

UEM Corporate Design Manual

(Stand: May 2018)

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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



gray scales



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



Glass



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.

	Cyan	Coated paper	Uncoated paper
	Euro scale (cmyk)	100% 0% 0% 0%	100% 0% 0% 0%
	Pantone	Process Cyan C	Process Cyan C
	HKS	47 K	47 K
	RAL	5012	5012
	UEM blue	Coated paper	Uncoated paper
	Euro scale (cmyk)	100% 35% 0% 20%	100% 35% 0% 20%
	Pantone	3015 C	3015 C
	HKS	44 K	44 K
	RAL	5017	5017
	UEM purple	Coated paper	Uncoated paper
	Euro scale (cmyk)	60% 100% 0% 40%	60% 100% 0% 40%
	Pantone	260 C	260 C
	HKS	34 K	34 K
	RAL	4007	4007
	Black	Coated paper	Uncoated paper
	Euro scale (cmyk)	0% 0% 0% 100%	0% 0% 0% 100%
	Pantone	Process Black C	Process Black C
	HKS	97 K	97 K
	RAL	9017	9017)

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 Ii Jj 1234567890

Frutiger Serif LT Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk 1234567890

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 Ii Jj Kk Ll 1234567890

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

Lucida Sans Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii 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 Ii 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 UEM, 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

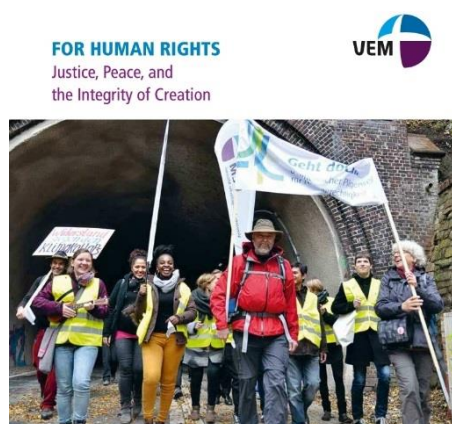
Illustrations | Graphics | etc.: as clipping

Illustrations | Graphics | etc.: in combination with colored areas

Symbols on info texts

5. Layout Examples

Brochure square | stapled, title and inside page



Flyer DIN long | folded, title, inside pages and past page



VEM AUF EINEN BLICK

Angebote der Deutschen Region – Jahresprogramm 2018



PROJEKTE

2017 | 2018



14. BILDUNGSANGEBOTE

Altern in verschiedenen Kulturen

Internationaler Briefaustausch über die Lebenswirklichkeit von Seniorinnen und Senioren

Das traditionelle Modell der Großfamilie befindet sich nicht zuletzt durch die zunehmende Arbeitsmigration in Afrika und Asien in Auflösung. Durch die verbesserte Gesundheitsversorgung steigt zugleich die Lebenserwartung erheblich an. Die Lebenssituation und soziale Einbindung von älteren Menschen wird immer mehr eine diakonische Herausforderung für die Kirchen in der ganzen Welt. Ein internationaler Briefaustausch von Seniorinnen und Senioren ermöglicht einen gegenseitigen Einblick in die unterschiedlichen Lebenswirklichkeiten u.a. durch den Austausch von Gedanken und Geschichten. Das daraus entstehende Netzwerk stärkt die globale Solidarität, schafft Begegnung über die Grenzen hinweg, ermöglicht ge-

meinsames Gebet und Anteilnahme und unterstützt ältere Menschen in ihrem Engagement in Kirche und Zivilgesellschaft. Zum Internationalen Tag der älteren Menschen am 1. Oktober 2018 werden die Briefe übergeben, die zuvor von Seniorinnen und Senioren aus aller Welt eingereicht wurden.

Zielgruppe: Seniorinnen und Senioren

Termin: 01. August – 15. September 2018

Koordination: Priscilla Gerd Paros Queros, VEM

Doris Brandt, Diakonisches Werk Bochum e.V.

Offene Altersarbeit

Kontakt: Priscilla Gerd Paros Queros, VEM



Hilfe für Kinder in Asien



Projekt: P-1505

Philippinen: Kindern eine bessere Zukunft ermöglichen



Leben am Fluss in Manila

Romana Litano unterstützt 50 Vorschul-kinder im „Joy Care Center“ der Verei-nigten Kirche Christi in den Philippinen (UCCP) – dort, wo sie selbst aufgewachsen ist, auf den „Jomary Mountains“ geschnitten Müllbergen am Rande der Hauptstadt Manila. Über 1000 Familien leben hier. Die Eltern und ihre Kinder durchsuchen täglich den stinkenden Müll nach verwertbaren Flaschen, Kunststoffen und Metallen, oder nach Lebensmitteln, die noch essbar er-scheinen.

