Unity Identity Program

Participant Toolkit

Grow lives, grow your ministry, grow our movement.

October 2011, Group 5
Dear Unity Ministry Leaders and Staffs,

We welcome you to the Unity Identity Program!

The purpose for the Unity Identity Program (branding) is to help people to recognize, understand, and connect with Unity. This package is based on extensive financial investment, research, and development which has been synthesized to create a Unity identity that accurately states who we are. The results include key messages and phrases, colors, images, and web layouts that resonate with those in Unity and those who are seeking our spiritual teachings.

This tool kit is a guide to support you in successfully implementing the identity within your spiritual community. Here you will find information, guidelines, and policies for use of the logo, photos, and other aspects of conveying our Unity Identity. By consistently using the identity materials, our entire movement forms a brand that is recognizable. This creates an identity that clearly communicates to the world who we are and what we are about. All of the Unity Identity visual items (logo, photos, copy/text and pre-designed items) are copyright and/or trademark protected. This prevents those who are not affiliated with Unity from improperly using the materials.

We celebrate your participation and support of this project! We know that, as more ministries use these materials, our entire movement will benefit, and likewise, as our movement becomes known, our local ministries will grow.

If there is anything we can do to further support you and your ministry in implementing this project in your spiritual community, please contact Debbie Allen at Debbie@unity.org.

With blessings,

Rev. Kristen Preud’homme
Director of Communications
Unity Worldwide Ministries

Please share this toolkit with your board, branding team, ministry staff, and volunteers, as well as other vendors who work with your ministry. You can download or print more copies of this toolkit at unity.org/testgroup (under “Download Center,” click on Toolkit).
The purpose for branding is to help people to recognize, understand, and connect with Unity.
What is our brand identity and why is it important?

Brand identity is the proprietary visual, emotional and cultural image that surrounds Unity, Unity Worldwide Ministries, Unity Village, all our programs and events, our contact with the public, and each of us as representatives of Unity. It defines and represents who we are and how we act with respect to ourselves, our community and to the world as a whole.

The Unity brand identity is reinforced each time a congregant, minister, licensed teacher, spiritual leader, employee or leader of Unity speaks, writes or acts on behalf of the organization.

This Participant Toolkit is designed to clearly and concisely define the Unity brand identity so that it can be used consistently by the boards, staff, ministers, spiritual leaders and congregants to market and publicize Unity and its values and beliefs.

The Unity brand identity consists of carefully chosen messages, a website template, photos, images, illustrations, a color palette, logo, fonts and organizational values, all based on extensive strategic research with Unity board members, ministers, spiritual leaders, congregants, eNews subscribers, donors, Unity Worldwide Ministries employees, and Unity School of Christianity employees, as well as with Unity’s key external audience, Cultural Creatives.*

The Unity brand identity consists of:

• The Unity brand name and trademark
• Our logo and color palette
• Website, ad and brochure layouts, with their accompanying color palettes
• Carefully chosen imagery as synthesized in the Creative Theme
• Our positioning statement or most repeated message
• Our key features and their associated tangible benefits
• Intangible brand associations like “peace of mind,” “empowered” and “accepted”
• Our organizational values and brand archetype

The brand name “Unity” is our primary trademark and “Trustmark.” The Unity brand name is one of our most valuable organizational assets. We need to do everything we can to increase the perceived value and effectiveness of our name. Each time you use any part of the Unity brand identity, remember that you are guarding, protecting and adding to our integrity and reputation. Use the Unity brand name carefully, mindfully and frequently!

How our brand identity was created

In creating the Unity brand identity, extensive quantitative market research was conducted among key Unity audiences, including:

1. Four branding workshops with the leadership of Unity, including Unity Worldwide Ministries and Unity World Headquarters at Unity Village, to “build the brand from the inside-out” and to gain an internal understanding of the Unity, Unity Worldwide Ministries and Unity World Headquarters at Unity Village organizational identities.

