



**UPCI**

UNITED PENTECOSTAL CHURCH INTERNATIONAL

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BRANDING GUIDE

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# THE UPCI BRAND

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## DESIGN PHILOSOPHY

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### 1. THE GLOBE

Since the wireframe globe element has been the most identifiable element of UPCI branding for decades, we felt it would be beneficial to keep the look while updating it. We did this by solidifying the blank spaces inside the globe, shaping them to incorporate a sense of movement, and colorizing them in a multicolor mosaic look. This speaks of the multicultural nature of the UPCI, its forward motion, and the missions focus of its ministries.

### 2. THE FONT

The font is a sans serif from the Gotham family. It has a modern yet classic feel that communicates strength and stability.

### 3. VARIETY

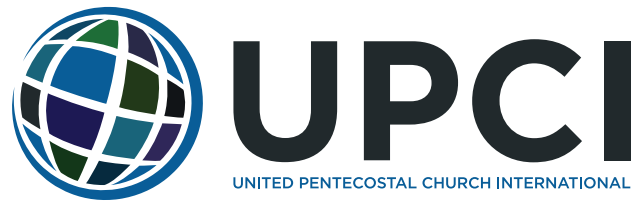
Due to the variety of uses and display venues of the UPC's logo, we felt it was important to produce a versatile mark that would be friendly to a multitude of display styles: 2D, 3D, full color, black and white, and in stylized, embossed, and embroidered applications. We believe the mark is simple yet strong, visually communicating the brand identity and the vision, mission, and message of the United Pentecostal Church International.

# LOGO

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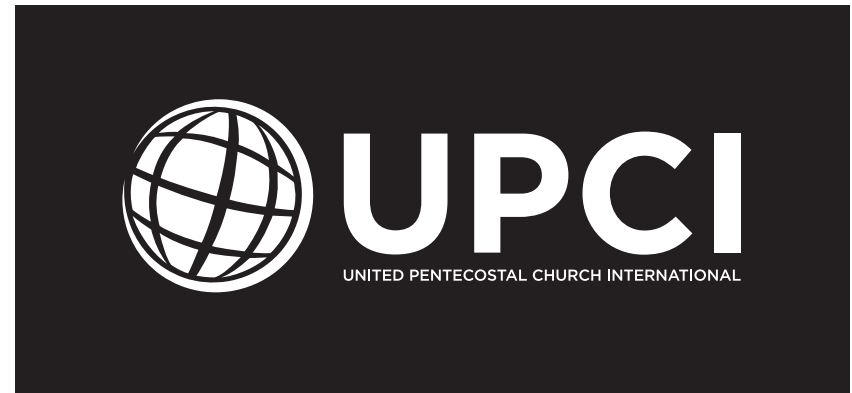
## PRIMARY

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## PRIMARY - REVERSED

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## LOGOMARK

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# LOGO

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## STACKED

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## STACKED - REVERSED

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## FAVICON

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## ALTERNATIVE LOOKS & TAGLINE

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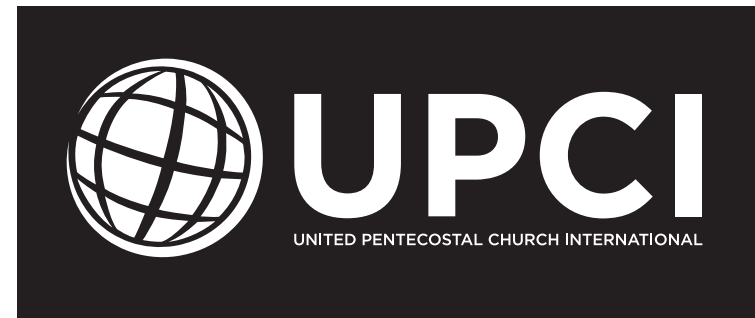
### BLACK ALTERNATIVE

