UPCI

UNITED PENTECOSTAL CHURCH INTERNATIONAL

BRANDING GUIDE

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THE UPCI BRAND

DESIGN PHILOSOPHY

1. THE GLOBE

Since the wireframe globe element has been the most identifiable element of UPCI branding for decades, we felt it would be beneficial to keep the look while updating it. We did this by solidifying the blank spaces inside the globe, shaping them to incorporate a sense of movement, and colorizing them in a multicolor mosaic look. This speaks of the multicultural nature of the UPCI, its forward motion, and the missions focus of its ministries.

2. THE FONT

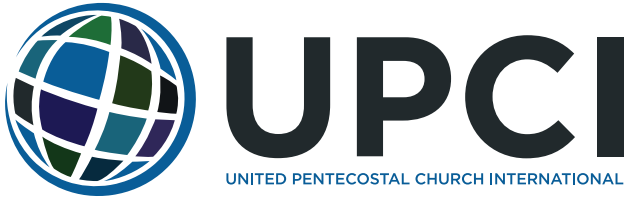
The font is a sans serif from the Gotham family. It has a modern yet classic feel that communicates strength and stability.

3. VARIETY

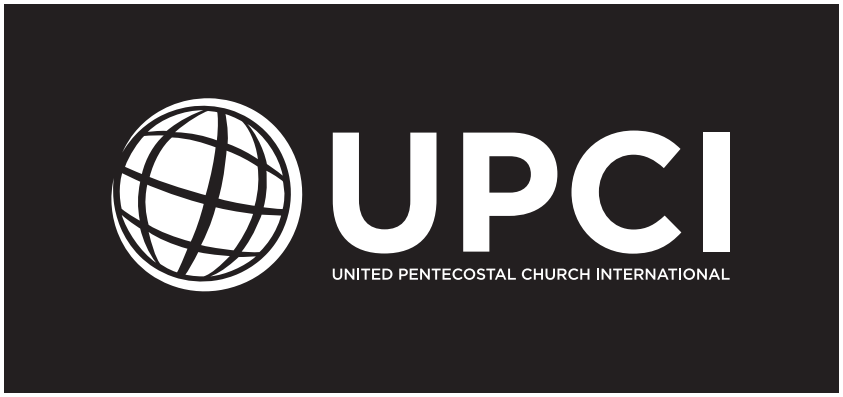
Due to the variety of uses and display venues of the UPC's logo, we felt it was important to produce a versatile mark that would be friendly to a multitude of display styles: 2D, 3D, full color, black and white, and in stylized, embossed, and embroidered applications. We believe the mark is simple yet strong, visually communicating the brand identity and the vision, mission, and message of the United Pentecostal Church International.

LOGO

PRIMARY



PRIMARY - REVERSED



LOGOMARK

LOGO

STACKED

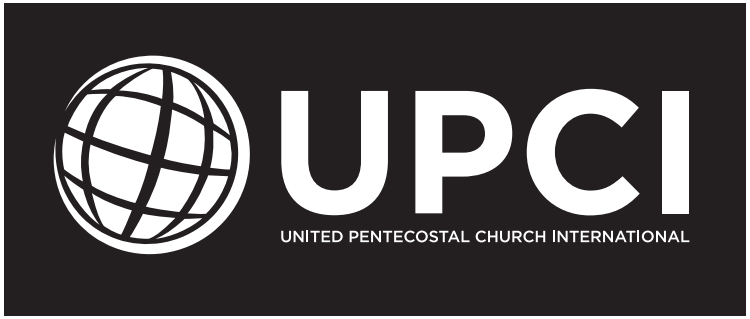
STACKED - REVERSED

FAVICON

ALTERNATIVE LOOKS & TAGLINE

BLACK ALTERNATIVE

WHITE ALTERNATIVE



GOLD ALTERNATIVE

NOTE

Iterations of the logo with only the letters “UPCI” and the globe may be used for (1) all applications in which the actual width of the printed logo is between .75” and 1.5” and (2) applications solely directed to UPCI ministers regardless of actual width.