2. An online survey with 506 Cultural Creatives, 329 ministers, students and spiritual leaders, 1,102 congregants, 750 eNews subscribers, 165 donors, 25 board members, and 187 Unity employees (both Unity Worldwide Ministries and Unity Village). The survey results were very reliable and projectable.

3. A follow-up online survey of 197 Cultural Creatives, 294 ministers, students and spiritual leaders, 328 congregants from a variety of churches, 180 eNews subscribers, 63 donors, 20 board members, 128 Unity employees.

The results were very consistent and conclusive.

* For more information on Cultural Creatives, see page 45.
How does the Identity Program benefit the world?
Our research shows that people “out there” need and want what we have to offer, right now. As we become more consistent, cohesive, and speak with one voice, people outside of Unity become aware of us and what we are about. By using the identity, we speak words of welcome to those who are seeking. They will come to us for our spiritual resources, and stay as they experience our spiritual community. We can transform lives through our teachings, and thus, the world.

Who is participating in the Identity Program?
Unity Worldwide Ministries home office and Unity World Headquarters at Unity Village created a jointly owned supporting organization that own and oversees the identity project. This partnership creates a unified presence within our movement and will help all members of Unity to become better recognized. Through the new service organization our new identity will be used by the various areas of both of our organizations including, but not limited to: Silent Unity, Unity Institute, Unity Online Radio, Unity Books (including Unity Magazine and seasonal booklets) as well as Unity Worldwide Ministries publications, programs and local ministries.

Ministry participation is voluntary. Ministries who are in good standing, led by a credentialed Unity leader (or actively pursuing credentialing), and who feel called to participate in the project are invited to participate.

How does the Identity Project benefit you and your ministry?
• The new identity creates cohesion among the members of the Unity movement, with a common logo each ministry is more likely to be recognized, and recognition is the first step on the road to bringing more people into your spiritual community.
• Together, we are much more powerful than if we act as separate agents. If we all use the brand identity, we are establishing an identity of oneness. The greater the alignment, the more powerful we are.
• Your spiritual community can benefit from professionally researched information that will reach the most people while accurately representing who we are. The identity is based on conclusive research that shows what cultural creatives, dissatisfied Christians, and those already in Unity are seeking.
• The new identity can save you time and money through the professionally developed materials that are created for your community. Since the identity will stay the same for a long period of time, there’s no need to redesign your logo or materials.
Unity relates to its internal and external audiences through our people, programs, activities and events, advertising, public relations, and marketing communications.

The Unity brand identity has been designed to be relevant and compelling to both internal and target external audiences (especially Cultural Creatives).

*For more information on Cultural Creatives, see page 45.

Another version of the map is on the following page.

Here are some guidelines on how to use the Brand Identity Map.

1. Post the Brand Identity Map (a full-size version is on page 11) near your desk to help remind you how to talk and write about our organizations.

2. Consistently, repetitively and creatively use the messages in the Brand Identity Map in all marketing communications and presentations.

3. Don’t use the brand identity by rote; rather, weave it into your own personal style.
Unity Brand Identity Map Explanation

The following Unity Brand Identity Map summarizes the results of the branding research with both external and internal audiences. There was tremendous consensus on the results of the research. Below is an explanation of some of the terms you'll find on the Brand Identity Map.

**Audience**

**Target Audience**
Based upon research, our target audiences consist of Cultural Creatives and dissatisfied Christians (mainly those already attending a church). Cultural Creatives comprise a group of an estimated 50 million people. They value authenticity, engaged action, idealism, globalism and ecology, and the importance of women. They also see the world as interwoven. Core Cultural Creatives also value altruism, self-actualization, and spirituality.

**Survival and Emotional Response**
A person’s basic brain is focused on survival and is part of our subconscious mind. This is the part of the brain that triggers an instinctual response. The next level of the brain is a person’s emotional brain. People are drawn toward positive emotional experiences and away from negative experiences. Our research found that our audience avoids places where they feel unfulfilled or like they don’t fit in, and are drawn to places where they feel accepted, inner peace, and a connection with God.

