



UNION
PRESBYTERIAN
SEMINARY

For the Church in the World

Brand Identity Standards and Style Guide

Updated September 2024

The Role of Brand Identity Standards

“A brand is not what *you* say it is. It’s what *they* say it is.” — MARTY NEUMEIER, *THE BRAND GAP*

The purpose of this manual is to provide a guide for the internal and external use of the Union Presbyterian Seminary logo and visual identity in all writing, publications, branded items, and other representations of the seminary.

A graphic identity system:

Symbolizes the brand positioning

A brand is defined by the feelings individuals have about an organization like Union Presbyterian Seminary. These feelings can be emotional and intuitive, and while organizations cannot control these feelings, they can influence them by effectively communicating the qualities that make their organization special and different from others. The graphic identity system, which includes the logo, visually reinforces the core values, vision, and promises of the Seminary’s brand.

Reinforces our name

The symbol and name together create a signature that helps deliver brand meaning to the name of Union Presbyterian Seminary.

Represents a whole greater than the sum of its parts

Without consistent guidelines for display of the Seminary’s brand identity, divergent messages and impressions may be presented to our constituencies. Consistency in application of our distinctive identity can enforce a powerful brand message.

For further guidance on the use and dissemination of our logo, please contact:

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Overview

To harness its power as an educational institution, Union must present itself as having a unified cause, with shared values and a common voice.

The brand elements listed below are the visual tools in this endeavor.

Page 3: Our Name

How to correctly refer to our institution.

Pages x: The Logo

How to correctly use our landmark.

Page 6: The Color Palette

A new color palette that is focused, yet flexible.

Page 7: Typefaces

Typefaces for print and web design, along with alternatives to use with Microsoft Office products.

Page x: The Brand Tone

An introduction to design guidelines for a look that is bold, clean, engaging, and inclusive.

Page x: Social Media and Web Guidelines

An introduction to design guidelines for a look that is bold, clean, engaging, and inclusive

Page x: Style Guide

An introduction to design guidelines for a look that is bold, clean, engaging, and inclusive.

Glossary

Below are some of the terms you will find in this brand guide.

Bitmap image is an image made up of a grid of tiny squares. Each individual square is a pixel that contains color information. The amount of pixels is its file size and is related to its “dpi.” Jpeg, tiff, psd, png file formats are all examples of bitmap images. Bitmap images have a set resolution and cannot be enlarged without becoming “pixelated,” thus corrupting the file quality.

Brand tone refers to the personality and emotion infused into an organization’s communications. It encompasses everything from the visual elements of graphics, color, and typefaces, to the words and language you use. It conveys the personality and image your brand aims to invoke.

Color Palette refers to a standard set of colors you use to represent your organization in its logo and design. It assists in making your marketing visually more consistent — thus more recognizable to your audience.

Color Space refers to a file’s range of colors. Color spaces include CMYK (for printing), Grayscale, RGB (for web), and also Duotones, Indexed Color, Lab Color.

CMYK stands for Cyan, Magenta, Yellow and Black which combine to create a multitude of colors. It is the color space most frequently used for printing. Unfortunately, color tone can vary from printer to printer and job to job using CMYK — or “4-color process.” *All printing is CMYK (or PMS).*

DPI stands for “dots per inch” for a bitmap image. Each “dot” is a pixel. 300 dpi is needed for printing and 72 dpi is used for web. A 300 DPI image measuring 1200 x 1800 pixels will print at 4 in x 6 in. *To find DPI on a PC, right-click the image, click “Properties,” click the “Details” tab and find the DPI underneath the “Image” header. On Mac, click Command + I.*

File format refers to the extension on the file name like “.ai, .pdf, .jpeg, .doc,” etc.

Font or Typeface refers to a set of characters of the same design.

Although typeface and font now are used interchangeable, technically a font is a specific size and style of a typeface. Garamond is a typeface, Garamond 10pt bold is a font.

Graphic Identity System refers to the visual devices that an organization uses to communicate its brand, such as images, color, typefaces, and logo.

Grayscale is the color space where all art is a shade of black or white. It is used for one-color printing.