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### WHITE ALTERNATIVE

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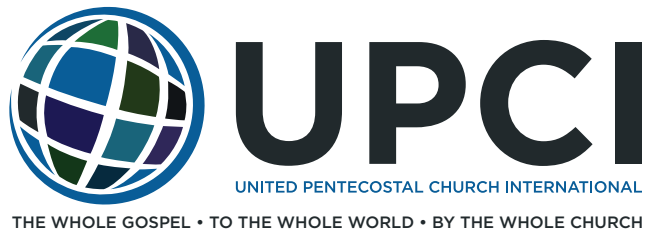
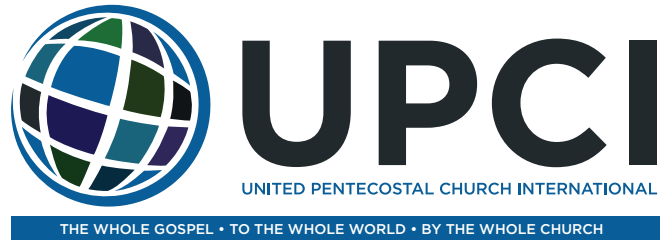
### GOLD ALTERNATIVE

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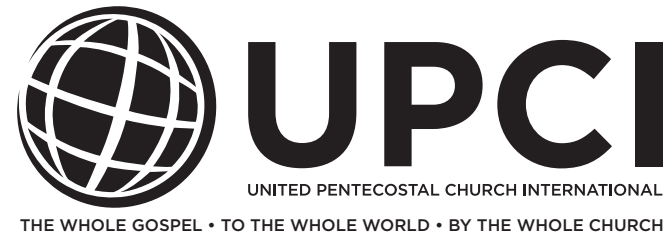
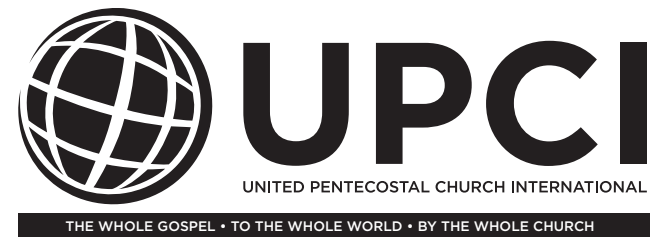


# ALTERNATIVE LOOKS & TAGLINE

## COLOR TAGLINE ALTERNATIVES

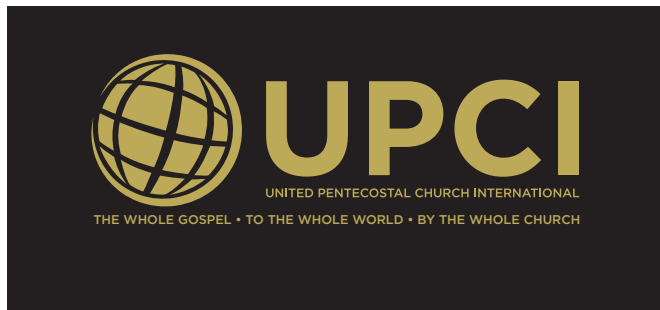


## BLACK TAGLINE ALTERNATIVES

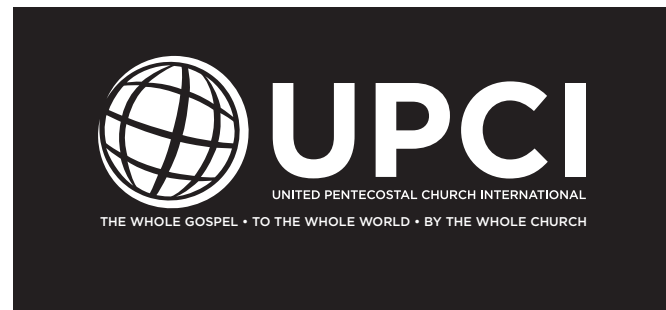
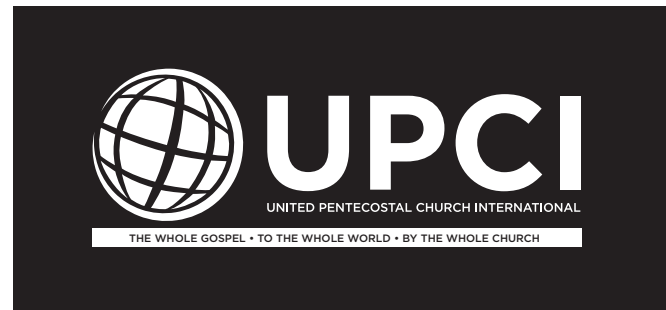