**Cultural Archetype**
These sections on the map explain our target audience’s positive and negative reactions to the terms Christianity and Church. This is their immediate emotional response to these words. The research showed that people were drawn to the term “spiritual community” much more than “church.”

**Unity Identity**
When we use language that our audience can hear and relate to, we give them an opportunity to engage with us. We can speak their language while also remaining true to who we are. The results of our survey identified ways of expressing our values that resonate most with our audience.

The items in blue on the Unity Brand Identity Map are terms and phrases that you can use when you talk or write about Unity and your spiritual community. Select phrases that reflect your spiritual community and use them in all of your written and spoken communication. You may also wish to put this map by your phone to remind you of these phrases.
Unity Brand Identity Map – Based on Market Research

**Target Audience**
- Cultural Creatives
- Dissatisfied Christians
- Women aged 36-55

**Survival Response**
- Don’t fit in, different beliefs
- Lack of fulfillment—seeking answers and a spiritual home

**Emotional Response**
- Inner peace and peace of mind
- Acceptance in a community of like-minded people
- A stronger connection to God

**Cultural Archetype - Church**
- Fear-based, hypocritical, boring (negative)
- Family, love, Sunday school, music (positive)

**Cultural Archetype - Christianity**
- Fear-based, judgmental, guilt, hell (negative)
- Jesus is savior, Golden Rule, love (positive)

**Organization Brand Name**
Unity

**Positioning Statement**
Unity offers practical, spiritual teachings that empower abundant and meaningful living.

**Category Descriptor**
A Positive Path for Spiritual Living

**Brand Archetype**
Mystic-Magician

**Organizational Values**
- Inclusive and open-minded
- Encourage personal initiative & growth
- Spiritual, holistic, intuitive

**Feature/Selection Factor #1**
Provide practical teachings to help people live healthy, prosperous and meaningful lives

**Intangible Emotional Appeal**
- Empowered
- Peace of mind
- Accepted
- Loved
- Grateful
- Inspired
- Connected

**Feature/Selection Factor #2**
Provide a positive alternative to negative religious experiences

**Tangible Benefits**
- We believe that prayer works.
- We help people discover & live their spiritual purpose and potential.
- We help people have a stronger connection to God every day.
- Our spiritual centers have inspiring ministers and are involved in spiritual social action (and social activities!).

- We provide a philosophy that is spiritual, not religious; and love-based, not fear-based.
- We honor all paths to God.
- We believe in making a positive difference in the world.
- We believe in being a positive example and role model.
Unity’s positioning statement

Our positioning statement is a simple, clear definition of the key benefits that Unity provides. This positioning statement was carefully tested with internal audiences and Cultural Creatives in the first online survey. The positioning statement should be our most repeated message to the world.

Unity offers practical, spiritual teachings that empower abundant and meaningful living.

You should memorize this positioning statement and use it to answer the question, “What is Unity?”

Our category descriptor

We want to be able to describe our organizations in the most concise and straight-forward way possible.

Unity is:

“A Positive Path for Spiritual Living”

Our primary features and supporting messages

Extensive and careful research was conducted with Cultural Creatives, ministers, students and spiritual leaders, congregants, eNews subscribers, donors, board members and employees of Unity Worldwide Ministries and Unity School to discover the most compelling and credible features—and their associated tangible benefits—offered by Unity.

Unity provides practical teachings to help people live healthy, prosperous and meaningful lives.

TANGIBLE BENEFITS

• We believe that prayer works.
• We help people discover and live their spiritual purpose and potential.
• We help people have a stronger connection to God every day.
• Our churches have inspiring ministers and are involved in spiritual social action (and social activities).

INTANGIBLE EMOTIONAL APPEAL

• Empowered
• Peace of mind
• Accepted
• Loved

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• We provide a philosophy that is spiritual, not religious, and love-based, not fear-based.
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INTANGIBLE EMOTIONAL APPEAL

• Empowered
• Grateful
• Inspired
• Accepted
• Connected
• Loved
Our values

A true and trusted brand is not just comprised of messages, but is based on shared values and integrity. These values define how Unity should act and behave as a unified organization.

