



URANTIA ASSOCIATION
INTERNATIONAL

Urantia Association International
Style Guide



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Introduction

The purpose of this Style Guide is to assist users by providing a general visual framework to work with when preparing artwork for Urantia Association International (UAI). This guide illustrates the basic elements which distinguishes UAI through use of colour, imagery, graphic elements, typography and structure. All users of this guide should adhere to maintaining the basic rules. It is important that design is expressed as one unified visual voice. This harmonious association begins with the logo and extends to all media through maintenance of typographical relationships

Any questions about the application of the identity should be directed to:

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Communications Chair
Urantia Association International

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Supplied files

This style guide is available as a PDF for electronic transfer, copies of the UAI logo and the registered Uraintai Foundation circles are available in several file formats (tiff, jpeg and eps). please contact vern@designnd.com.au if you require any of these files.

UAI is social usage licensee of Urantia Foundation's trademarks and is entitled to use the Marks on any and all media, including printed materials, labels, packaging, and electronic media, including web pages, domain names, and email signatures.

Visual identity design elements



The UAI visual identity comprises a series of design elements and application principles to achieve a unified brand identity.

1. Logo strip

The inline version of the UAI logo is preferred. When room allows, such as on an A4 page layout which is proportionally wider than a DL, the inline strip should be used. In the case of a DL, example shown, the inline version should be used. The logo is on a white bar. The circles should not be reduced less than 18mm or 3/4" in diameter. The height of logo strip works best at 33mm when using the minimum size. Please refer to pages 4-5 for more information on usage of the UAI logo.

2. Large zone

This large zone is based on two thirds of the area remaining below the logo strip and can be positioned directly under the logo strip or at the bottom of the design (see *Applying the design elements*). This area can be used for any photo, graphic treatment or solid block of colour. Please contact UAI for information on photo availability and copyright issues.

3. Small zone

This small zone is based on one third of the area remaining below the logo strip and can be positioned directly under the logo strip or at the bottom of the design (see *Applying the design elements*). This area can be used for any photo, graphic treatment or solid block of colour. Please contact UAI for information on photo availability and copyright issues.

4. Circles graphic

The circles graphic are an integral part of the UAI visual identity and must appear on all printed material. Please refer to page 9 for more information on usage of the circles graphic.

5. Heading

Heading can be used creatively by highlighting key words in contrasting sizes. Please refer to page 8 for more information on typography.

6. Sub-heading

Optional qualifier text, eg. author or byline. Please refer to page 8 for more information on typography.

4. Square image block (optional)

This square image block is optional. It has a minimum size of 18mm or 3/4" and can be positioned below or above the joining zones. This area can be used for any photo, graphic treatment or solid block of colour. Please contact UAI for information on photo availability and copyright issues.

8. Transparent bar

The transparent bar is an optional graphic device. Best used when text is hard to read over a photo or to enhance the overall design. The bar can be any height and can be positioned above or below the joining zones. The transparency is set at 50% opacity.

Applying the design elements

The UAI visual identity is flexible enough to allow for a number of design combinations. Despite this flexibility, the overall look is still maintained. More examples are provided in *General publication examples* which start on page 11.



UAI logo

Guidelines for the UAI logo. Two layout options are available – a horizontal inline version and a vertical stacked version. The inline version is the preferred option.

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Inline version (preferred format)



Stacked version



UAI logo

Minimum size



Standard use on publications



Reversed option



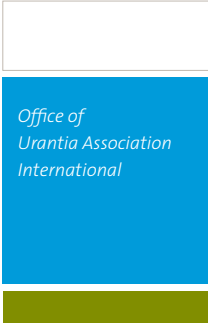
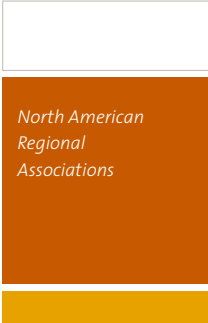
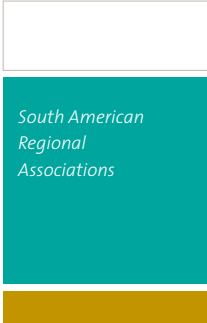

