

UUFP POLICY

Name

Symbol Policy

Purpose

To establish a unique symbol as the Unitarian Universalist Fellowship of the Peninsula's exclusive congregational logo.

Policy

1. The flaming chalice design shown here (after a concept by Joanne Dingus) is hereby designated the official logo of the Fellowship:



2. As such, it will be used exclusively where a congregational symbol is needed on every document and decoration produced by, or in the name of, the Fellowship, including, but not limited to, web sites, social media, e-mails, letter-head, Orders of Service, flyers, brochures, catalogs, return address labels, pledge cards, banners, bumper stickers, T-shirts and name badges.
3. Minor modifications for limited purposes, including versions where some parts of the symbol are in different colors, require the authorization of the Communications Committee.
4. Excepting those pre-existing items as described below, no Fellowship documents and decorations may use any other flaming chalice design (e.g. past UUA symbols).
5. Items already in use that would be expensive to replace (e.g. building decals, physical signage, pulpit), or that have prior value that makes replacement moot (e.g. quilts, certificates, paintings), are exempt from the requirements above. At such a time as an item is replaced, however, the official symbol will be used rather than any other design.

History

Initial draft: October 13, 2015

Minor revision: October 16, 2015

Adopted by Board vote: October 28, 2015

Commentary

“Does your church have a logo? If not, have a design competition within the congregation and create one. Seek out the talent in your church; you may have a commercial artist or someone with connections to the graphics industry, and they can contribute to this ministry in their own ways. Once you have a logo, use it on *every* document you produce: letterhead, bulletin, welcome brochure, response card, envelopes, pledge envelopes, pledge cards, monthly newsletter, etc.”

— from *Welcome! Tools and Techniques for New Member Ministry* by Andrew Weeks

“Symbols have power. This is something we all know to be true. No matter what it is, from symbols of love and peace to those of war and hate. Symbols have the power to evoke reactions in each of us without using a single word. UUs have a symbol, the flaming chalice. It’s supposed to be our guide in our world full of darkness that burns brightly to show us the way forward. There are thousands of chalice designs on-line. Some have even graced our website, the Order of Service, and special event flyers. While those chalices are beautifully done and they do let people know we’re Unitarian Universalists, what they don’t tell is who we are. It’s the symbol of our faith and yet the UUFP doesn’t have its own unique chalice design. We lack a symbol of our own that says to the world, ‘We are the Unitarian Universalist Fellowship of the Peninsula and we’re here to shine our light of love and acceptance on the world.’

— from “A Symbol for Who We Are” by Rayven Holmes