PMS stands for “Pantone Matching System” and is a standardized system of colors for printing. Every Pantone shade is numbered, making it much easier for people to reference and identify exact shades of color. Pantones are usually spot colors but can be CMYK as well. *PMS is used in print only.*

RGB stands for Red, Green, and Blue and is a color space that is used for on-screen purposes. RGB is an additive color, meaning that when mixing colors, we start with black and end up with white as more color is added. *RGB is used for web and also Microsoft Office products like Word and Powerpoint.*

Spot color is a specially mixed ink. Since CMYK colors can vary from printer to printer and job to job, spot colors are used for print collateral like letterhead and business cards, when it is imperative to match the brand colors. Spot colors can only be used by conventional printing presses (as opposed to digital printers).

Vector Image is a file format composed of paths connected by points and its graphics content never loses its quality if enlarged. Examples of vector images are .ai, .svg and .eps file formats.

Our Name

Our name represents more than 200 years of equipping Christian leaders for the building of the body of Christ.

Reinforcing who we are and our history

When Union Presbyterian Seminary officially adopted its new name in July 2010, it was the culmination of the history of Union Theological Seminary and the Presbyterian School of Christian Education and the forward movement of the seminary to serve the church of the 21st century and beyond. As we continue to grow the scope of our institution in preparing well-learned leaders for the church, it is important for our name to be presented appropriately in order to build on the rich academic traditions and history of our institution and send a consistent message about who we are.

Full Name

Union Presbyterian Seminary

Abbreviated Use / Initials

UPSem (Please do not use “UPS” as our initials.)

Tagline

For the Church in the World

While our name represents who we are, our tagline embodies what we do. It is a memorable phrase that is a concise way of proclaiming our mission to the world. It summarizes the core promise of Union Presbyterian and should be used whenever appropriate with our name and logo.

The Logo

Primary Logo

The visual representation of the Union Presbyterian Seminary brand is equally as important as the use of our name.

The primary logo is the two-color, horizontal logo with the tagline, “For the Church in the World.” *It should be the first choice when the logo is used in order to promote visual consistency*, which in turn, creates a stronger visual identity/brand. Use of an alternative primary logo (next page) or a secondary logo (page 7) may be appropriate in limited cases of design or space restrictions.

The style for our wordmark has been selected as a representation of the heritage, academics, leadership, vision, and strength of the Seminary.



The Logo

Primary Logo alternatives

Using the correct logo version promotes identity/brand consistency.

Alternatives of the primary logo retain the same elements of the U with the flame and the name of the Seminary. Both horizontal and vertical configurations have a version without the tagline.

Vertical with tagline



Vertical with no tagline



Horizontal with no tagline



The Logo

Secondary Logos

Using the correct logo version promotes identity/brand consistency.

Secondary logos are used sparingly. Do not add any other elements such as department or center name to a secondary logo.

The Bug

The Bug is used as shorthand for the logo. Either a primary or secondary logo, which contains the full name of the Seminary, needs to be included somewhere in the communication if used for an external audience. For instance, a banner on campus would not need the full logo, whereas a brochure or flyer would.

The Circle

The Circle is primarily used when the space allowed is square and using a horizontal or vertical logo would leave too much empty white space. However, be aware that the Seminary's name is harder to read on this logo version.

The Bug



The Circle



The Logo

Affiliated Identities

Affiliated identities include departments, offices, buildings, programs, etc.

Some units within the Seminary wishing to build a distinct recognizable identity may establish “sub identities” to heighten the brand recognition of their programs. These sub identities still incorporate the primary identity of Union Presbyterian Seminary. This practice that allows the growing strength of the program to benefit from the Seminary’s brand. Sub identities must be requested from Communications office.

Please follow the general guidelines for the Seminary’s logo (page 12).



Affiliated logo



Affiliated logo

The Logo

The Corporate Seal

Special Usage

The use of the seal of the Corporation of Union Presbyterian Seminary is reserved for legal authentication of diplomas and other presidential or Corporation-affiliated documents and certificates. The only occasion on which it is used decoratively is on the cover of Commencement programs to carry the theme of the diploma.

Any use of the Corporation seal must be approved by the Office of the Registrar.