There are three fundamental values that are shared by Unity’s board, ministers, licensed teachers, congregants, employees and Cultural Creatives:

1. Inclusive and open-minded
2. Encourage personal initiative and growth
3. Spiritual, holistic, intuitive

Following are detailed descriptions of values-based behaviors that each person, when acting as a representative of Unity, should keep in mind and emulate.

1. Inclusive and open-minded

Why it’s important:
- Spirituality shouldn’t involve judgment.
- Most religions are closed-minded.

What Unity can do to prove it is following this value:
- Accept and reach out to everyone.

2. Encourage personal initiative and growth

Why it’s important:
- True spiritual growth and spirituality come from within.
- Helps you feel good about yourself.
- Has a positive effect on others.
- Most people need help/assistance and guidance in this area.

What Unity can do to prove it is following this value:
- Provide teaching, workshops, discussion groups, counseling.
- Prayer, encouragement.

3. Spiritual, holistic, intuitive

Why it’s important – most frequent responses:
- It encompasses the other values.
- It is a fundamental part of Unity.

What Unity can do to prove it is following this value:
- Education/teachings to provide guidance.
- Be open and inclusive.
- Prayer/meditation activities.
- Show love.
- Open communication.

Summary

Consistent and repetitive use of these key messages is the way that we slowly, but surely, change perceptions about Unity and consciously build a compelling and memorable identity. To help people remember what Unity does and provides, we must consistently use and literally repeat these messages over and over (and over) in all communications. Your consistent and conscientious use and repetition of these messages will result in:

1. Unity becoming a household name.
2. Growth in your congregations and in programs and events.
3. Increased public awareness of Unity’s principles and work.
4. An increase in the reputation and perceived value of Unity.
5. Unity becoming a leading voice among the country’s spiritual organizations.
6. More people discovering and living their spiritual purpose and potential.
7. More people having a stronger connection to God every day.
Archetypes are forms or images of a collective nature that naturally establish meaning and relevance at a subconscious level. Characters in movies, novels and other forms of entertainment are often based on archetypes. For example, in the movie *Star Wars*, Luke Skywalker is a Hero archetype and Darth Vader is an Outlaw archetype.

Archetypes are important to organizations like Unity because they define a personality for the organization that is authentic, genuine, compelling, credible, universal and deeply moving.

Unity is a “Mystic-Magician” brand archetype.

Unity is best characterized as a Mystic-Magician archetype – a variation of the Magician archetype that specifically reflects spiritual and personal transformation. The “Mystic-Magician” archetype characterizes Unity’s role in providing practical, spiritual teachings to help people change their lives.

The Mystic-Magician is not like Tinker Bell or an illusionist. The Mystic-Magician is the spiritual teacher who helps people live more fully and abundantly through greater spiritual awareness. The “magician” reflects the ability to touch and transform people’s lives and to contribute to positive change in the world. The “mystic” reflects Unity’s core beliefs that there is only one presence and power in the universe, God the good, and that this presence is part of our very being. We all have an innate capacity to know God through direct experience.

The Mystic-Magician archetype reflects the shared values of Unity employees, leadership, ministers, spiritual teachers, congregants, and current and future constituents, so it is grounded in the reality of what Unity is. The Mystic-Magician archetype gives Unity a strong basis for going forth authentically as one unified movement.

Unity helps people realize their own divine potential to make their lives happier, healthier and more fulfilling. In addition to providing powerful teachings, Unity offers spiritual communities where Unity messages are shared and individuals are encouraged to follow their own spiritual path.

In essence, Unity provides practical spiritual teachings that empower abundant and meaningful living and enable people to experience oneness with God every day.
Reptilian and limbic hot buttons

The Reptilian Brain

- The oldest and smallest region in the evolving brain.
- Found in all animals (including humans!).
- Instinctive, fixed-action patterns and automatic behaviors.
- The center for aggression, courtship, mating and territorial defense (i.e. survival and reproduction).

