Introductory Remarks

This Corporate Design Manual is aimed both at professional designers in media and PR agencies, as well as quite purposefully to the responsible co-workers in the own house.

Use

The CD Guidelines apply to all measures with which the United Evangelical Mission presents itself to the outside world.

Print media (brochures, flyers, newsletters, supplements, posters, advertisements, mailings, forms, blocks, etc.)

Online (website, e-mails, e-newsletter)

Other (banners, fairs, exhibitions, promotional gifts, signpost system, etc.)
1. The logo
1.1 Meaning

Aspect: Globalization
The UEM is global in two respects: because of its worldwide activities and because of its comprehensive understanding of mission. The allusion to the globe is therefore deliberately part of the logo.

Aspect: The Cross
Another aspect that flows into the logo is the cross. The cross as a symbol of salvation is the linchpin, reason and motivation of UEM's work. Accordingly, its position in the logo should be central. In the constitution of the UEM it says: "In a torn world they want to remain members of the one body of Christ". The cross is therefore the element that holds the torn world together.

Aspect: Three continents
Last but not least, the three continents have had a formative influence on the work of the UEM. After all, it is precisely the exchange of culturally so different people that constitutes the wealth of such an association.

1.2 Word Image Brand

What does a logo have to achieve?
A logo is a pictogram, a visual brand, which should also be recognised when viewed briefly and then recognised again. The recognition value in particular is the decisive characteristic that makes a good logo. A logo must be "simple yet peculiar". If it is too complex, it overwhelms our memory. If it is not peculiar enough, we easily confuse it with other logos that work.

The UEM logo
The UEM logo combines all these requirements. "Simple yet peculiar", it is easy to recognise. The cross forms the centre, which holds the three continents together. The curved lines, which are oriented to the meridians of the globe, lend dynamism to the form. The impression of a tightened sail is almost created. Despite the compelling logical derivation from the spherical shape, the combination of straight and curved lines is irritating, and the viewer involuntarily wonders whether he has a two- or three-dimensional shape in front of him.

The UEM word brand
The figurative logo is combined with the word brand VEM/UEM as a short form. The explanatory addition "Vereinte Evangelische Mission" or "United Evangelical Mission" is used optionally.

Word image brand
Only with the word brand VEM/UEM does the globe become a whole again. Only by the word logo brand at exactly this place the cross becomes visible in the middle of the globe. The word and image brand must therefore be regarded as a unit and must not be separated from each other.
1. The Logo
1.3 Word image brand + supplements

Word image brand + supplements
In order to clearly position the media of UEM and to clearly define the sender, the logo can be combined in the first step with the addition "United Evangelical Mission" or "United Evangelical Mission" (100 % black) and in the second step with the addition "Community of Churches in Three Continents" or "Communion of Churches in three Continents" (65 % black).
1. The Logo
1.4 Colour variations

In principle, the following applies: The logo must be used in its original colour and always has a white background. However, for technical reasons it may be necessary to deviate from this. In these cases, a grayscale or black-and-white variant can be used.

*Original colours*  
*grayscale*  
*black & white*

The black and white representation can also be used in the negative and is then white on a dark background. This variant is, for example, well suited for advertising media. In such a case, it is important to ensure that the white logo is on a (dark) blue background if possible.
1. The Logo
1.5 The logo position

The logo position of UEM image brand for print products such as annual report, documentation, flyer, brochure, information leaflet, worship material, book, project booklet, mailing, electronic newsletter, etc. must be in the upper right corner.

This also applies to business papers (head sheets and follow-up sheets), internal messages (internal documents), seminar and meeting documents, short letters, folded cards, press releases, business cards, templates for electronic messages, because they are best noticed, for example, in the paper stack or folder.

For layout reasons, it is possible and permitted to deviate from the position of the UEM image brand. For example, with posters, campaigns and advertising material etc.
1. The Logo
1.6 the logo on special base material

The logo on special base material
On metallic base material the logo is printed in the coloured version and on glass in the coloured or negative version (white).

