



We're pleased to present the new logo for the First Unitarian Universalist Fellowship of Hunterdon County. It is the product of many discussions and explorations by the FUUFHC Communications Group over the past few years, as well as input from others in the community.

This document presents a brief overview of the logo's purpose, design, and usage. It includes:

- ◆ A short history of the Unitarian Universalist logo.
- ◆ A description of the FUUFHC logo's inspiration and components.
- ◆ Usage guidelines.
- ◆ Variations on the logo showing how it can be used in different ways.
- ◆ Examples of how it might be used with our name and mission statement, utilizing the typeface (Adelon Serial) used on our Wayside Chapel. These are currently just for sample purposes. At a later date, we will develop recommendations for displaying the name and logo together (e.g. letterhead).

– TheFUUFHC Communications Group



The chalice and the flame were brought together as a Unitarian symbol by an Austrian artist, Hans Deutsch, in 1941. Reverend Charles Joy, executive director of the Unitarian Service Committee (USC) asked Deutsch to create a symbol for their papers, “to make them look official, to give dignity and importance to them, and at the same time to symbolize the spirit of our work... When a document may keep a man out of jail, give him standing with governments and police, it is important that it look important.”

The symbol of a flaming chalice stood in the beginning for a life of service. When Deutsch designed the flaming chalice, he had never seen a Unitarian or Universalist church or heard a sermon. What he had seen was faith in action – people who were willing to risk all for others in a time of urgent need.

The flaming chalice combines two archetypes – a drinking vessel and a flame – and as a religious symbol has different meanings to different beholders.

Chalices, cups, and flagons can be found worldwide on ancient manuscripts and altars. Writer Riane Eisler has used the chalice as a symbol of the “partnership way” of being in community. Sharing, generosity, sustenance, and love are some of the meanings symbolized by a chalice.

As a sacrificial fire, flame has been a central symbol for the world’s oldest scriptures, the Vedic hymns of India. Today, lights shine on Christmas and Hanukkah, eternal flames stand watch at monuments and tombs, and candles flicker in cathedrals, temples, mosques, and meeting houses. A flame can symbolize witness, sacrifice, testing, courage, and illumination.

No one meaning or interpretation is official. The flaming chalice, like our faith, stands open to receive new truths that pass the tests of reason, justice, and compassion.

– Excerpted from *The Flaming Chalice*, UUA Pamphlet



Starting with the traditional design of the chalice, flame, and circle, I thought about how they could be adapted to reflect our particular experience of UU. The natural inspiration was our mission statement: “Nurturing Spiritual Journeys, Expanding Social Justice.”

To convey Nurturing, I chose to use hands to represent the chalice. Their image also emphasizes Community, Humanity, and Balance. The hands enter the circle to cradle the flame.

The flame, embodying Justice, Enlightenment, and Spirit, emanates from the center of the image. Expanding outward and up, it breaks through the boundary of the enclosing circle and into the larger world.

The circle contains the flame & chalice, providing structure and contrast. It evokes cycles and groupings: The Circle of Life; a circle of friends; a space we enter, mentally or physically, when we are in community. In the image, it can also be seen as the darkness or void that the light separates. But not empty blackness – the world is not that dark.

The rainbow colors represent Welcoming, Diversity, and Vibrance. They create a cycle within the image, starting at the center of the flame with yellow, then expanding to orange, red, and purple. They continue outward to blue, which circles around to the green chalice that supports and embraces the flame.

The image combines smooth, soft curves and sharp points. Round is a comforting, nurturing shape, while sharpness can be challenging. This again reflects our mission to be both nurturing to our community's spiritual journeys but to also challenge and pierce the status quo of injustice.

The logo is bold, vibrant, expansive, and meaningful - without hitting you over the head too much. I hope it well represents our community.

– Michael Gorton

Usage

Approval:

As a symbol of our community, care should be taken in how and where the logo is used. Public use is subject to the same approval process as official communications, as described in the FUUFHC Communications Policy. Significant print jobs (i.e. multiple, possibly expensive pieces) should be reviewed by the Communications Group before production.

Modification:

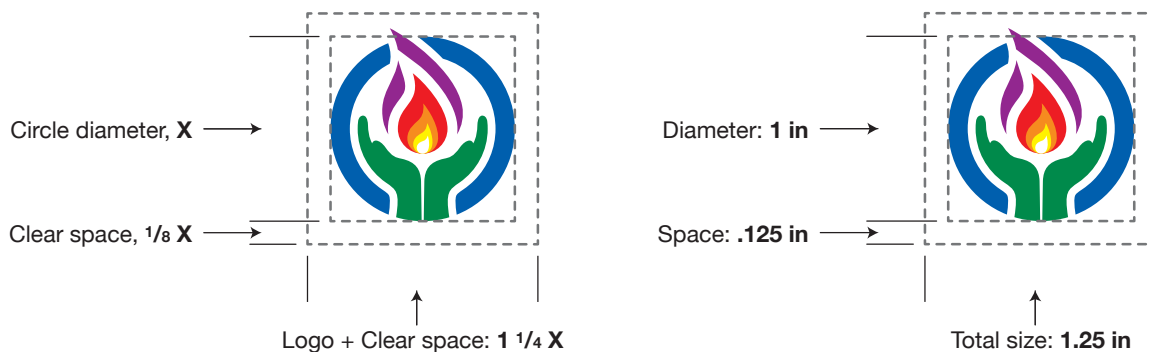
The elements (circle, flame, chalice) of the logo should not be altered or substituted. Scaling to an appropriate size is fine, as long as clear space (described below) is maintained. If printed or displayed in color, the specification below should be followed:

Element	Color	CMYK (spec)	RGB (approx)	Hex (approx)
Ring	Blue	100/66/0/0	0/95/174	#005FAE
Chalice	Green	100/25/100/0	0/138/75	#008A4B
Flame 1	Yellow	0/0/100/0	255/242/0	#FFF200
Flame 2	Orange	0/55/100/0	246/139/31	#F68B1F
Flame 3	Red	0/100/100/0	237/28/36	#ED1C24
Flame 4	Purple	50/100/0/0	146/39/143	#92278F

If the monochrome version is used, any color can be applied to the logo (as a whole) against a solid background as long as the logo and background colors provide sufficient contrast.

Clear Space:

To preserve the logo's graphic identity and impact, it should be displayed with a certain amount of space around it. This clear space should be free of any other images or text, although the logo's own flame is allowed to intrude. The recommended minimum clear space is a square, offset from the ring by $1/8^{\text{th}}$ of the ring's diameter.



The PDF and PNG images supplied with the Logo Kit have this clear space built in, though the program you use to place or edit them may not honor it. The PDF versions are for use in printed materials and can be scaled to any size desired. The PNG files are meant for use onscreen and should not be scaled (or at least, only scaled down), if possible.

If a different image format, or a larger/specific-sized image is needed please contact the Communications Group for assistance. If you have the software and expertise, you are free to create your own sizes, following the guidelines above.

Variations



Full color on black



Grayscale



Black on white



White on black



Spot color on black



Spot color (Pantone P 27-8 U)



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