

Specifications for the use of the Uniting Presbyterian Church in Southern Africa Logo on all correspondence and on Banners

The UPCSA logo is a branding which identifies publications, advertising (banners), correspondence, and so on, as part of the body of work of the Uniting Presbyterian Church in Southern Africa.

Logo wording:

THE UNITING
PRESBYTERIAN
CHURCH
IN SOUTHERN
AFRICA

Font

Calligraph421 BT

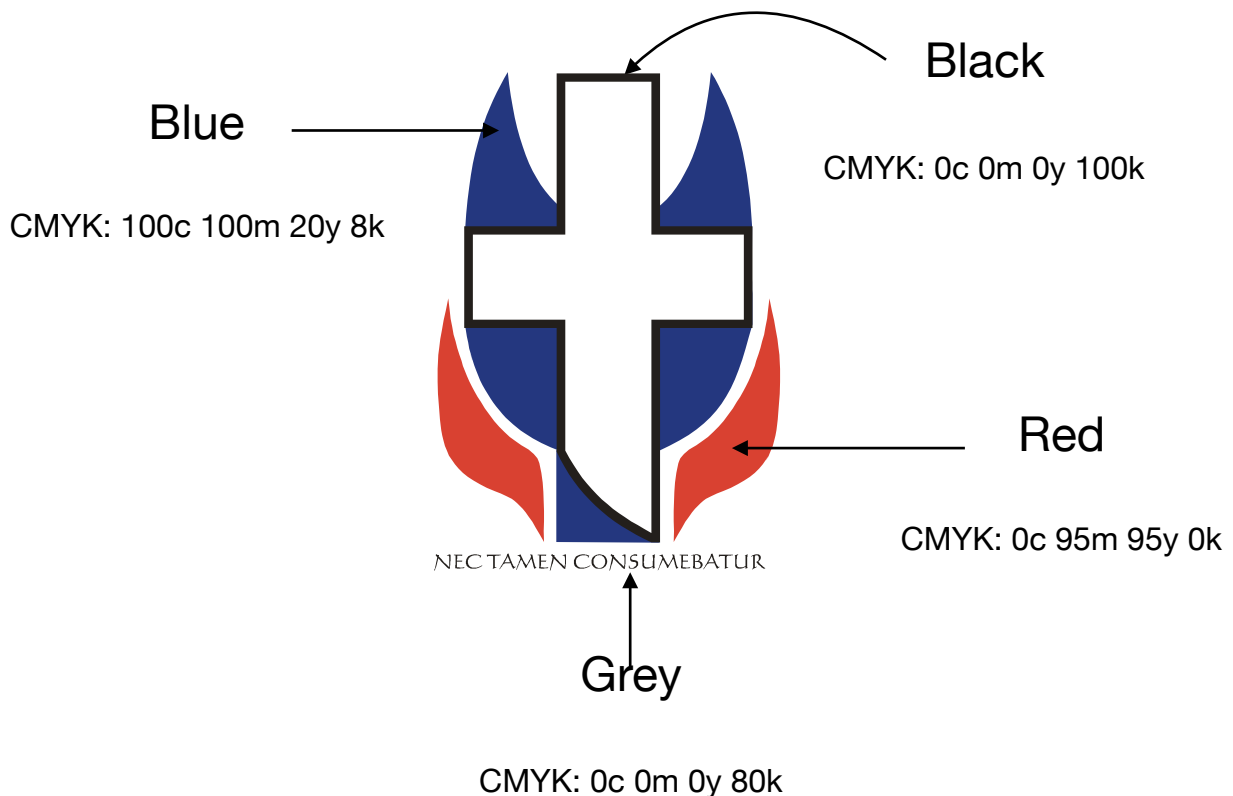
Link to free font download:

www.fontsgeek.com/fonts/Calligraph421-BT-Roman

Colour: Black

CMYK: 0c 0m 0y 100k

Design colours:



Full logo:



The lines above and below the logo are **NOT** to be printed. They merely indicate how the wording fits the depth of the design.

Use of logo:

On **all** Church correspondence, banners and shirts etc., the UPCSA logo **must** be the primary logo.

The UPCSA logo on Church/Associations/Committee correspondence can be placed on the left with the relevant Church/Association/Committee name either to the right of the UPCSA logo or at the bottom of the page.

The UPCSA logo on vertical banners must be centred at the **top**.

The UPCSA logo on horizontal banners can be centred at the top, or it can be to the left with further information (logo/name of Church/Association/Committee).

Wherever the UPCSA logo is used, whether inside or outside the Church it must always be the “dominant” logo as it is the identity of the Uniting Presbyterian Church of Southern Africa.