Synod's Call Statement.



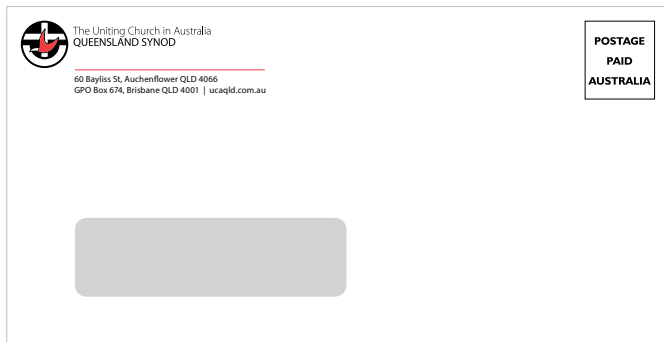
TIP

Stationery orders can be made via the Communications and Marketing online form on the Intranet.



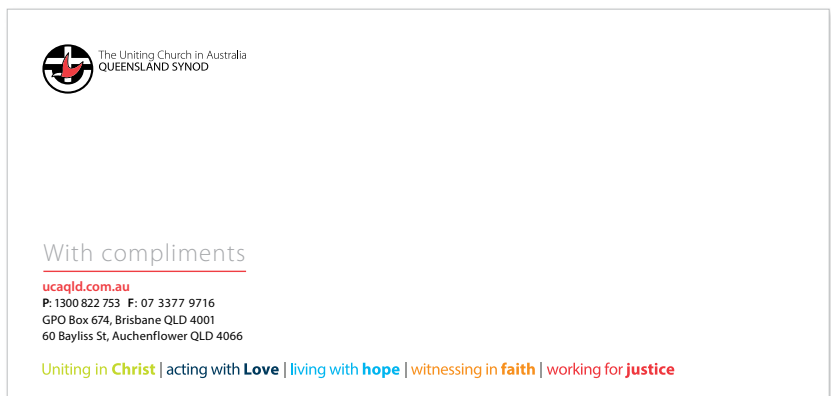
Envelopes

Envelopes will be white with the Queensland Synod logo and return details in the top left-hand corner.



“With compliments” slips

“With compliments” slips should be used for short notes, hand-written or printed. These will look similar to standard letterhead with the *Together on the way, enriching community* Call Statement at the bottom.





Email signatures

Synod office email signatures contain contact details below the logo to line up with the left edge of the emblem. The specific Synod office department appears in red.

The *Together on the way, enriching community* Call Statement is included below the contact details. Email signatures also include an acknowledgement of country, recognising the traditional owners of the land on which the Synod office is located, the Turrbul people. This is in recognition of the Uniting Church's covenant with our Aboriginal and Torres Strait brothers and sisters in Christ.

Email signatures may periodically include a graphic bar promoting a current or upcoming important event (such as the Synod in Session).