About the Seal

The seal contains the name of the Seminary, the date of its incorporation, 1812, a bible verse and Christian symbols.

The top symbol is the Chi Rho (/ˈkaɪ ˈroʊ/; also known as chrismon). It is one of the earliest forms of christogram, signifying Christ and formed by superimposing the first two (capital) letters—chi and rho (XP)—of the Greek word ΧΡΙΣΤΟΣ (Christos) in such a way that the vertical stroke of the rho intersects the center of the chi.

The symbol below is Lamp, signifying knowledge

The verse is parts of verse 6 and 7 of Deuteronomy, chapter 6, and may be translated as “These words shall be upon your heart. And you shall teach them diligently ...”



Corporate Seal



Approved color variations (black or white)

The Logo

Logo Specifications

Use the correct size, clearance, and version of the seminary logo or brandmark.

Using the correct logo file type is important to ensure the clarity, sharpness and consistency of the UPSem logo. To confirm you are using the correct file type for your project, please review the following file type chart.

Resolution

To print correctly, high-resolution graphics must be at least 300 dpi (dots per inch) at the actual size at which they will appear. On-screen resolution for Web, email, and presentations is much lower, and the logo should be at least 72 dpi at the actual size it will appear on screen.

Availability

The Seminary’s logo collection is available to download from the UPSem intranet

Program

Preferred Logo File Types

Adobe Illustrator, InDesign
or Photoshopeps (vector)

PowerPoint, Word, Excel
or Publisherjpeg or .png

Web including Social Mediajpeg or .png

Minimum Size

Do not use any version of the logo smaller than its minimum height:

Horizontal with tagline: .75"

Horizontal without tagline: .5"

Vertical with tagline: 1.5"

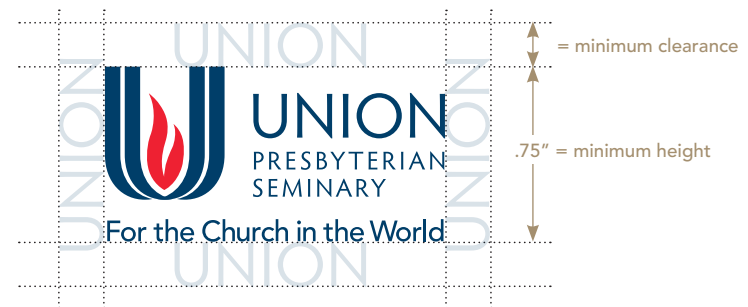
Vertical without tagline: 1.25"

Seal: .75"

Bug: .25"

Minimum Clearance

Make sure there is sufficient space around the logo—that it is not too close to any other graphic elements or type—by allowing for clearance equal to the height of the word “Union” in the logo.



The Logo

Color Applications

Each logo specified within the Union Presbyterian visual identity has four color variations, allowing for flexibility of use in different media.

Full color logo

The full-color logo is composed of the color red for the flame and blue for the U and type. Specific color builds for the different color spaces (PMS, CMYK, and RGB) may be found on page xx.

White (or reversed) logo

The white (or reversed) logo is for use on darker colors — when there is not enough contrast for blue and red version.

The white (or reversed) logo with red flame is used when the background color does not provide enough contrast for the dark blue but enough for the red flame.

Black logo

The black version for use in print when printing on black and white printer.



Full color logo



White (reversed) logo



White (reversed) logo with red flame



Black logo

The Logo

Proper use of the logo

Maintaining the Integrity of the Brandmark

Do not alter the brandmark in any way! Do not alter the brandmark in any way! This includes:

- › adding visual effects or graphic elements;
- › altering the relationship of the logo elements;
- › changing the colors;
- › changing the proportional scaling;
- › using an incorrect file format or scaling up a jpeg or png, causing pixelation;
- › placing over a visually complex graphic or image; not using sufficient contrast between the logo and background;
- › and creating a different logo.

The Union Presbyterian logo should always be presented in a clear, consistent and effective manner, and should never be altered in any way. Preserving the integrity of the logo is important for communicating to both internal and external communities the Seminary's rich academic traditions and history of our institution and send a consistent message about who we are.

