

Second Unitarian Church of Omaha Style Guide

This Style Guide has been created by the Marketing and Communications (MAC) Committee to provide guidance to Second Unitarian Church of Omaha members who are responsible for creating marketing materials intended for public viewing.

This document's contents include:

- Church Policy
- Marketing Checklist
- Church Name Abbreviation
- Color Coordination
- Recommended Fonts

Church Policy

Please review the [Master Communications Policy](#) for requirements relating to the creation of materials to be viewed by the public. Such materials include advertisements, posters, press releases, brochures, websites, etc.

Additionally, if you are planning a public response to social or economic justice issues, as defined in the [Use of the Church Name Policy](#), you will need to submit to the Board an [Application to Speak for or Represent the Church](#).

Marketing Checklist

This Marketing Checklist has been created by the MAC Committee to assist our efforts to have Second Unitarian be known and recognized in the community. This checklist helps you identify your target audience and the specifics of your marketing materials, particularly for print and web. The MAC Committee also intends the checklist to help you understand the process for preparing and gaining approval for your marketing.

Target Audience

The first set of considerations in the checklist is designed to help you and your committee think about the audience of your marketing. By targeting your message, it is more likely that the intended audience will be drawn to it. Targeting messages directs resources to gain benefits for both the congregation and the audience.

What racial and/or cultural group is your marketing directed to?

What economic group?

What gender?

What sexual identity/orientation?

Which age group?

Is the medium you have chosen likely to reach your intended audience?

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Print and Web Message Specifics

This second part of the checklist is intended to help Second Unitarian be recognized from a unified marketing “brand” or “look.” The “look” that brands Second Unitarian is more than the logo—it includes font, colors and messaging.

We can currently provide you with predesigned, editable:

- PDF templates for brochures and for business card- and quarter page-sized color print or web ads.
- PowerPoint templates for slides and fliers.

For marketing pieces of other sizes and types, please provide the following information for the MAC Committee so they may assist you in your design.

What is the size of your marketing piece? _____(width) x _____(height)

Is there a particular message that you want to convey to your intended audience? What about that message will appeal to your intended audience?

Will it be in color or black and white?

Will your wording allow for adequate white space? Remember: white space pulls people’s eyes to your message; too much copy and your message will get lost.

Process for Creating Marketing Materials and Gaining Approval

This third section of the checklist is simply a reminder of internal processes that need to occur for good communication and smooth creation of your materials.

Have you requested the password, if needed, from our church administrator info@2Uomaha.org to access the MAC committee’s [predesigned templates and logo files](#)?

Have you selected the template that will work best?

Have you requested assistance from MAC?

If you have created your own marketing piece, has MAC indicated that it incorporates the “brand” of the church?

Do you need to obtain Board approval for Use of the Church Name? If you are not sure, please consult the [Communications Policy](#). Also available on the website is an [Application to Speak for or Represent the Church](#).

Church Name Abbreviation










Use “Second Unitarian Church of Omaha” as the initial reference to our church name in your marketing materials. The abbreviation “Second Unitarian” may be used thereafter. The shorter abbreviation “2U” may be used only if it is introduced in parenthesis following the church name, as

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in “Second Unitarian Church of Omaha (2U).” Thereafter, 2U may be used on its own; however, avoid using 2U in headings and sub-headings.

Color Coordination

Take into consideration the colors used in the church logo when designing your materials.

Logo Components	RGB Codes	Hex Codes
Logo Chalice Colors		
Chalice	 RGB (0, 85, 165)	Hex #0055A5
Pathways	 RGB (39, 189, 214)	Hex #27BDD6
Logo Text Colors		
Second Unitarian	 RGB (59, 116, 187)	Hex #3B74BB
Church of Omaha	 RGB (135, 158, 208)	Hex #879ED0
Tagline	 RGB (27, 98, 171)	Hex #1B62AB
Logo Flame Colors		
Red Flame	 RGB (239, 65, 53)	Hex #EF4135
Orange Flame - right, larger	 RGB (248, 144, 31)	Hex #F8901F
Orange Flame - left, smaller	 RGB (242, 102, 50)	Hex #F26632
Yellow Flame	 RGB (255, 233, 0)	Hex #FFE900

Recommended Fonts

Printed Materials

For printed copy, serif fonts (with small strokes at the ends and corners of characters) are easier on the eyes. Garamond and Garamond italic are recommended.

For headers and sub-headers, sans-serif fonts (smooth, without the small strokes) help them stand out. Helvetica, which is the font used in the church logo, is recommended; however, if you do not have access to Helvetica, the Arial family of fonts (Arial, Arial Black, Arial bold, and Arial italic) also works well.

Web Materials

If the marketing piece is created as a graphic, then Helvetica and Garamond fonts are recommended. However, if your piece is dependent upon browser interpretation, a sans-serif font such as Arial is recommended, since Arial is supported on both Windows- and Mac-based systems.