Queensland Synod email signature design	Notes
<p>Title Firstname Surname Job title Available on (Mon, Tue, Wed, Thur, Fri)</p>  <p>The Uniting Church in Australia QUEENSLAND SYNOD <i>Service area name</i></p> <p>ucaqld.com.au T: 07 3377 9777 M: XXXX XXX XXX F: 07 3377 9717 GPO Box 674, Brisbane QLD 4001</p> <p>Uniting in Christ acting with Love living with hope witnessing in faith working for justice</p>  <div style="background-color: #cccccc; padding: 10px; text-align: center; margin: 10px 0;"> Promo banner 325 x 80px </div> <p>The Synod office is located on Turrbal land.</p> <p><small><i>Disclaimer:</i> This email and any attachments may contain privileged or confidential information. If you are not the intended recipient of this message, you must not disseminate, copy or take any action, or place any reliance on it. If you have received this message in error, please notify the sender immediately and destroy and delete all copies. The privilege or confidentiality attached to this email and attachments is not waived by reason of mistaken delivery to you. Any views expressed in this message do not necessarily reflect the views or opinions of the Uniting Church in Australia, Queensland Synod, except where the sender specifically states them to be the views of the Uniting Church in Australia, Queensland Synod. The Uniting Church in Australia, Queensland Synod accepts no responsibility for any loss or damage, however caused, which may result directly or indirectly from this email or any attachments. Please consider the environment before printing this email.</small></p>	<p>Title includes: Rev Dr (but not Mr, Mrs, Miss etc.)</p> <p>Work days added. Short code: \$InsertWorkDays Only available for part-time workers. Full-time workers have no work days shown.</p> <p>Logo + website link to ucaqld website http://www.ucaqld.com.au/</p> <p>The web addresses are currently hyperlinked with ctrl+click. IT to change this to only a click. Phone numbers to be clickable on mobile.</p> <p>Mobile numbers are disabled from the IT System only.</p> <p>Social media links: https://www.facebook.com/unitingchurch.queensland https://twitter.com/ucaqld https://www.instagram.com/ucaqld/ https://www.youtube.com/user/UnitingChurchQLD</p> <p>Promo image to be hyperlinked as needed</p> <p>"Turrbal land" linked to: UCA Webpage? - if possible https://en.wikipedia.org/wiki/Turrbal</p>

Forms and templates

All forms will include the full colour logo, used with the coloured title bar fading to the left.

Where necessary, forms will include the statement: "An activity of The Uniting Church in Australia Property Trust (Q.)" without the Uniting Church logo as this appears elsewhere on the form.

Specific contact details will remain at the bottom of all forms.

Word template forms will incorporate the band of colour title bar in the header with the full colour Queensland Synod logo.



Templates can be found on SharePoint home page at ucaqld.sharepoint.com/sites/QueenslandSynodSharePoint

The header on the first page will contain the coloured strip, logo, and document title.

The Uniting Church in Australia
QUEENSLAND SYNOD
Disaster relief fund
Community recovery project application form

To respond to recent natural disasters, Congregations and Presbyteries can apply for up to \$5,000 in financial assistance towards programs and support to help their local communities which have been affected. (Amounts more than \$5,000 may be considered on request.)

The funds for this initiative have been generously contributed through direct offerings made to the Queensland Synod for the purposes of helping people in crisis.

Congregations and Presbyteries with ideas for specific projects to provide pastoral support, rehabilitation and recovery programs for individuals, families and communities affected by the recent disasters can apply to the Grants Group of the Queensland Synod Disaster Response and Community Recovery Committee for financial assistance.

Project funding must be for the purpose of assisting with any additional/extraordinary expenses Congregations and/or Presbyteries incur in responding to their community's needs following the recent disasters such as:

1. Specialised ministry to enable community recovery
2. Practical support for individuals, households or communities.

It is not intended that applications for funding of normal Presbytery and/or Congregation expenses will be considered by the Queensland Synod Disaster Response and Community Recovery Committee (e.g. paying stipend for a ministerial supply in a Congregation, unless the supply is related to the minister in placement being called to community focused outreach and assistance).

For more information about the Queensland Synod's Response and Community Recovery Plan please email disaster.relief@ucaqld.com.au or phone the Synod Office on 1300 UCA QLD (1300 822 753).

This application should be completed by a person authorised by the Congregation or Presbytery to act on its behalf. (E.g. Church Council Chairperson, Treasurer etc.)

After distributing the funds, please report to the Queensland Synod Disaster Response and Community Recovery Committee regarding how the funds have been used and include stories or examples of people who have been assisted.

Once signed and dated, please scan, email or post to the grants group of the Disaster Relief Response and Community Recovery Committee at:
Email: disaster.relief@ucaqld.com.au

Disaster Relief Response and Community Recovery Committee
The Uniting Church Queensland Synod
GPO Box 674, Brisbane QLD 4001

Community recovery project application form
1 of 3
UCAQ_DRRC_4.2019

The Uniting Church in Australia Queensland Synod, Disaster Response and Community Recovery Committee
GPO Box 674, Brisbane QLD 4001 | P: 1300 822 753 | E: disaster.relief@ucaqld.com.au
THIS DOCUMENT IS UNCONTROLLED WHEN PRINTED.