Only use files provided by Seminary Communications on the UPSem intranet.



no visual effects



no realignment of elements



no added graphics



no color changes



no incorrect resolution



no non-proportional scaling



no complex backgrounds



no insufficient contrast

The Logo

Center Logo: The Katie Geneva Cannon Center for Womanist Leadership

Because of its recognition beyond the Seminary, the Katie Geneva Cannon Center for Womanist Leadership Center has a unique identity to reside beside the Seminary's. Please contact the Center concerning use of their logo.

The KGCCWL Logo

The new KGCCWL logo represents our trailblazing legacy and innovating future. The logo includes a head wrap that samples the original Cannon "legacy" doodle created by Dr. Katie Geneva Cannon for the inaugural Spring Conference launch of the Center in April 2018. The head wrap draws on the sacred tradition of Black women's culture and celebrates the divinely creative genius of Black women's expressions. It also includes a Black Woman's profile facing right, which represents the forward-facing future of the Center. The logo bears witness to our official title for The Katie Geneva Cannon Center for Womanist Leadership at Union Presbyterian Seminary. As we bear witness to our past, we also embrace what is and what shall be with the mantra "The Future is Womanist."

Lock Up

The Union Presbyterian Seminary logo must appear on any collateral coming from the Katie Geneva Cannon Center. The two logos maybe combined as a "lock up" as above. Please use a rule line to separate and allow the same clearance space with each logo (see page x for the UPSem clearance space requirements).



THE KATIE GENEVA CANNON
CENTER FOR WOMANIST LEADERSHIP

KGCCWL horizontal logo



THE KATIE GENEVA CANNON
CENTER FOR WOMANIST LEADERSHIP

KGCCWL vertical logo



THE KATIE GENEVA CANNON
CENTER FOR WOMANIST LEADERSHIP

KGCCWL circular logo



THE KATIE GENEVA CANNON
CENTER FOR WOMANIST LEADERSHIP

KGCCWL and UPSEm logos lockup

The Logo

Center Logo: The Center for Social Justice and Reconciliation

Because of its recognition beyond the Seminary, the Center for Social Justice and Reconciliation has a unique identity to reside beside the Seminary's. Please contact the Center concerning use of their logo.

The CSJR Logo

CSJR's new logo portrays the work and mission of the Center—a dove carrying an olive branch, symbolizing shalom, a Hebrew concept that involves the wholeness of justice being done in this world; for without justice, there can be no peace.

The image that illustrates holistic peace also conveys the notion of reconciliation. The dove is formed by a mosaic of different shapes and colors—representing the diversity of the people, ideas and experiences the Center works to bring together within the walls of the Seminary and in the world. Jesus, represented by the purple (the color of royalty) fish, is always at the heart of the Center's mission and work.

Lock Up

The Union Presbyterian Seminary logo must appear on any collateral coming from the Center for Social Justice and Reconciliation. The two logos maybe combined as a “lock up” as above. Please use a rule line to separate and allow the same clearance space with each logo (see page x for the UPSem clearance space requirements).



CSJR logo (with name on one line)



CSJR logo (with name stacked)



CSJR abbreviated logo



CSJR and UPSEm logos lockup (also available with name on one line)

The Color Palette

Vibrant, Bold, Joyful, Thoughtful, Liturgical

The Union color palette offers a range of brightness, intensity, and hue.

Please use the correct color format:

PMS or "spot" color

This color space is used for printing items like stationery, business cards, etc., The PMS spot inks are specially blended to the exact color so color consistency is maintained from job to job. Only the logo is available in spot color and the PMS version is a 2-color print job.

CMYK or four color

This print color space uses a build of four inks to create each color. Pantone+CMYK are color book colors and represent a CMYK build. Unlike PMS, actual color may vary from job to job because of printers may use different manufactured ink and be calibrated differently.

RGB / Hex

This color space is used for web, social media and some programs like Microsoft office. The RGB refers to monitor colors and, like CMYK, color may vary from monitor to monitor. Hex is a six digit code used to represent RGB builds.

A color palette is available for Adobe Creative Cloud applications.