ALTERNATIVE LOOKS & TAGLINE

COLOR TAGLINE ALTERNATIVES

UPCI

THE WHOLE GOSPEL • TO THE WHOLE WORLD • BY THE WHOLE CHURCH

UPCI

UNITED PENTECOSTAL CHURCH INTERNATIONAL

THE WHOLE GOSPEL • TO THE WHOLE WORLD • BY THE WHOLE CHURCH

UPCI

UNITED PENTECOSTAL CHURCH INTERNATIONAL

THE WHOLE GOSPEL • TO THE WHOLE WORLD • BY THE WHOLE CHURCH

BLACK TAGLINE ALTERNATIVES

UPCI

THE WHOLE GOSPEL • TO THE WHOLE WORLD • BY THE WHOLE CHURCH

UPCI

UNITED PENTECOSTAL CHURCH INTERNATIONAL

THE WHOLE GOSPEL • TO THE WHOLE WORLD • BY THE WHOLE CHURCH

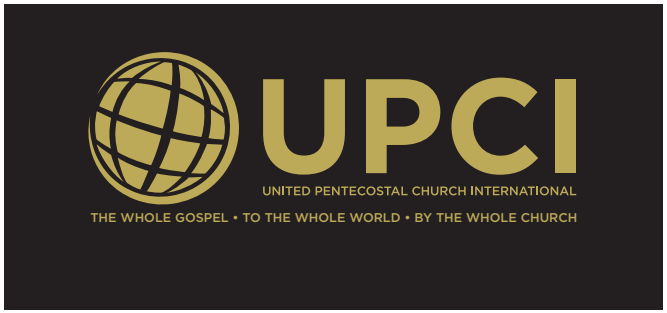
UPCI

UNITED PENTECOSTAL CHURCH INTERNATIONAL

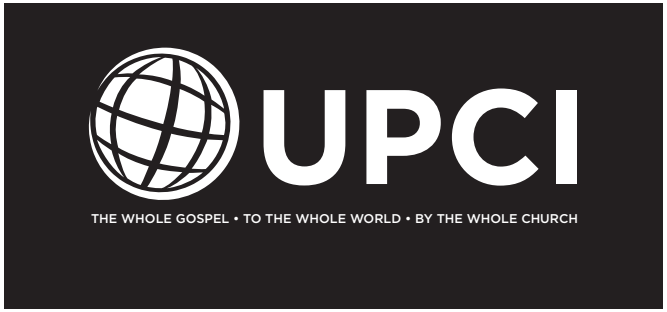
THE WHOLE GOSPEL • TO THE WHOLE WORLD • BY THE WHOLE CHURCH

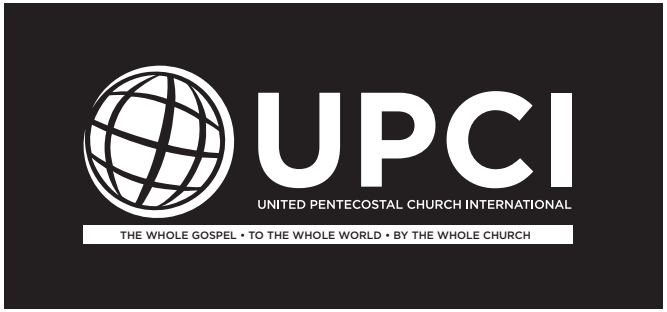
ALTERNATIVE LOOKS & TAGLINE

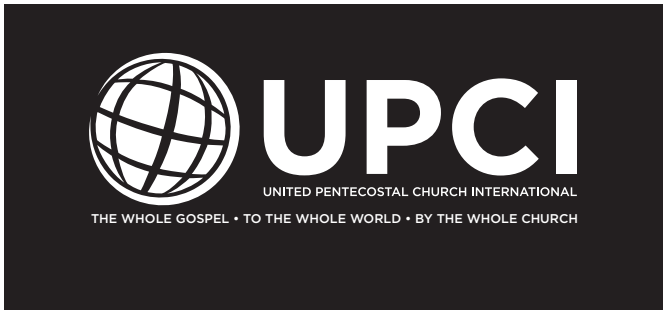
GOLD TAGLINE ALTERNATIVES



WHITE TAGLINE ALTERNATIVES







COLOR - PRIMARY

PRINT - SPOT COLOR / PANTONE

7700 C

426 C

7691 C

PRINT - PROCESS / CMYK

C91.83 M61.64
Y32.39 K12.63

C100 M61.94
Y18 K2.43

C73.04 M65.54
Y62.31 K67.39

SCREEN / RGB

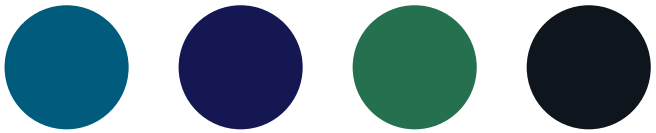
R28 G90 B125

R0 G96 B152

R38 G39 B41

COLOR - SECONDARY

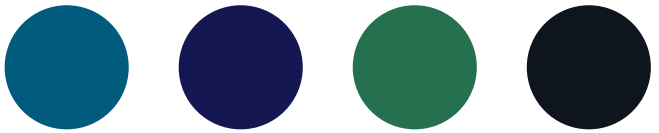
SECONDARY COLORS - SPOT / PANTONE



7700 C | 274 C | 555 C | Black 6 C

5535 C | 303 C | 7691 C | 617 C

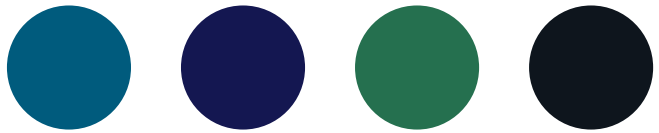
SECONDARY COLORS - PROCESS / CMYK



C91.83 M61.64 Y32.39 K12.63 | C99.94 M100 Y33.54 K35.75 | C82 M33 Y78 K21 | C81 M71 Y59 K76