The Uniting Church in Australia
QUEENSLAND SYNOD
Disaster relief fund
Community recovery project application form

Declaration
Before you sign this form, please check that you have provided accurate and complete information.

Name of signatory Position

I am authorised to make this declaration on behalf of the Congregation/Presbytery. The information contained within this application is accurate and complete.

Signature Date

Bank Account Details for Funds

BSB:

Account number:

Account name:

Reviewed
This application has been reviewed by the Presbytery Disaster Contact Person.

Comments

Name Position

Signature Date

Once signed and dated, please scan, email or post to the grants group of the Disaster Relief Response and Community Recovery Committee at:
Email: disaster.relief@ucaqld.com.au

Disaster Relief Response and Community Recovery Committee
The Uniting Church Queensland Synod
GPO Box 674, Brisbane QLD 4001

Office use only	Committee name	Received date	Approved date
-----------------	----------------	---------------	---------------

Reset form
Print

Community recovery project application form
3 of 3
UCAQ_DRRC_4.2019

The Uniting Church in Australia Queensland Synod, Disaster Response and Community Recovery Committee
GPO Box 674, Brisbane QLD 4001 | P: 1300 822 753 | E: disaster.relief@ucaqld.com.au
THIS DOCUMENT IS UNCONTROLLED WHEN PRINTED.

The footer must remain the same on every page. The only content to be updated is the contact details as required. Compare the example above with the template data below.

The Uniting Church in Australia
QUEENSLAND SYNOD
Disaster relief fund
Community recovery project application form

Name of form XX-XXXX-XXXX_XXX
1 of 2
Effective date X.20XX

The Uniting Church in Australia, Queensland Synod
GPO Box 674, Brisbane QLD 4001 | P: 1300 822 753 | E: XXXXXX@ucaqld.com.au
THIS DOCUMENT IS UNCONTROLLED WHEN PRINTED.

Each form must end with the reset and print buttons. "Office use only" must be used when relevant to the form. The look should be consistent regardless of data variations. Sample tables have been included in the InDesign template.

The Uniting Church in Australia
QUEENSLAND SYNOD
Disaster relief fund
Community recovery project application form


Office use only	Committee name	Received date	Approved date
Office use only	Received date	Actioned by	Actioned date

Reset form
Print

Name of form XX-XXXX-XXXX_XXX
2 of 2
Effective date X.20XX

The Uniting Church in Australia, Queensland Synod
GPO Box 674, Brisbane QLD 4001 | P: 1300 822 753 | E: XXXXXX@ucaqld.com.au
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Word templates:





<Policy name>
 <POL-XXX-XX>

<Policies are broad statements of principles that govern, regulate and/or constrain the operations of the Queensland Synod. A policy should be brief and limited to 1-2 pages.>

Purpose
 <Insert one paragraph explanation of the policy>

Scope
 <Insert a one paragraph explanation of who the policy applies/does not apply to>

Policy

1. <Heading>
 <Insert text>
2. <Heading>
 - 2.1. <Insert heading>
 - 2.1.1. <Insert text>
 - 2.1.2. <Insert text>
 - 2.2. <Insert heading>
 <Insert text>
3. <Heading>
 <Insert text>
 - 3.1. <Insert heading>
 <Insert text>
 - 3.2. <Insert heading>
 <Insert text>


Related documents
 <Insert name and document number of related internal policy/procedure document. Include external links to any related external materials.>


Definitions

Term	

THIS DOCUMENT IS UNCONTROLLED WHEN PRINTED.

<POL-XXX-XX> 1 of 2





Term	Meaning

Revisions

Document number	POL-XXX-XX				
Version	Approval date	Approved by	Effective date	Policy owner	Policy contact
X.X	DD.MM.YYYY	<insert title/body>	DD/MM/YYYY	<insert title>	<insert title>
Next scheduled review	DD.MM.YYYY				

THIS DOCUMENT IS UNCONTROLLED WHEN PRINTED.