Reptilian Hot Buttons for Unity:

- People feel like they don’t fit in and have different beliefs than many people around them.
- They feel a lack of fulfillment and are seeking answers and a spiritual home.

Sample copywriting:

- “Are you feeling like you don’t fit in and have different beliefs?”
- “Are you feeling a lack of fulfillment and looking for answers and a spiritual home?”

The Limbic Brain

- Common to all mammals. Developed about 60 million years ago after the demise of the dinosaurs.
- The brain's emotional factory.
- Collects sensory information and screens it for emotional relevance.
- Retention of information is significantly increased when presented in emotionally charged context.
- Oriented toward our children.

Limbic Hot Buttons for Unity are:

- Inner peace and peace of mind.
- Acceptance in a community of like-minded people.
- A stronger connection to God.
Identity Program Components and Implementation

Sign-up Options
All ministries who sign up for the Unity Identity Program will receive their community’s logo for use on their website, email and other items. Below are descriptions of the two options ministries may choose from when signing up for the Unity Identity Program:

Package 1: If your ministry has selected this package ($190 initially and $100 annually), you have agreed to print items for your ministry needs from MiPrintShop.com. This means, if there is an item offered on the MiPrintShop site, you have agreed to purchase the item from this site and not create your own material. If you need an item that is not available from MiPrintShop, you can create the item using your logo. Please, share it with us so we can add it to our online print shop. Email it to Debbie@unity.org. Your cooperation will make it possible for all of our ministries to participate fully in branding, with consistent quality. MiPrintShop offerings include:

- Letterhead
- Envelopes (standard, return, welcome, love offering)
- Business cards
- Bulletin covers
- Welcome brochures
- Bookmarks
- Bookstore items
- And more—additional items will continuously be added

Package 2: For those who wish to have their printing done locally rather than purchase materials from the discounted online print service ($690 initially and $300 annually). The package includes access to all of the services offered from the online print service bureau and pdf digital files individually customized with your community’s logo of the following materials:

- Letterhead
- Envelopes (standard, return, welcome, love offering)
- Business card template
- Bulletin covers
- Welcome brochures
- Bookmarks

We are planning to add to the items we have available as time goes on and as we discover items that would be useful to our ministries.

Support
As your ministry begins the process of branding please know there are many avenues of support which include:

- Staff support from the home office:
  1. Debbie Allen can answer questions about the program process and give guidance by phone at 816.434.6831 or email at Debbie@unity.org.
  2. For graphic questions Joanna Carrell at Joanna@unity.org and Cheryl Vestal at Cheryl@unity.org are ready to help.

- Staff support is available from our partners at MiPrintShop.com and OneEach Technologies:
  - MiPrintShop payment information: Kim Mika, kim@miprintshop.com.
  - MiPrintShop orders or special product needs and questions: Michele Bridges, Michele@miprintshop.com.

- Monthly, interactive ATT Connect Calls (similar to GoToMeeting) hosted by Unity Worldwide Ministries home office staff and supported by Unity World Headquarters. Often times our call will have a special focus (direct mail, learning about Cultural Creatives, etc) which will help you to employ the information within your ministry as well as on-going updates to what is now available.

- A private web page created for those in the Unity Identity Program which serves as a resource library housing all of the past information that you may need access to. You can visit this page by going to www.unity.org/testgroup.

- Finally, a private Facebook page where leaders can connect with others in the Unity Identity Project so they can build upon one another’s wisdom. To connect with this page go to www.unity.org/testgroup and click on the link “join our Facebook group.”
Enclosed DVD and CD
You will find a DVD in the tool kit. This is the presentation from our branding consultant, Chuck Pettis. Please show it to your board, staff, and leadership team to help them grasp why branding is important to your ministry and to the Unity movement.

You will also find a CD with the feedback forms that need to be sent monthly to Debbie Allen, Debbie@unity.org or fax to Attn: Debbie Allen, 816.525.4020 or mail to Attn: Debbie Allen, PO Box 610, Lee’s Summit, MO 64063

The first CD is included with this manual at no charge. Replacement CDs are $50 each.