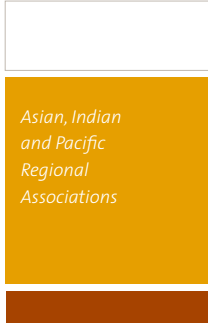
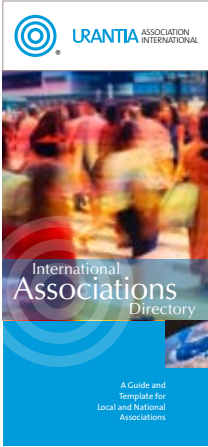




Minimum clear space



Colour palette

The UAI colour palette provides a visual representation for the UAI brand and sub-brands (affiliated associations). Each brand contains one primary colour and four secondary support colours connected together by the shared link colour. The primary colour for each brand should be visually dominant within the design. The secondary colours are used as highlights. Please refer to *General publication examples* starting on page 11.

Examples of colour usage for the different associations within UAI is shown below. The primary colour for each brand is dominant in each example.

UAI brand	Sub-brands (affiliated associations)				
 <p>Office of Urantia Association International</p>	 <p>North American Regional Associations</p>	 <p>South American Regional Associations</p>	 <p>European, Arabian and African Regional Associations</p>	 <p>Asian, Indian and Pacific Regional Associations</p>	<p>White bar</p> <p>Primary colours</p> <p>Secondary colours</p>
 <p>International Associations Directory</p> <p>A Guide and Template for Local and National Associations</p>	 <p>Canadian Associations Directory</p> <p>A Guide and Template for Local and National Associations</p>	 <p>Argentinian Associations Directory</p> <p>A Guide and Template for Local and National Associations</p>	 <p>Spanish Associations Directory</p> <p>A Guide and Template for Local and National Associations</p>	 <p>Australian Associations Directory</p> <p>A Guide and Template for Local and National Associations</p>	

Colour palette

		Pantone Spot®	Pantone Process®	CMYK	RGB
	White bar	–	–	C 0 M 0 Y 0 K 0	R 255 G 255 B 255
UAI basic blue					
	Primary colour	PMS 299	DS 233–2C	C 86 M 8 Y 0 K 0	R 0 G 153 B 204
	Secondary colour	PMS 7496	DS 305–1C	C 35 M 0 Y 100 K 40	R 130 G 144 B 2
North America					
	Primary colour	PMS 1675	DS 47–1C	C 10 M 70 Y 100 K 0	R 219 G 102 B 18
	Secondary colour	PMS 7510	DS 19–1C	C 0 M 35 Y 100 K 10	R 229 G 164 B 0
South America					
	Primary colour	PMS 7473	DS 255–2C	C 50 M 0 Y 85 K 10	R 151 G 179 B 77
	Secondary colour	PMS 132	DS 15–2C	C 30 M 40 Y 100 K 0	R 193 G 151 B 13
Europe, Arabia, Africa					
	Primary colour	PMS 187	DS 61–1C	C 0 M 90 Y 100 K 10	R 211 G 50 B 22
	Secondary colour	PMS 124	DS 9–2C	C 10 M 30 Y 100 K 0	R 233 G 180 B 0
Asia, India, Pacific					
	Primary colour	PMS 131	DS 26–3C	C 10 M 40 Y 100 K 0	R 229 G 162 B 0
	Secondary colour	PMS 484	DS 55–1C	C 15 M 75 Y 100 K 30	R 162 G 71 B 21

UAI typeface

The Sans font family is the primary typeface for UAI with Optima Roman as the secondary typeface used mainly in headings.

Secondary (optional) font is Trebuchet.

Body text in printed material should be The Sans Extra Light in sentence case

The Sans Extra Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&
<i>The Sans Extra Light Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&</i>

Alternate Body text in printed material can be The Sans Light in sentence case

The Sans Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&
<i>The Sans Light Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&</i>

Headings in printed material should be The Sans Bold in sentence case

The Sans Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&
<i>The Sans Bold Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&</i>

Brochure titles should be Optima Roman

Optima Roman	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&
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Graphic element – the circles

UAI uses the circles as the core graphic element for its visual identity. There are a number of ways that it can be used as illustrated.