<POL-XXX-XX> 2 of 2 Effective date DD.MM.YY

Video

Videos designed for the promotion of Synod activities must always begin with the animated Uniting Church logo and finish with the disclaimer copyright text:

Produced by the Uniting Church in Australia, Queensland Synod, Communications and Marketing, © 20XX

Corporate talking head

Start: Animated Uniting Church in Australia logo

End: Disclaimer text

Lower third: Name and title of speaker

Campaign branding can be represented either in lower third graphic or full title screen graphic.

Facebook platform

Campaign information and branding displayed (where relevant).

If part of a longer video for Queensland Synod then defer to above video branding guidelines.

Raw feed or live diary-type videos do not need to contain the animated dove at the start, but where campaign branding is included there should be either an animated dove or acknowledgement of the Uniting Church's ownership of the campaign.

Enterprise videos

Videos for enterprises and events (including Easter Madness, Mission Possible, Ignite etc.) must include:

Disclaimer copyright text at the end.

Acknowledgement text or logo to indicate that the enterprise is a part of the Queensland Synod:

**ENTERPRISE/EVENT* is an activity of the Uniting Church in Australia, Queensland Synod*



Lower thirds design

Below is the lower third design.



Social media

Facebook

facebook.com/unitingchurch.queensland

Target audience:

- Uniting Church congregations

Opportunities:

- Hashtags
- Tagging
- Links

Goals:

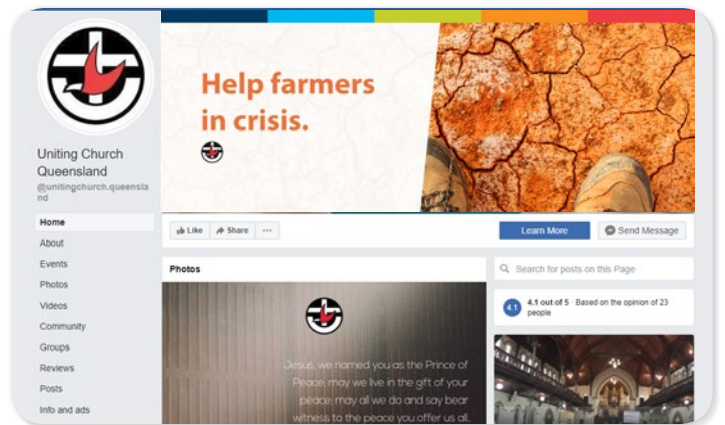
- Share key messages
- Share recent news and updates
- Share fundraising initiatives
- Promote campaigns and events
- Share resources and quotes
- Promote key calendar dates and milestones
- Vacant positions within Queensland Synod
- Good news stories

Facebook desktop view

Profile image
Uniting Church emblem.

Cover banner

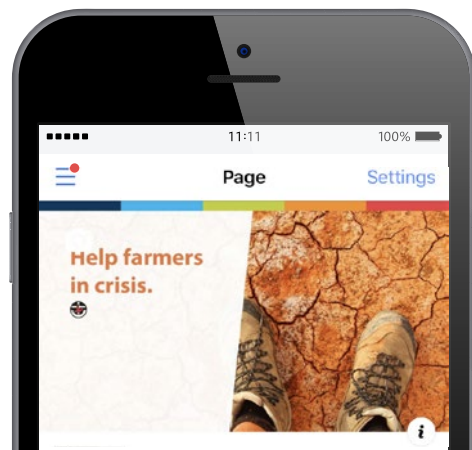
Always include the Uniting Church in Australia emblem and coloured bars. On Facebook, reposition the image via the desktop view to sit at the top.



Post imagery

Synod office in-house generated posts and photos are to include the Uniting Church in Australia emblem.

Facebook mobile view



Posts

Where possible always reference relevant external brands, churches, and organisations with hashtags or website links. For example link to Trinity College Queensland, hashtag or link to UnitingCare Target Appeal, tag Assembly and so on.