# ALTERNATIVE LOOKS & TAGLINE

## GOLD TAGLINE ALTERNATIVES



## WHITE TAGLINE ALTERNATIVES





# COLOR - PRIMARY

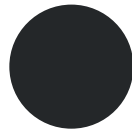
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PRINT - SPOT COLOR / PANTONE

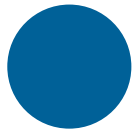
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7700 C



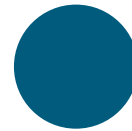
426 C



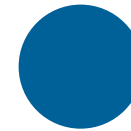
7691 C

PRINT - PROCESS / CMYK

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C91.83 M61.64  
Y32.39 K12.63



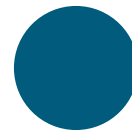
C100 M61.94  
Y18 K2.43



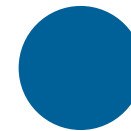
C73.04 M65.54  
Y62.31 K67.39

SCREEN / RGB

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R28 G90 B125



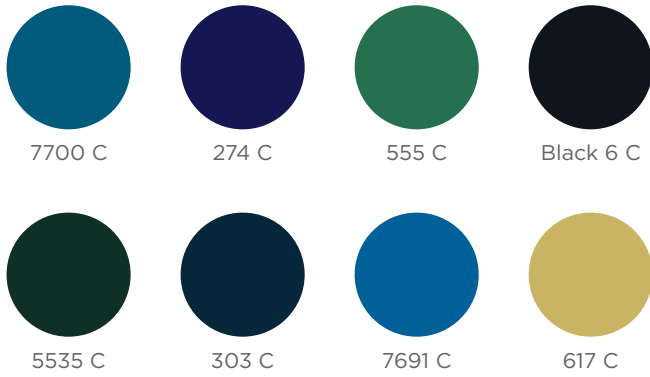
R0 G96 B152



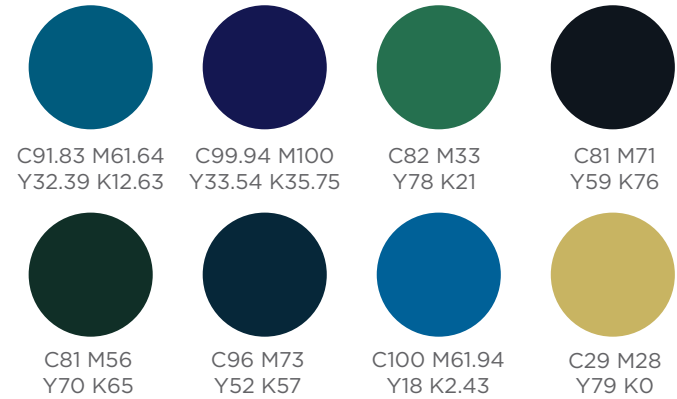
R38 G39 B41

# COLOR - SECONDARY

## SECONDARY COLORS - SPOT / PANTONE



## SECONDARY COLORS - PROCESS / CMYK



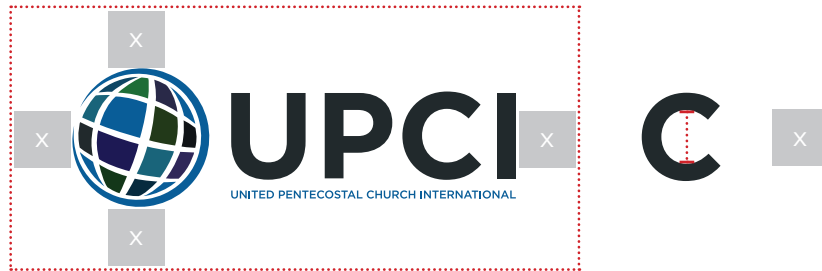
## SCREEN / RGB



# LOGO USAGE

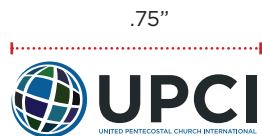
## CONTROL AREA

Do not crowd the logo or place other elements inside of the control area. The control area measurement (“x”) is equal to the height of interior clearance of the C in UPCI.



## MINIMUM SIZE

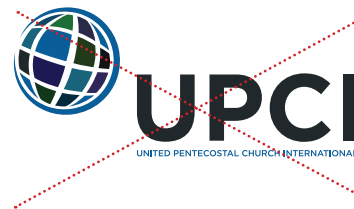
To ensure legibility, when reproduced at minimum size, full length of the logo should be at least .75” wide. Examples are not actual size.