C81 M56 Y70 K65 | C96 M73 Y52 K57 | C100 M61.94 Y18 K2.43 | C29 M28 Y79 K0

SCREEN / RGB



R28 G90 B125 | R33 G22 B81 | R45 G113 B80 | R18 G24 B32

R24 G48 B41 | R1 G40 B57 | R0 G96 B152 | R194 G181 B96

LOGO USAGE

CONTROL AREA

Do not crowd the logo or place other elements inside of the control area. The control area measurement (“x”) is equal to the height of interior clearance of the C in UPCI.

MINIMUM SIZE

To ensure legibility, when reproduced at minimum size, full length of the logo should be at least .75”wide. Examples are not actual size.

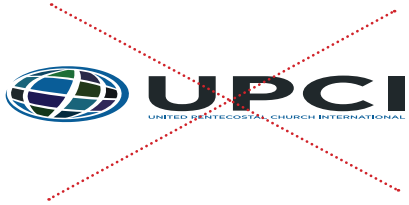
MISUSE

The logo should only be used according to the guidlines established in this document. Do not:

Use unapproved layouts

Use unapproved colors

Stretch or condense



Add elements within control area

Use unapproved fonts

Separate elements or use incomplete marks

TYPOGRAPHY

PRIMARY TYPEFACE

The primary typeface is Gotham in Bold, Medium, Light, and Narrow versions.

GOTHAM BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy 1234567890!@#$%^&*

GOTHAM MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy 1234567890!@#$%^&*

GOTHAM BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy 1234567890!@#$%^&*

GOTHAM BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy 1234567890!@#$%^&*

AUXILIARY TYPEFACES

The following typefaces are only recommended when the official typeface is not available for use (for example, web text).