Dabei war das 2004 gegründete „Joy Care Center“ eigentlich schon dem Untergang geweiht. Im Juni 2014 wurden das Zentrum und die Behausungen auf dem Müllberg abgerissen, weil ein großes Wirtschaftsun-ternehmen auf dem Grund ein Einkaufs-zentrum erbauen will. Die verteilten

Familien mussten an die Ufer des nahege-legenen Flusses ziehen. Hier sind sie nun nicht nur den Gefahren des durch den Müll ver-ursachten Wassers ausgesetzt, sondern auch von Überschwemmungen bedroht.

Insoweit konnte die UCCP in einer leer stehenden Fabrikhalle ein neues „Joy Care Center“ einrichten. Zur Zeit erfolgt der Unterricht in einem täglich ausge-statteten Klassenraum. Trotz des enormen personellen und finanziellen Einsatzes der Gemeindeglieder der UCCP, benötigt die Schule aber weitere Unterstützung. Es mün-schen Schulleistungen ausgebaut werden. Die Kinder brauchen Stille, Hilfe und Bücher. Die Sanitäranlage muss erneuert werden. Nur so kann der Unterricht aufrecht erhal-ten bleiben und den Kindern eine Chance auf eine bessere Zukunft geben.

Legal Texts 2016



Brochure DIN A4 | stapled, title, inside page



VEM Menschenrechtsaktion 2018 **3**

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»Zwing mich nicht«

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Plakat zur
Menschenrechtsaktion
2018 der VEM

ENJOY PARTNERSHIP

3rd INTERNATIONAL PARTNERSHIP CONFERENCE OF
THE UNITED EVANGELICAL MISSION (UEM)
WUPPERTAL, JULY 2nd – 8th 2017






**Schafft Recht den
Niedergedrückten und
Bedürftigen.**

**» 50 Jahre
UN-Menschenrechtspakete –
20 Jahre
VEM-Menschenrechtsaktion**

14. Juni 2017 und 15. Juni 2017, 10.00 Uhr
16. Juni 2017, 10.00 Uhr
17. Juni 2017, 10.00 Uhr
18. Juni 2017, 10.00 Uhr
19. Juni 2017, 10.00 Uhr
20. Juni 2017, 10.00 Uhr

14. Juni 2017 und 15. Juni 2017, 10.00 Uhr
16. Juni 2017, 10.00 Uhr
17. Juni 2017, 10.00 Uhr
18. Juni 2017, 10.00 Uhr
19. Juni 2017, 10.00 Uhr
20. Juni 2017, 10.00 Uhr

**Erklärung zur Inklusion
und Diskriminierung**

am Freitag, 9. Dezember 2016
11:00 – 13:00 Uhr
Münchener Wuppertal






**MENSCHENRECHTS
AKTION 2017**



UN RECHT
UNRECHTIGKEIT UND ZIVILE WIDERSTAND

11.30 Uhr: BEGRÜßUNG UND WORTLEBEN DER
MENSCHENRECHTSKOMMISSION DER
Kath. Kirche in der
Gemeindekirche (GK)

12.00 Uhr: FRIEDLICHE BEGEGNUNG –
20 JAHRE MENSCHENRECHTSKOMMISSION
Gegenwärtige Herausforderungen
für Menschenrechte
MODERATION: Bettina v. Clausenitz

13.00 Uhr: ERGÜßT
MENSCHENRECHTSKOMMISSION
UND IN DEUTSCHLAND
Moderation: Bettina v. Clausenitz
Christoph Enders, MdB
Beratung der Bundesregierung für Menschen-
rechtsfragen und Menschenrechte (2014-2016)
Michael Wiedrich
Zentrum für Menschenrechte
Zentrum für Menschenrechte

14.00 Uhr: MENSCHENRECHTSKOMMISSION
UND IN DEUTSCHLAND
Moderation: Bettina v. Clausenitz
Christoph Enders, MdB
Beratung der Bundesregierung für Menschen-
rechtsfragen und Menschenrechte (2014-2016)
Michael Wiedrich
Zentrum für Menschenrechte
Zentrum für Menschenrechte




**MENSCHENRECHTS
AKTION 2017**



UN RECHT
UNRECHTIGKEIT UND ZIVILE WIDERSTAND



Friede unter den Menschen
Interreligiöses Engagement für Frieden
und inklusive Gesellschaften



Internationale Konferenz · 14. – 16. Juli 2017 · Evangelisches Tagungszentrum Wuppertal

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).