## MISUSE

The logo should only be used according to the guidelines established in this document. Do not:

Use unapproved layouts



Use unapproved colors



Stretch or condense



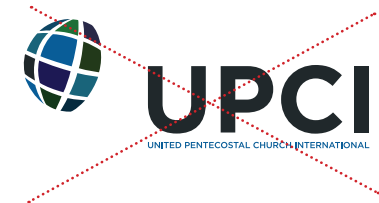
Add elements within control area



Use unapproved fonts



Separate elements or use incomplete marks



# TYPOGRAPHY

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## PRIMARY TYPEFACE

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The primary typeface is Gotham in Bold, Medium, Light, and Narrow versions.

### **GOTHAM BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%^&\***

### **GOTHAM MEDIUM**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%^&\***

### GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%^&\*

### GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%^&\*

## AUXILIARY TYPEFACES

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The following typefaces are only recommended when the official typeface is not available for use (for example, web text).

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%^&\*

### Helvetica

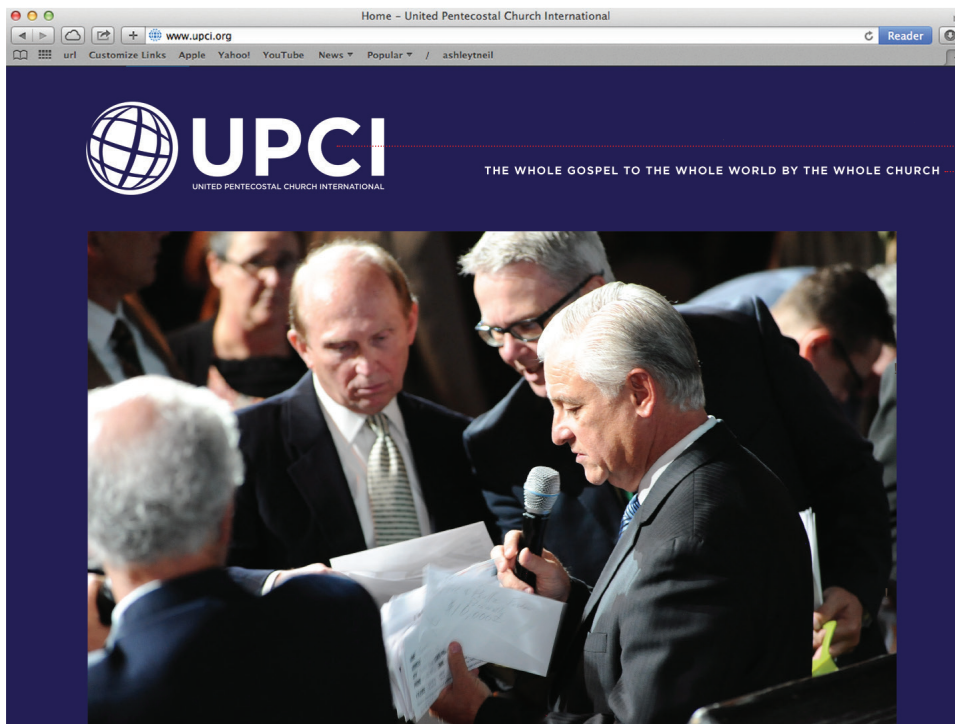
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%^&\*

# WEB

## LAYOUT

The illustration below is for example purposes only. It is not a suggested design.



Make sure the logo is prominent, high contrast, and given enough room around the control area.

Gotham can be used for any rasterized text (converted into an image).

Pull from the approved color palette for all colors. Make sure there is good contrast between the background, the active content area, and all other elements on the page.

# DIVISIONS & DEPARTMENTS

## CO-BRANDING RATIO

All digital and print materials produced by divisions and departments of the UPCI should display the UPCI logo at a ratio no less than 25% and no larger than 50% of the divisional or departmental logo.

MINIMUM RATIO EXAMPLE



The height of the UPCI logo should be no less than 25% of the height of the divisional or departmental logo.

MAXIMUM RATIO EXAMPLE



The height of the UPCI logo should be no more than 50% of the height of the divisional or departmental logo.



