



The Uniting Church in Australia
QUEENSLAND SYNOD

Brand Protocols

QLD Synod Office

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.

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.

Synod Vision

We are **ONE CHURCH** active in every Queensland community, bearers of Christ's offer of life in all its fullness. Through our shared life we are committed to a flourishing future for Church and community.

Synod Office Purpose

The purpose of the Synod Office is to **ENABLE, EQUIP** and **ENCOURAGE** a renewing and growing Church across Queensland.

Who We Are

MISSION-DRIVEN

Entering more deeply into the faith and mission of the Church in Australia (Basis of Union para 2).

SERVICE-ORIENTED

Practicing servant leadership, driven by a clear vision and purpose.

RELATIONALLY-FOCUSSED

Effective collaboration and support for the wider Church in pursuit of our shared Vision.



At the 37th Synod in 2023, 'renewal' was not only the theme for the event, but recognised as a guiding direction for the next season of the Queensland Synod. This direction will carry through as the Queensland Synod embarks on a season of 'Renewal and Growth'.

The 'renewal device' has been in use since the 37th Synod as a landmark. It will be revised as the 39th Synod approached in October 2026.

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 uniting.church

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 uniting.church/our-logo

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.



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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.



10mm



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2mm

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.



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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.

Key colours



CMYK: 100 48 12 58
RGB: 0 59 92
HEX: 003B5C
Pantone 302 C
Pantone 302 U



CMYK: 80 40 100 40
RGB: 44 86 41
HEX: 2C5629
Pantone 2266 C
Pantone 2266 U



CMYK: 70 20 90 30
RGB: 89 152 79
HEX: 59984F
Pantone 362 C
Pantone 362 U



CMYK: 30 90 98 20
RGB: 153 53 37
HEX: 993525
Pantone 174 C
Pantone 174 U



CMYK: 13 64 100 2
RGB: 213 116 40
HEX: D57428
Pantone 717 C
Pantone 717 U



CMYK: 48 69 73 56
RGB: 80 51 41
HEX: 503329
Pantone 476 C
Pantone 476 U

Tints



CMYK: 53 11 1 0
RGB: 111 187 229
HEX: 6FBBE5



CMYK: 60 20 70 10
RGB: 105 150 103
HEX: 699667



CMYK: 40 0 50 0
RGB: 157 210 156
HEX: 9DD29C



CMYK: 10 40 30 0
RGB: 225 164 158
HEX: E1A49E



CMYK: 10 30 40 0
RGB: 227 182 151
HEX: E3B697



CMYK: 13 20 40 10
RGB: 201 180 145
HEX: C9B491



CMYK: 16 3 0 0
RGB: 0 59 92
HEX: D1E6F7



CMYK: 18 6 21 3
RGB: 44 86 41
HEX: D2E0D2



CMYK: 12 0 15 0
RGB: 89 152 79
HEX: E1F1E1



CMYK: 3 12 9 0
RGB: 153 53 37
HEX: F6E4E2



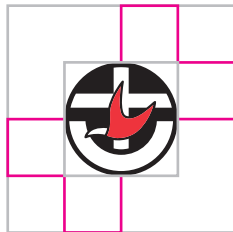
CMYK: 3 9 12 0
RGB: 213 116 40
HEX: F7E8DE



CMYK: 4 6 12 3
RGB: 80 51 41
HEX: E9E2D5

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.