Primary Palette



PMS: Pantone 2955
CMYK: 100c/55m/10y/48k
RGB: 0r/56g/101b
HEX: #003865



PMS: Pantone 032
CMYK: 0c/98m/86y/0k
RGB: 239r/51g/64b
HEX: #ef3340

Secondary Palette



Pantone + CMYK: P 113-5
CMYK: 68c/12m/0y/16k
RGB: 42r/152g/199b
HEX: #2a98c7



Pantone + CMYK: P 110-16
CMYK: 100c/35m/0y/36k
RGB: 0r/92g/144b
HEX: #005c90



Pantone + CMYK: P 49-8
CMYK: 0c/99m/91y/22k
RGB: 192r/24g/35b
HEX: #c01823



Pantone + CMYK: P 164-7
CMYK: 20c/0m/87y/23k
RGB: 170r/180g/58b
HEX: #aab43a



Pantone + CMYK: P 10-8
CMYK: 0c/27m/100y/0k
RGB: 254r/190g/16b
HEX: #febe10



Pantone + CMYK: P 10-16
CMYK: 0c/27m/100y/15k
RGB: 219r/165g/16b
HEX: #dba510



Pantone + CMYK: P 13-8
CMYK: 40c/42m/63y/0k
RGB: 164r/144g/111b
HEX: #a4906f



Pantone + CMYK: P 170-11
CMYK: 58c/54m/54y/22k
RGB: 104r/98g/96b
HEX: #686260



Pantone + CMYK: P 84-8
CMYK: 35c/100m/0y/24
RGB: 138r/13g/114b
HEX: #8a0d72

Typefaces

Bold, Clean, Legible, Classic

Using the appropriate typeface styles will maintain the consistency of our brand look.

The Union graphic identity features two primary typefaces: Avenir Lt Std and ITC Garamond Std. Having both a sans serif and serif typeface to choose from affords greater flexibility in your design. Please experiment with using not just one face, but combining them. For instance, pair a serif head with sans serif body copy or a sans serif head with serif body copy.

Print Typefaces

Avenir Lt Std and ITC Garamond Std are the preferred typefaces for print and require purchased licenses. *If you decide to purchase, please contact Communications to be sure you purchase the correct version.* Metropolis and Georgia are acceptable substitutes. Metropolis is an open source free font and can be downloaded at fontlibrary.org/en/font/metropolis. To install on a PC, right click on the font weight (like Metropolis Regular) and choose install. On a Mac, double click font and click on “Install Font” button. Georgia should already be installed on all Microsoft Office products.

Web

Use Avenir Lt Std and Adobe Garamond Pro (ITC Garamond Std does not display well online).

Sans Serif

Avenir Lt Std *preferred*

Light, Book, Roman, Medium, **Heavy**, and **Black**
(and obliques)

Metropolis

Light, Regular, Medium, **Bold**, and **Black**
(and italics)

Serif

ITC Garamond Std *preferred*

Light, Book, **Bold**, and **Ultra**
(and italics)

Georgia

Regular and **Bold**
(and italics)

The Brand Tone

Bold, Clean, Engaging, Inclusive, Authentic

Ensure consistency in communications by bringing together all of the visual tools for a distinctive brand tone. Along with our name, logo, color palette, and typefaces, additional brand elements include:

Graphics

The new brand is characterized by the use of by using vertical or horizontal lines in a variety of colors and weights—a metaphoric reference for diversity, depth, and activity. Clean graphics, blocks of solid color, and liberal use of white space present a clear and engaging message. While establishing a distinctive look and feel, the system remains flexible for use in the vast variety of communications the Seminary publishes. Color combinations can be established for different purposes, such as recruitment, fundraising, conferences, etc. Infographics such as icons should be easily understood, incorporate simple/flat design, and be used on light or white backgrounds when possible.

Photography

All photography should tell a story and be expressive and authentic. This can be achieved by appearing to use little or no camera lighting, employing shallow depth of field and interesting composition and perspectives, and drawing attention to a focal point without subjects appearing to be posed. Duotones may be used as backgrounds.



Template for New Brand Tone

Resources

Original photography may be downloaded from Flickr at www.flickr.com/photos/upsem/albums. Please download at original size to insure you start with the highest resolution possible.

