



Proud to belong

Guidelines for the names of
congregations
and usage of the Uniting Church logo

Presbytery and Synod of South
Australia

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This document and the Assembly guidelines can be found at:
www.sa.uca.org.au/goto/logo

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Proud to Belong

There is much to celebrate about the church that we belong to.

The Uniting Church is a vibrant and dynamic church. We seek to transform lives and communities in a positive way.

We are ...

- **A Christian community** - following the example of Jesus Christ.
- **An Australian church** - standing alongside Indigenous Australians and supporting rural and remote communities.
- **A caring church** - dedicated to social justice and providing community services through UnitingCare.
- **A diverse church** - with a wide range of worship styles and theology in our 300 South Australian congregations.
- **A place of hope and support** - providing a safe place to explore life's many big questions.

We are the third largest denomination in Australia with ten percent of South Australians affiliated with the Uniting Church (ABS).

Raising our profile

The Uniting Church SA's Strategic Plan casts our vision for ministry. It states that one of our six key directions is "raising our profile".

One of the ways that we can continue to raise our profile and build awareness of the Church's ministry in the wider community is to clearly identify the Uniting Church in all that we do.

We need to continue to build our reputation in the community - not for the sake of being liked or respected - but so that in valuing who we are and the work that we do, people are more open to the message that we bring.

The following guidelines were endorsed by the Standing Committee of the Uniting Church SA in September 2008. (SC08.221)

All congregations and councils of the Uniting Church SA are encouraged to use these guidelines in conjunction with the Assembly guidelines.

The Guidelines

Names of congregations

It is important that all Uniting Church congregations and activities clearly identify that they are part of the Uniting Church.

1. The words "Uniting Church" should appear in the name of the congregation

OR

2. Where a congregation uses another name (For example - Godsend Family Church), it needs to use a phrase that clearly identifies its belonging to the Uniting Church such as:

- "a Uniting Church congregation" or
- "Uniting Church SA" or
- "a ministry of the Uniting Church in Australia"

This identification should be included on all signage, letterheads and promotional material.

Use of the Uniting Church logo

1. All bodies and activities of the Uniting Church SA are encouraged to use the Uniting Church logo on their building signage, letterhead and promotional material.
2. The logo can be sourced from the "resources" section of the Uniting Church Assembly website www.assembly.uca.org.au
3. Where a congregation is in partnership with another denomination - the Uniting Church and other denomination/s logo should be equal in size.
4. Where a church has its own logo, they are still encouraged to use the Uniting Church logo on signage, letterhead and promotional material to help identify their belonging to the Uniting Church.