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It can be reversed out of a solid colour.



It can be used with a transparency of 20% white onto a background image or block of colour.



It can be used as a solid graphic.

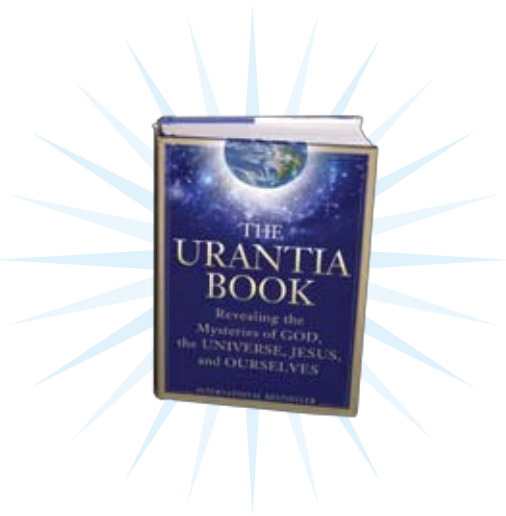


It can be screened back as a watermark, 10% tint.

Image use

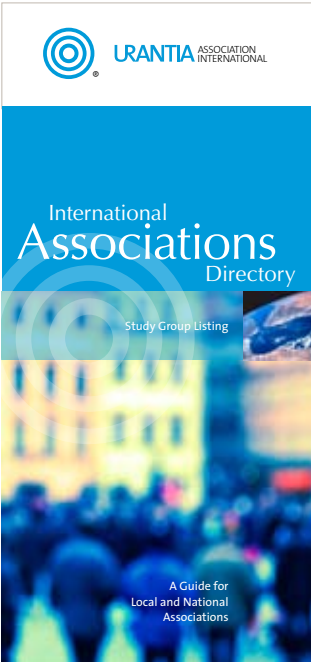
Usage of visual imagery

Photographs depicting people are encouraged. In addition, images of natural settings, evocative beautiful landscapes, can be used to complement the people shots. Photos of our planet supplement the other images completing the visual theme, 'the world and its people'.



General publication examples

DL brochure



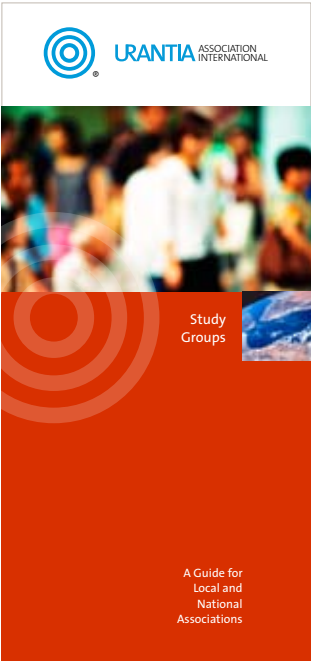
DL brochure cover – Example A



DL brochure cover – Example B



DL brochure cover – Example C



DL brochure cover – Example D



DL brochure cover – Example E

General publication examples

DL internal spread



This image shows a two-page spread of a DL brochure. The left page features a blue background with a white circular graphic on the right side. It contains a 'Heading level 1' section with a list of four items and a paragraph of Lorem Ipsum text. The right page has a blue background with a white circular graphic on the left side. It contains a 'Heading level 1' section with a paragraph of Lorem Ipsum text, followed by a 'Heading level 2' section with a paragraph of Lorem Ipsum text, and a 'Heading level 3' section with a paragraph of Lorem Ipsum text.

DL brochure inside spread – Example A



This image shows a two-page spread of a DL brochure. The left page has a teal background with a white circular graphic on the right side. It contains a 'Heading level 1' section with a paragraph of Lorem Ipsum text, followed by a 'Heading level 2' section with a list of four items and a paragraph of Lorem Ipsum text. The right page has a light blue background with a white circular graphic on the left side. It contains a 'Heading level 1' section with a paragraph of Lorem Ipsum text, followed by a 'Heading level 2' section with a paragraph of Lorem Ipsum text, and a 'Heading level 3' section with a paragraph of Lorem Ipsum text.