Additional images, including archival, are available through the development office or library.

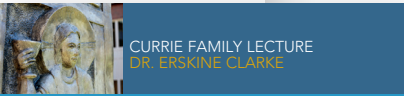
The Brand Tone

Samples

SEMINARY FOR A DAY 2019
SATURDAY, SEPTEMBER 28, 2019
8:30 AM - 4:00 PM
EARLY CENTER, RICHMOND CAMPUS

SEMINARY FOR A DAY 2019
Take this excellent opportunity to engage important and relevant theological topics with Seminary faculty. Participants will gather for ten keynote addresses over the course of the day and select one morning and one afternoon workshop to attend. Cost is \$25 (includes lunch). Open to all. For more information, please visit upsem.edu/event/seminary-for-a-day-2019/. To register, please visit www.upsem.edu/seminary.

KEYNOTES



Afternoon Keynote
Deborah Kousser, Professor of New Eden Theological Seminary (guest)

Toward a Monumental Reading of Design, Performance and Formative
The early Church faced monumental domination. This lecture proposes a first narrative gospel designed a job the mission of Jesus Christ within villages, streets, and cities of Roman occupation. This reading attends emperor's history by the link the Empire of God. The practices in its own spaces, how might we as power? Moreover, how might the link of God for faithful embodied living?

MORNING WORKSHOPS

When the Bible Became a Pop-Up in the Midst of the Ferguson Fire
Deborah Kousser, Professor of New Eden Theological Seminary (guest)
This workshop will be part of a series of religious leaders in response to the Ferguson, MO, on-again structural racism, corruption in police in the midst of white supremacy, are called to make public witness in what the church can learn from this

7:30 PM / WEDNESDAY, APRIL 26, 2020
The History of Christian Mission: An Exploration of Mysteries



BE MADE WELL
A series of public conversations sponsored by the Center for Social Justice and Reconciliation, Union Presbyterian Seminary, Charlotte Campus

THE CURRIE FAMILY LECTURE
Begun through a gift to Union Pres through the Seminary's Charlotte lectures are presented on the first in the connection between the of seeks to explore that link, examine a faithful future.

Link to Webinar
<https://zoom.us/j/618635487>
For more information, please contact



Flyers



This event is free and open to the public. Please register online: www.regonline.com/vaindine.
For more information, please contact [Tim Moore at timmoore@upsem.edu](mailto:TimMoore@upsem.edu).

UPCOMING EVENT:

Dangerous Dialogues: Uncomfortable Conversations and Why We Need to Have Them

The Rev. Dr. Rodney Sadler Jr.
Tuesday, October 29th
6:30 pm - 8 pm
Union Presbyterian Seminary, Charlotte Campus

UNION PRESBYTERIAN SEMINARY CHARLOTTE 5141 SHARON ROAD, CHARLOTTE, NC 28215

Just Act
2019 ISSUE 1
A NEWSLETTER AND RESOURCE FOR THE CENTER FOR SOCIAL JUSTICE AND RECONCILIATION

Acts of Faith
Our steps are made firm by the Lord
when he delights in our way... (Psalm 121:1)

By **Robbey Sadler and Tim Moore**

Every journey is ever completed with just one step. Yet every journey begins with a first action, an initial movement. Welcome to our first step in a witness of faith that seeks to link what might be with what must be.

Established in 2017, Union Presbyterian Seminary's Center for Social Justice and Reconciliation is an effort to bring faithful voices, insight, wisdom, and action to the issues of justice in our communities by testing in the meaningful work of the gospel as a natural resource for restoration, peace work, and to create a habit of regular spiritual discernment of the work of the new Center. As an interactive, reflective space, this resource is guided with the theological vision of the Center to bring together community action and faith leaders through public systems, stories of dialogue, acts of witness, and moments of contemplative prayer. However, our call is to create an open, porous, porous, open to all, including those who are not yet members. Sometimes a moment, inspiring a liberating faith.