Always use a call to action. For example: *To find out more go to [website].*

Always tag appropriate Uniting Church congregations in posts.

When referencing Facebook, the following phrases are good examples and are approved for use in your marketing.

- “Find us on Facebook”
- “Like us on Facebook”
- “Visit us on Facebook”
- “Visit our Facebook page”
- “Check in on Facebook”
- “Tag us on Facebook”
- “Become a fan on Facebook”



TIP

Facebook brand guidelines and assets are found at:
en.facebookbrand.com/#brand-guidelines-assets

Image sizes

Facebook banner	820 x 462px (phone) 820 x 312px (desktop)
Facebook post	940 x 780px / 1200 x 630px
Facebook profile image	360 x 360px

TIP

Design templates for standard reoccurring tasks are kept here: **K:\COMMON\STAFF_UCOMM_ALL\Projects\TEMPLATES**

Twitter

twitter.com/ucaqld

Target audience:

- Uniting Church congregations

Opportunities:

- Tagging
- Links

Goals:

- Share key messages
- Share news updates
- Event photos
- Promote key calendar dates and milestones



TIP

Twitter brand guidelines and assets are found at:
about.twitter.com/en_us/company/brand-resources.html

Youtube

youtube.com/user/UnitingChurchQLD

Target audience:

- Uniting Church congregations

Opportunities:

- Links

Goals:

- Share resources
- Share key messages from the Moderator
- Host promotional and event videos
- Promote key calendar dates and milestones



TIP

Youtube brand guidelines and assets are found at:
youtube.com/yt/about/brand-resources/#logos-icons-colors

Instagram

instagram.com/ucaqld

Target audience:

- Uniting Church congregations

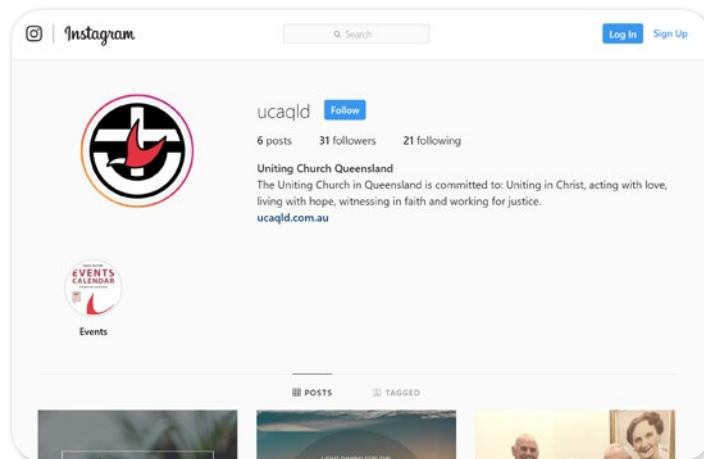
Opportunities:

- Hashtags
- Tagging
- Link in bio
- Polls in Instagram stories

Goals:

- Share key messages
- Promote campaigns and events
- Bible verses and readings
- Share resources and quotes

Profile picture
Uniting Church emblem

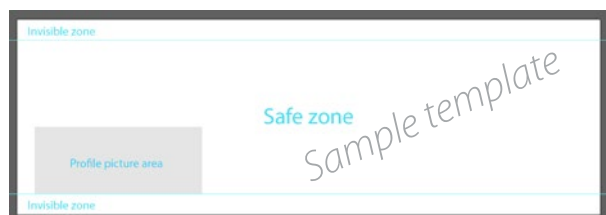


TIP

Instagram brand guidelines and assets are found at:
en.instagram-brand.com

Image sizes

Instagram profile image	110 x 100px
Instagram post	1080 x 1080px
Youtube	2560 x 1440px <i>Safe area for text and logos: 1546 x 423px</i>
Twitter profile image	430 x 172px
Twitter banner	1500 x 500px



TIP

See the social media editorial guidelines document for more content details across all social platforms.