
Identifying Congregations, Faith Communities and Associated Organisations

Introduction

This policy document outlines how churches and faith communities of the Uniting Church in South Australia clearly identify as part of the wider body of the Uniting Church in Australia. It is to be used alongside the Assembly guidelines for the use of the Uniting Church logo to ensure language, colours, size, fonts, spacing, etc. are adhered to and are consistent with Uniting Churches across Australia.

Who We Are

The Uniting Church seeks 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 different agencies that make up the Uniting Church.
- A diverse church – with a wide range of worship styles and theology in our 260+ 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 3.7 percent of South Australians affiliated with the Uniting Church (ABS).

Raising Awareness

The Uniting Church can continue to raise its profile and build awareness of the Church's ministry in the wider community by clearly identifying as the Uniting Church in all that we do.

The following policy was approved by the Standing Committee of the Presbytery and Synod in August 2018. It replaces the Guidelines document previously agreed to by Standing Committee in 2008.

All congregations, faith communities and councils of the Uniting Church in SA are bound by this policy and it is to be used in conjunction with the Assembly guidelines for use of the Uniting Church logo (sa.uca.org.au/engagement/stationery-and-logos/).

The Policy

It is important that all Uniting Church congregations, faith communities and councils clearly identify that they are part of the Uniting Church.

1. The words “Uniting Church” should appear in the name of the congregation, faith community or associated organisation.

OR

2. Where a congregation, faith community, organisation 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/faith community/organisation” 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 in 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 Uniting Church Assembly website here: [Our Logo](#)
3. Where a congregation/faith community/agency 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.

More Information

For more information about this process, please either email: synod@sa.uca.org.au or phone (08) 8236 4200.

If you require further assistance with branding and logo placement contact the Engagement team on (08) 8236 4200 or email engagement@sa.uca.org.au.

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