*Metal*

![Metal Logo](image)

*Glass*

![Glass Logo](image)
2. The Colours

2.1 UEM colours

UEM logo colours
The logo consists of three coloured areas, corresponding to the three continents. They have the colours cyan, medium blue and violet. These colours are used in the logo with 100 percent ink coverage. The basic colour behind all these colours is blue. Blue is the color of the sky, but also the color of the blue planet. In the following, the colours in different colour systems and for different paper qualities are indicated.

<table>
<thead>
<tr>
<th>Colour</th>
<th>Coated paper</th>
<th>Uncoated paper</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cyan</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Euro scale (cmyk)</td>
<td>100%</td>
<td>0%</td>
</tr>
<tr>
<td>Pantone</td>
<td>Process Cyan C</td>
<td>Process Cyan C</td>
</tr>
<tr>
<td>HKS</td>
<td>47 K</td>
<td>47 K</td>
</tr>
<tr>
<td>RAL</td>
<td>5012</td>
<td>5012</td>
</tr>
<tr>
<td><strong>UEM blue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Euro scale (cmyk)</td>
<td>100%</td>
<td>35%</td>
</tr>
<tr>
<td>Pantone</td>
<td>3015 C</td>
<td>3015 C</td>
</tr>
<tr>
<td>HKS</td>
<td>44 K</td>
<td>44 K</td>
</tr>
<tr>
<td>RAL</td>
<td>5017</td>
<td>5017</td>
</tr>
<tr>
<td><strong>UEM purple</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Euro scale (cmyk)</td>
<td>60%</td>
<td>100%</td>
</tr>
<tr>
<td>Pantone</td>
<td>260 C</td>
<td>260 C</td>
</tr>
<tr>
<td>HKS</td>
<td>34 K</td>
<td>34 K</td>
</tr>
<tr>
<td>RAL</td>
<td>4007</td>
<td>4007</td>
</tr>
<tr>
<td><strong>Black</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Euro scale (cmyk)</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Pantone</td>
<td>Process Black C</td>
<td>Process Black C</td>
</tr>
<tr>
<td>HKS</td>
<td>97 K</td>
<td>97 K</td>
</tr>
<tr>
<td>RAL</td>
<td>9017</td>
<td>9017</td>
</tr>
</tbody>
</table>
3. Typography

3.1 Fonts

Fonts „Frutiger LT“ and „Frutiger Serif LT“

The font of the logo is a modified Frutiger LT. For this reason we use the same font family for all publications. This font family is well developed with the available fonts and has the advantage that it is easy to read.

Frutiger LT 47 Light
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  1234567890

Frutiger LT 57 Roman
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  1234567890

Frutiger LT 67 Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  1234567890

Frutiger Serif LT Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ij Jj

Frutiger Serif LT Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ij Jj Kk

3.2 Correspondence fonts

Lucida Sans

Lucida Sans (10 point) is used as the correspondence font. It is pleasant to read and cross-platform available. The cuts "Italic" or "Bold" can be used for marking (e.g. quotations or headlines).

Lucida Sans Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ij Jj Kk Ll  1234567890

Lucida Sans Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ij Jj Kk Ll  1234567890

Lucida Sans Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ij Jj Kk Ll  1234567890

Lucida Sans Unicode

Lucida Sans Unicode (10 point) is used as the correspondence font for e-mail traffic.

Aa Bb Cc Dd Ee Ff Gg Hh Ij Jj Kk Ll  1234567890

3.3 Font for advertising media

SG Brody SH

For promotional gifts, such as T-shirts, a legible handwriting can also be used. The font is very important, it transports the content and directs the viewer’s attention to the right places.
4. Paper Quality
4.1 Print Publishing

For print publications (annual report, annual programme, brochure, flyer, postcard, documentation, press kit, pads, etc.):

Garda Matt picture printing paper (90-350 g/m2), white semi-matt coated, hf, FSC certified. The pictures stand very well on paper and the opacity is also very good. The colours, even the dark colours, do not drown.