DL brochure inside spread – Example B

General publication examples

Letterhead



Urantia Association International, 559 West Diversey Parkway #351 Chicago, IL 60614 USA
Phone: 773 572 1180 USA | Fax: 773 572 1181 | Email: ua.centraloffice@urantia-uai.org

Dear Reader Friend,

It's been a very good year for Urantia Association International. Great strides have been taken, even milestones achieved. At mid-year we completed our legal journey to autonomy. UAI is now an independent non-profit service organization, though we maintain our original and cherished interdependent relationship with Urantia Foundation.

A strategic plan has been developed that will progressively guide us toward increased member participation, the key to achieving all our service goals.

We created a Global Seeding Fund to disseminate Urantia Books to emerging reader groups and have shipped cases of books to Africa and South America.

Our highly successful program to serve those behind bars, the Prison Inmate Response Team, continues to correspond with prisoners. They answer questions, place books, foster and even facilitate study groups. Who can predict the long term value of spiritual rehabilitation?

New friendships developed at our summer conference in Seattle resulted in a Braille copy of The Urantia Book being created. An enthusiastic blind student in the Northwest is now "reading" his very own book.

These and other worthy projects are possible because generous UAI members support good works. Without your volunteer spirit and financial gifts, there would be no worldwide readership organization and fewer opportunities to serve and grow as leaders and teachers. Truly, we are just beginning to fulfill a noble destiny.

It has been said that the connection between tithing and prosperity is, after all, an expression of spiritual law; that what we are to the universe, the universe will be to us; that what we give out is what we shall receive back; that like attracts like; that whatsoever a man sows is what he shall reap.

A simple and practical way to financially support UAI is by regular credit card debit. This tithing technique is easy to set up and provides a predictable income stream that helps us better serve. It's a blessing that we currently have 12 members giving around \$330 per month. A visit to the online report of another reader group revealed an astonishing disparity... 130 credit card donors giving about \$7,500 per month.

Can we increase our giving so we can expand our service? Yes we can. Consider the stakes and the importance of the UAI worldwide mission. Please use the coupon below for your annual gift or simply call the office to arrange a debit plan.