Use of your new logo and identity
Unity’s communications programs should create an immediate and lasting impression on internal Unity audiences, prospective Unity members and the public at large. To build and maintain a distinctive brand identity, it is important to be consistent in the use of the Unity brand name, messages, images, colors and every aspect of our visual identity.

We should use our organization’s main brand name, Unity, frequently and proudly. In all communication programs, whether a website, a letter, news release or brochure, the positive associations of our brand need to be cemented in the minds of our internal audiences and the public. By doing this, we build awareness of our organization, our values, and our positive influence on all the communities we serve.

1. Use your Unity logo within the guidelines of the Participant Toolkit. All usage of trademark logos shall be pursuant to these guidelines and any other guidelines applicable to that particular logo. Please contact Unity Worldwide Ministries branding coordinator at debbie@unity.org if you have questions or you require further guidance on proper trademark usage.

2. This permission has been granted for your ministry’s needs and may only be used to create materials that are not currently available through our print on-demand website: unity.miprintshop.com.

3. If you create materials that are not currently available through our print on-demand website (unity.miprintshop.com), please send them to the Unity Worldwide Ministries branding coordinator at debbie@unity.org so that we may consider creating these for all of our ministries to use. Your feedback is very valuable and will help us know what our ministries need.

We ask that you utilize all of the identity pieces in this branding manual which includes language, your new logo, color palette, photo themes and eventually website layout. Picking and choosing will cause confusion with our current constituents and future seekers of our message. By joining the branding program, your ministry agrees to release all past logos after your current stock is used. Please do not simultaneously display past logos with the new branded logo. The purpose of branding is to create a unified, recognizable presence for Unity.

Please remember that this is a test and a fluid process that will utilize your feedback to create solutions and eventually a seamless transition for the ministries that follow behind you. We are asking for you to share your church’s attendance, feedback, challenges, and successes to measure how well the project is going. We appreciate your patience and willingness to do the work it will take to make this project a success.

Thank you for your support with your prayers, your feedback, and by financially continuing to support your Unity Worldwide Ministries home office. Together we are stronger and to paraphrase Charles Fillmore we are able to “fairly sizzle with zeal for that which ought to be done by us.”
We have created a partnership with an online, on-demand printer (MiPrintShop) who has given us pricing based on quantities for our entire movement. Ordering from our online shop enables you, and your colleagues, to receive volume discounts because the cost per-printed-piece is reduced as the number of pieces printed increases. This means the more that is ordered, the less cost is incurred for each individual. To access the site go to:

Unity.MiPrintShop.com

Enter your user name and password which was given to you when you signed up for the program. The password only works with one email address, so you will want to designate one person who is responsible for ordering.

Designated email address: __________________________
User name: _________________________________
Password: _________________________________

If you misplace your password, contact Debbie@unity.org.

The logo files you will need to upload to MiPrintShop for ordering are with your ministry logos and are named Miprintshop_color.pdf.

If you need MiPrintShop assistance, please contact the help desk at help4you@miprintshop.com. This address is monitored from 8 a.m. to 8 p.m. CT, Monday through Saturday.

If you cannot find an item you need, we would like to know so that we can create the item and add it to the on-line templates for other ministries to access as well.

MiPrintShop, based in Lenexa, Kansas, has over forty years of marketing experience and the latest technology. Equipment and capabilities include web presses (over 70,000 pieces/hr), cold offset presses (over 50,000 pieces/hr), digital and variable data printing, bindery/folding service, cutting, mailing, laminating, and shrink wrapping. The availability of ten printing facilities located throughout the country means that your order can be quickly printed and shipped to you at an economical rate.

Free Downloads For Your Ministry
Several free download items are available at unity.miprintshop.com. These items are available for no charge, when you log on and select them they will go into your shopping cart without cost to you. The number of items will grow over time, so please have patience as we develop these pieces.