Logo spacing

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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✗ Unusual angle



✗ Overlapping the logo with another logo



Logo exceptions



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Text is located mid-top
(centre at one third the height)



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Text is located centre

Fonts

Logo fonts



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Myriad Pro light
Myriad Pro regular

Brand fonts

A Pilgrim People



Adventures Unlimited Script Bold

A Pilgrim People



Adventures Unlimited Script Bold
with modest stroke where needed
(no more than 0.02 times the font size)

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 Calibri Regular

Font: Myriad Pro

Heading 1 24pt Myriad Pro Regular

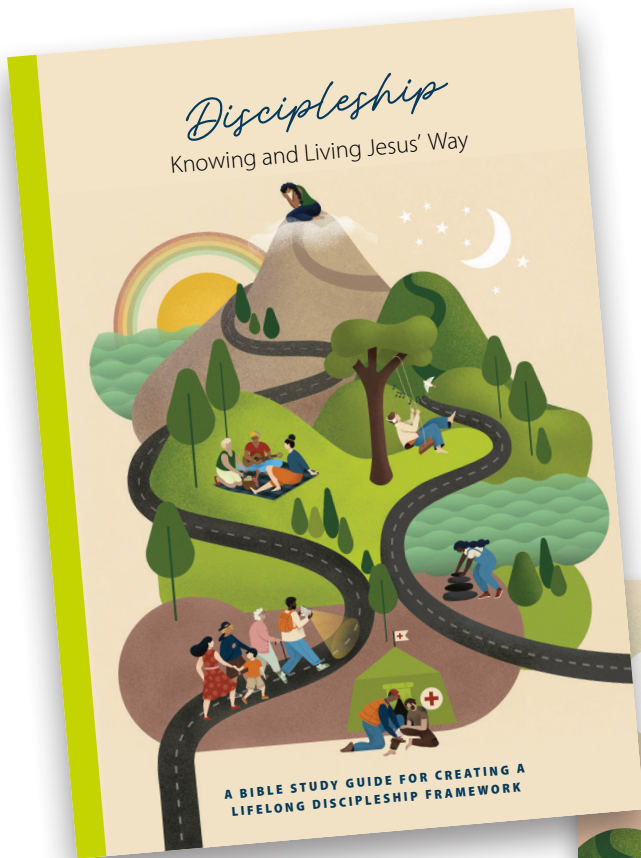
Heading 2 16pt Myriad Pro Bold

Subheadings 10pt Myriad Pro Bold

Body text 10pt Myriad Pro Regular

Brand application

Discipleship strategic tool



Bequests flyer

Stories of bequests

THAT CREATED MISSIONAL OPPORTUNITIES

Redcliffe Uniting

SCAN TO WATCH THE FULL STORY

Redcliffe Uniting has received 11 bequests in 11 years. "We had one very generous bequest which led to our vision for an integrated community hub. This dream became reality when we received more and more bequests. It is possible to dream and see it come to fruition." – Rev Paul Clark

Pittsworth Uniting

SCAN TO WATCH THE FULL STORY

Pittsworth Uniting received a bequest in the 1980s from the Wagner family. The bequest was invested, generating more than \$3 million in funding over 30 years as a result. Those funds have sustained ministry across the Central Downs, benefitted congregations across the Queensland Synod, and helped over 80 community groups both in Australia and overseas.

Leaving a bequest is so much more than just a donation to the Uniting Church. It is an investment in your legacy, where the impact of your life echoes beyond your time here. The stewardship of these gifts is something we take seriously and we work especially hard to maximise the missional impact of every dollar given.

How can you play your part?

STEP 1: Contact our team

We are always here to discuss how your gift can make a difference to the lives of fellow Queenslanders and we can provide all the information you need to make sure your intentions are fulfilled. The contact details are provided overleaf and we thank you for thinking of us.

STEP 2: Discuss with your legal advisor

Consult your legal advisor to ensure the option you have chosen best reflects your intentions. We recommend you seek the qualified advice of an independent solicitor or legal advisor before making or revising your will.

Are you a solicitor or legal advisor? Refer to our will wording for more information.

STEP 3: Tell your family and friends

We are grateful for any Gift you are able to leave us once you have taken care of your family and friends first. It is important to discuss your plan with your loved ones to ensure they understand and support your reasons for choosing to help the Uniting Church in such a powerful way.

*Your Gift...
Your Legacy*

Making a difference through gifts and bequests.

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