In the spirit of brotherhood,

Gaetan Charland

General publication examples

A4 publication cover



Annual Report cover example



A4 brochure cover – Example A



A4 brochure cover – Example B

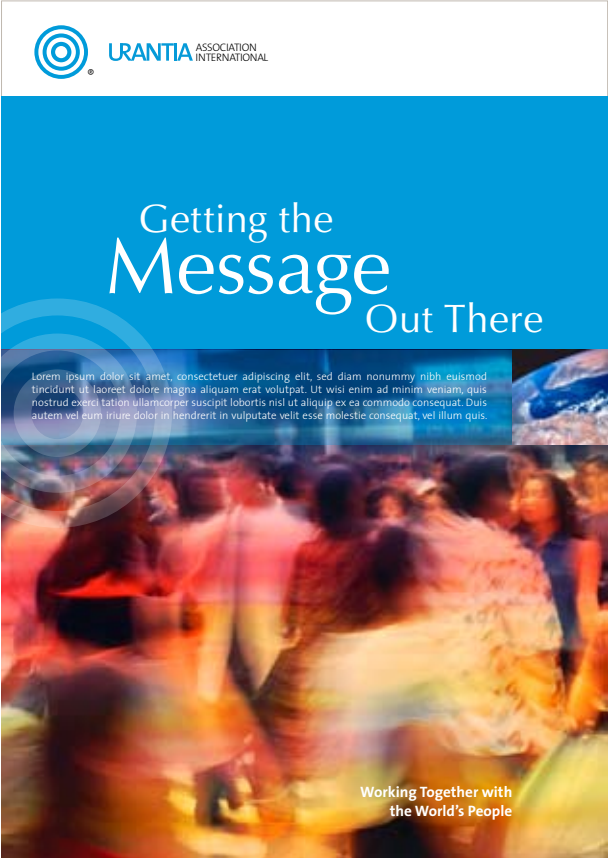
General publication examples

Freestanding banners



General publication examples

Poster



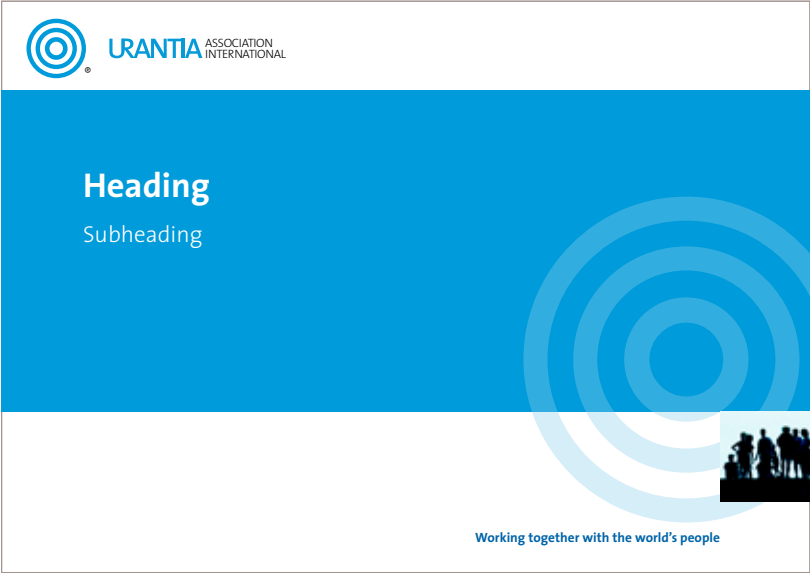
Poster – Example A



Poster – Example B

General publication examples

Powerpoint template



PowerPoint title frame example



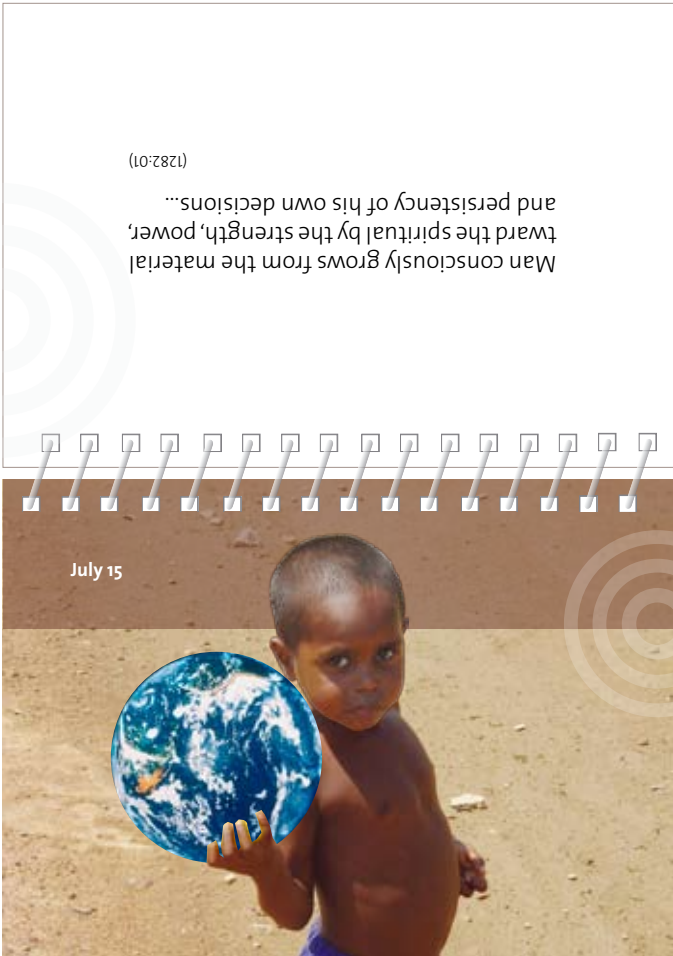
PowerPoint text and image frame example

General publication examples

Flip-book



Flip-book cover example



Flip-book layout example

General publication examples

Name badge (mono)



Business card (2 colour front and 1 colour back)



General publication examples

Web site