5. Layout
5.1 Some general information

As with the logo, the same principle applies to the layout of the various publications: “Simple yet peculiar”. Clear lines ensure that content can be captured quickly. The obligatory division of the areas ensures that the content is structured and that the logo can always be placed on a white background. Despite its simplicity, there is also a characteristic feature here: the horizontal division of surfaces. The horizontal division of space, for example on title and back pages or chapter beginnings, gives all publications a very personal touch and a high recognition value.

Publications

In general, the UEM logo should always appear on the cover and very last page: UEM image brand mark + possibly supplement text.

Editable Word template

The UEM logo should be on the cover and last page. All other elements on the last page such as the full name of the VEM, address, directions sketch and contact person must be placed at a distance from the UEM logo in order not to impair the effect of the UEM logo.

Poster

The following elements should be shown on the poster: UEM image brand, UEM website, DZI seal, donation account. QR code, Facebook & Instagram icons - depending on topic, target group. For layout reasons, it is possible and permitted to deviate from the position of the UEM image brand on posters. For layout reasons, the logo may appear on a white background.

Proof of image captions and image sources (photos, maps, infographics)
caption: under, next to or on the picture

Picture source: in a publication with many picture sources in the imprint with indication of the page number; in a publication with few picture sources directly at the photo

Partner logos

Positioning of the partner logo(s) on cover and / or last page on a 20 mm (40 mm on A4) white background at the bottom edge; if possible right-aligned with UEM image brand. A white background is also possible from the top edge on the last page.
5. Layout
5.2 Design elements

Photos
The UEM photo archive should be used for publications. With good, meaningful pictures you can easily attract attention according to the motto: "A picture says more than a thousand words". Therefore, the selection of the image material is very important. The focus is on the person who radiates hope and enthusiasm. The visual language of UEM in print media and digital shows people in their social environment as realistically as possible. Topics such as racism, catastrophes, people with disabilities, etc. must be treated with photographic sensitivity. The motifs should have a documentary character, reflect snapshots and evoke emotions in the viewer.

Illustrations, graphics, diagrams, tables, maps
Illustrative representations can be a good alternative to photos. They can present dry facts such as numbers in an understandable and descriptive way, accentuate important things, exclude unimportant things and visually loosen up continuous text. Illustrations can also be title and poster motifs. Column, pie and progress diagrams should be presented as simply as possible with different colours in order to present the most important information.

The following specifications are possible for publications:
Image in type area
Image in bleed
Clipping also in bleed
Colour areas: opaque or transparent
Color areas in bleed
Align the colours of the surfaces with the colour climate of the pictures and/or use one of the three UEM logo colours,
Colored text: one of the three UEM logo colors
Illustrations | Graphics | etc.: in type area
Illustrations | Graphics | etc.: in bleed
Illustrations | Graphics | etc.: as clipping
Illustrations | Graphics | etc.: in combination with colored areas
Symbols on info texts
5. Layout

5.3 Examples

**Brochure square | stapled, title and inside page**

**Flyer DIN long | folded, title, inside pages and past page**
Alten in verschiedenen Kulturen

Bildung überwindet Grenzen

PROJEKTE
2017 | 2018

Brochure DIN A5 landscape | title, inside,
ENJOY PARTNERSHIP

15.

ENJOY PARTNERSHIP

15.

ENJOY PARTNERSHIP

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ENJOY PARTNERSHIP

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ENJOY PARTNERSHIP

15.
5. Layout
5.4 Business card 85 x 55

Paper white without sheets and with grey tone
Text on business card:
UEM image brand and supplements
Title, Name, Function
Address (telephone, mobile, fax, web address)

5.5 Letterhead

Paper: white, without sheets and without blue tone
Text on letterhead:
UEM logo
Fold marks/punch marks (position at 105 mm and 210 mm from the top edge of the paper).
Address, name of organisation, name of management (Messrs Dally, Pauler, Motte), tax office, U-ID, IBAN, DZI seal.

Continuation sheets
Paper: white, without sheets and without blue tone
Text on next sheet:
UEM logo
Fold marks/punch marks (position at 105 mm and 210 mm from the top edge of the paper).