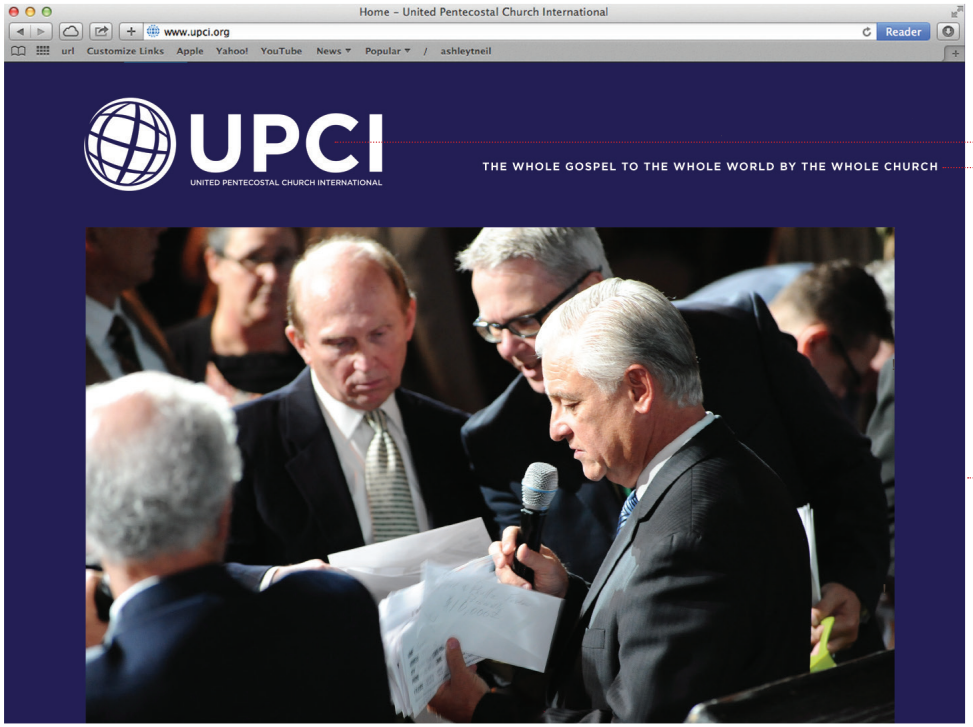
Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy 1234567890!@#$%^&*

Helvetica
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy 1234567890!@#$%^&*

WEB

LAYOUT

The illustration below is for example purposes only. It is not a suggested design.



Make sure the logo is prominent, high contrast, and given enough room around the control area.

Gotham can be used for any rasterized text (converted into an image).

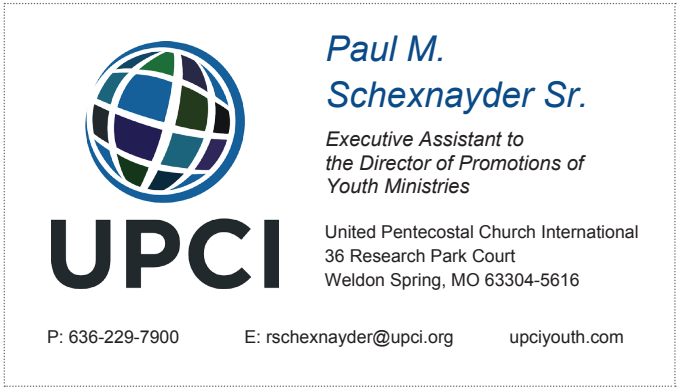
Pull from the approved color palette for all colors. Make sure there is good contrast between the background, the active content area, and all other elements on the page.

BUSINESS CARDS

TEMPLATES

All UPCI World Headquarters employees and executives who require personal business cards may choose one of the following templates. Please contact the communications office for PDF templates.

TEMPLATE ONE



TEMPLATE TWO

COBRANDING RATIO

All digital and print materials produced by any representative of the UPCI should display the UPCI logo at a ratio no less than 25% of the entity's logo.

RATIO EXAMPLE

The height of the UPCI logo should be no less than 25% of the height of the entity's logo.