BRANDING STANDARDS & GRAPHIC IDENTITY GUIDELINES

JANUARY 30, 2013

UNITED COUNCIL OF CHRISTIAN FRATERNITIES AND SORORITIES

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INTRODUCTION

A 21st-century brand has consistent logos and colors, but it goes far beyond images. A brand represents the values, ideas and personality of an entity; it is the consumer's total experience. A brand often includes a logo, fonts and color schemes that are developed to represent values, and ideas. When properly developed, a brand should generate positive feelings and even an affi nity for the entity.

Those feelings are developed over time, through a series of consistent and positive experiences both direct and indirect, through advertising, design, media and more. It makes no difference if the entity is a retail business, a service provider or a fraternity. A brand creates associations and expectations, and the goal is to make them positive and memorable.

In today's world of marketing, the old defi nition of a brand — a name, sign or symbol used to differentiate one entity from another — no longer is suffi cient.

ABOUT OUR IDENTITY

GOALS & ASPIRATIONS

The United Council of Christian Fraternities and Sororites, Inc. brand represents the essence of the organization which includes cooperatvie ministry, excellence, royalty and passion for expanding the Kingdom of God through bringing together stellar Christian organizations that serve men and women across the world.

The visual representations combine traditional elements such as strong colors that evoke royalty (purple) and excellence (gold) combined with a simple and clean typeface.

These visual representations are one of the most-important pieces of intellectual property we have and they must be protected through proper use.

This document will outline proper logo usage, devise a consistent brand message and develop a plan for the overall branding of the corporation.

Users are asked to use these guidelines when designing any materials for UCCFS. They are not in place to reduce creativity, but to guarantee the proper use of the visual elements.

The primary goal is to develop a classic, strong and timeless brand that represents the Godly royalty of the member instittutions — based on a consistent identity system — that refl ects a corporation looking to the future with respect for its past.

EDITORIAL STYLE GUIDE

These are officially designated names and word usage for the council.

UCCFS

Acronym for the United Council of Christian Fraternities and Sororities. The unifying council for several commissioned Christian fraternities and sororities.

2006

August 2006, the date when the council was founded.

Board of Presidents

The governing board which provides ultimate direction for the council. This board does not have governing authority over the individual member organizations.

Shirley K. Russell

Visionary Founder of UCCFS

Founding Organizations

Alpha Nu Omega, Inc., Delta Psi Episilon Christian Sorority, Inc. and Men of God Christian Fraternity, Inc. are the three founding organizations of the council.

Boiler Plate

UCCFS is a cooperative ministry established in 2006 currently serving six Christian organizations representing over 1,000 members and 30 chapters across the country through sharing of resources, leadership training and unity events. For more information about the United Council of Christian Fraternities and Sororities, Inc. and the member organizations, visit www.uccfs.org.

Cooperative Ministry Since 2006

Tagline/Slogan for the council.

General Information

Official Name:
United Council of Christian Fraternities and Sororities, Inc.

National Office: Baltimore, MD

Established Date: 2006

First Conference: 2007

Nickname: UCCFS

Trademarked Verbiage:

UCCFS ™

COLOR PALETTE & CHARACTERISTICS

The Council's primary colors are Goldenrod (gold), Royal Purple and Black.

These colors serve as the brand's primary colors for print, electronic and environmental applications. The colors must be used together for proper branding.

The colors have traditional and historic value as the represent colors from the founding organization of UCCFS - Gold (Alpha Nu Omega), Purple (Delta Psi Episilon, and Black (Men of God Christian Fraternity).

Gold
The characteristics it is meant to portray are:
*   Wealth
*   Accomplishment

Royal Purple
The characteristics it is meant to portray are:
*   Royalty
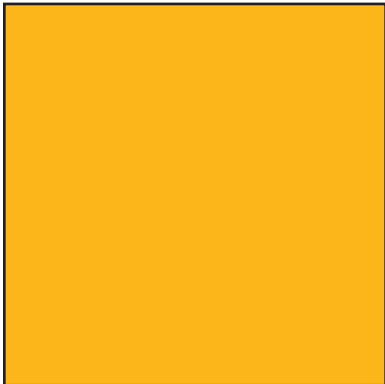*   Associated with Advent and Lent
*   Pride

Black
The characteristics it is meant to portray are:
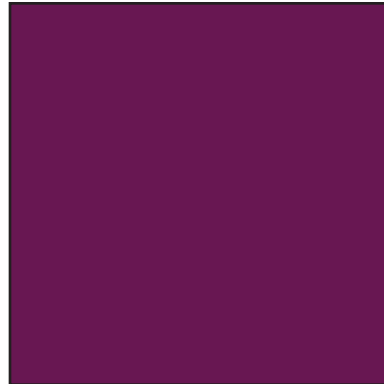*   Ferocity
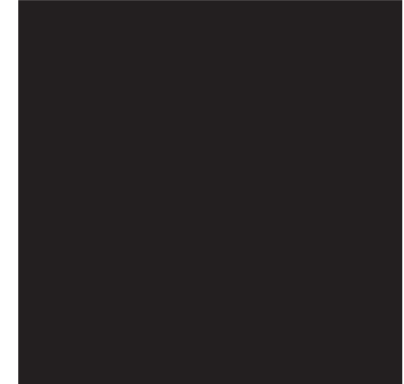*   Authority
*   Dominance

COLOR GUIDE

GOLD		PURPLE		BLACK	
SPOT	PMS 7404	SPOT	PMS 2577	SPOT	BLACK
PROCESS	c11m19y100k0	PROCESS	c48m69y0k0	PROCESS	c0m0y0k0
CMYK	11-19-100-0	CMYK	48-69-0-0	CMYK	0-0-0-0
RGB	232-196-0	RGB	145-101-171	RGB	0-0-0
HEX	#e8c400	HEX	#9165ab	HEX	000000

UCCFS PMS colors do not override the organizational PMS colors

TYPOGRAPHY

The typeface Times New Roman was in the primary logo's design.

Times New Roman is a robust typeface that includes a range of weights, providing versatility and legibility in print and electronic applications.

TIMES NEW ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910!@#$%^&*()[]{}~'-+=

GRAPHIC STYLE GUIDE

PRIMARY LOGO

SECONDARY MARK

USAGE

• All marks must be reproduced from official artwork available from the national office.
• The marks must be displayed using the official colors. No other colors may be used unless approval is given by the national office.

The Primary Logo should be used on the front of publications, at the start of presentation materials and on the main page of web sites. The logos are for use on apparel and merchandising products. They may be used as graphic elements in printed and presentation materials.

MINIMUM SIZE & CLEAR SPACE ALLOWANCE

1/4" clear space / .25" clear space

1/4" clear space / .25" clear space

1/4" clear space / .25" clear space

1/4" clear space / .25" clear space

UNITED COUNCIL OF CHRISTIAN FRATERNITIES & SORORITIES

• EST. 2006 •

Clear Space Allowance

To allow for maximum legibility, the logos must be kept clear from confl icting visual elements. The "clear space" is the minimum amount of space that must surround the logo. No elements such as typography, other logos or graphics should intrude into the clear space.

For any questions about this matter, please consult the national office.

Minimum Size

To ensure the mark is recognizable as well as to maintain readability, the minimum reproduction size is:

• Primary Logo: 1 inch

• Secondary Logos: 1 inch

CONTACT INFORMATION

BRANDING STANDARDS & GRAPHIC IDENTITY

For questions related to the UCCFS branding standards and graphic identity:

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