From the Latin for "spiritual" in general, meaning "spiritual," "sacred," the Greek root for "basis" or "foundational," "structure," in other words, in both intention and change are centered. In the first instance, change is called on the spring. The law of conservation of energy does not allow the energy used to compress the spring to disappear. Rather, that energy is transferred to the spring itself and stored throughout the other, another illustration. Instead, the reality of change is not, resulting in

Center for Social Justice and Reconciliation

Alumni Travel to Scotland Set for June 2019
page 4

Beloved Professor Dies
page 6

The Gospel's Spoken Remembrance Dr. Thomas
page 7

Center for Social Justice and Reconciliation

Sharon & Brook
CONNECTING THE UNION PRESBYTERIAN SEMINARY COMMUNITY
ISSUE 1 / FALL 2018

Center for Social Justice and Reconciliation

Be Relevant
Step out. Seek social justice and make peace!

Center for Social Justice and Reconciliation Will Provide Opportunities for "Prophetic Dimension" of Ministry

you did it to me... and now we can't connect for the witness, the witness, the witness!"

Dr. Sadler serves as director of the Center for Social Justice and Reconciliation in Charlotte, North Carolina, a former pastor and author. He also deeply grounded in an understanding of ministry that is grounded in the Old and New Testaments.

The Professor of Bible explains it this way: "You cannot read Matthew 23:1-12... as if you did it to one of the least of these my brethren, you did it to me..."

Center for Social Justice and Reconciliation

JOIN US ONLINE
www.upsem.edu

Look for the links following an article or section to find extended articles, videos, images, and discussions. Or visit us on social media to keep up with the latest at the Seminary.

- facebook.com/UPSem
- youtube.com/upsem
- lickr.com/photos/upsem
- instagram.com/upsemmary
- twitter.com/upsemmary
- For Planned Giving, visit upsem.edu/gift

For the Church in the World

Outdoor Banner

FOLLOW YOUR CALL TO Bold Christian Service

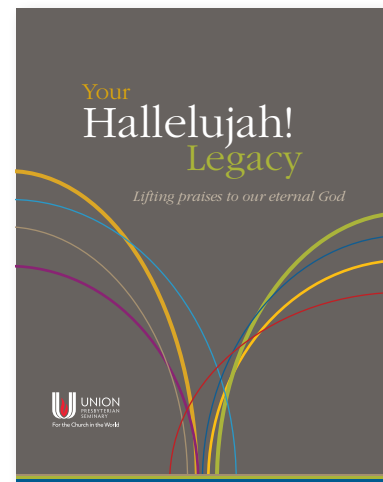
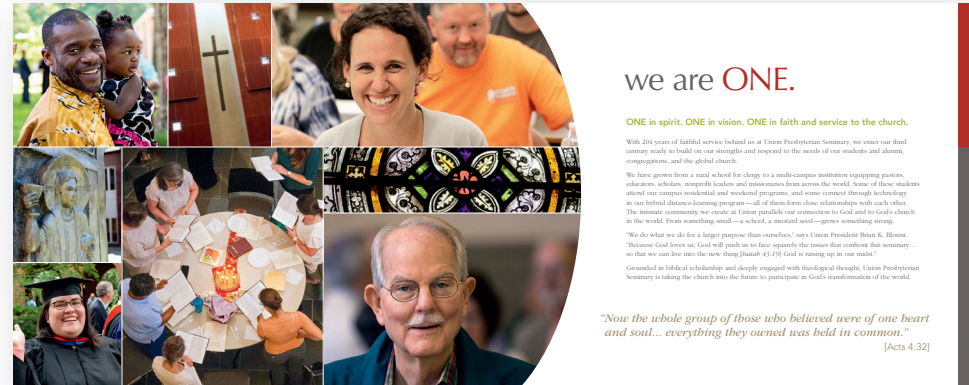
FOLLOW YOUR CALL TO Bold Christian Service

Web Banner

The Brand Tone

Samples

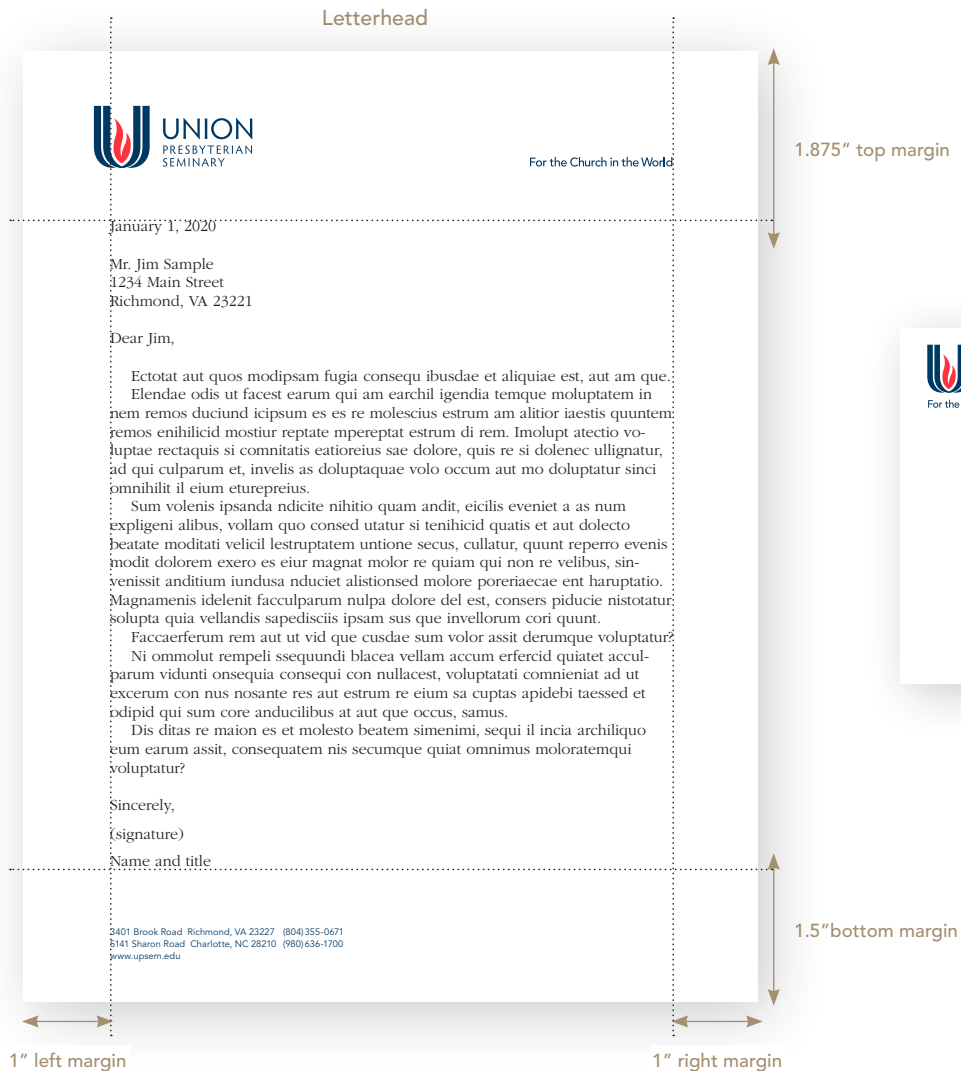
Case Statement



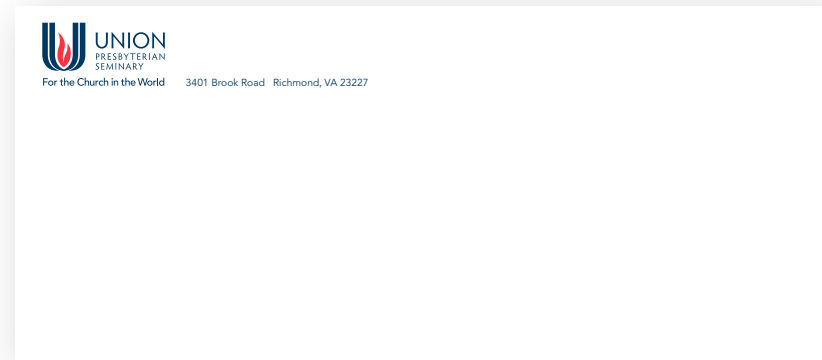
Planned Giving Brochure

Stationery and Business Card

Samples



Business Card



#10 Envelope