Green Options for You and the Earth
MiPrintShop is committed to caring for the environment and offering you the opportunity to do so as well. MiPrintShop promotes the goal of the Forest Stewardship Council (FSC) and the Sustainable Forest Initiative (SFI): to promote environmentally responsible, socially beneficial, and economically viable management of the world’s forest. Their associated vendors have pledged that same commitment. While it is impossible for MiPrintShop to control 100% of the paper used, it is the company’s focus to purchase from vendors that have earned the Chain of Custody Certification from FSC and SFI.

An excerpt from the Forest Stewardship Council, found at www.fscus.org/paper/

While recycled fiber is a key element of the traditional model for responsible consumption, it is becoming increasingly clear that forest management in the production of the wood used in paper manufacturing, has more fundamental importance than even recycled fiber. The use of alternative fibers, chemical treatment and resulting effluence are other factors important to the responsible purchasing of paper and board.

Any product made of pulp or paper has the potential to be certified as long as the wood used in the product originates from FSC-certified sources. Wood is an important material for all paper manufacturers. The FSC certification system allows these professionals to know they are doing the right thing, and taking business away from other companies that may still be supporting illegal, unsustainable, unverified logging activities. The intent of the FSC system is to shift the market to eliminate habitat destruction, water pollution, displacement of indigenous peoples and violence against people and wildlife that often accompanies logging.
We have joined with OneEach Technologies to develop a website service bureau that creates ministry websites in alignment with the Unity Identity Program brand research. This service is available only to branded ministries.

A good website has the ability to not only attract new members, but to position your ministry for the future. OneEach will set up your ministry’s site so that you can easily enter your own content. They will also be able to keep it up to date as new technology and features become available. Your website can also have fresh content automatically updated by Unity (for instance Daily Word, Unity.org articles and Unity.fm information). OneEach has heard feedback that their clients’ sites are attracting new members and they are getting donations online. One minister gets 10-15 new members a month from their website (he’s been told by the new members that they chose to attend because of the website).

**Background Information:**
A study of over 100 churches, representing over 30,000+ members conducted by Christian Computing Magazine found:

- 97% of members have visited their church website
- 88% use the Internet daily
- 52.1% had been at their church for less than 2 years
- 36.1% said the website played an important role in their decision to attend the church.
- 77% of people who have attended the church under three months said it was important. “Online visitors visit a church website and what they find there impacts their decision as to whether or not they will attend.”
- Over 30% said the website was where they first learned about the church
- the most accessed content on church websites other than the homepage falls into a grouping they call “I’m New.” These are pages related to people attending for the first time, those who are looking for service times or locations, those looking for other information about the church and its beliefs and doctrine.

**Included Features:**
- Enewsletter
- Online fundraising module
- Video, blogging, opinion polls, podcasts/audio/MP3
- Calendar: click on an event for more information and to register for the event
- Event & class registration/management
- Some areas automatically generated/updated from unity.org, unity.fm & dailyword.com
- 5 GB disk space, 50 GB data transfer per month
- 100 pages
- Up to 500 email accounts
- Domain registration
- Shopping cart
- Image optimization and photo album
- Google Analytics/Web traffic statistics
- Social media integration
- Mobile device website version
- Mobile payment capability
- Multiple administrator accounts
- Free training & 24/7 technical support

**Fee Structure**
If a ministry were to pay for development of a site w/all of these features, it could easily cost them $20,000-$25,000. The web vendor’s regular price for a website with the above features is $1645 per year, but in order to help our smaller ministries grow, OneEach is offering lower rates for smaller ministries. The pricing structure for a website that includes the above features (and more) is based on a ministry’s membership:

<table>
<thead>
<tr>
<th>Ministry Members</th>
<th>set up fee</th>
<th>annual fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-49 members</td>
<td>$295</td>
<td>$350 ($32.95/mo)</td>
</tr>
<tr>
<td>50-150 members</td>
<td>$395</td>
<td>$765 ($65.95/mo)</td>
</tr>
<tr>
<td>151-400 members</td>
<td>$495</td>
<td>$1095</td>
</tr>
<tr>
<td>401+ members</td>
<td>$595</td>
<td>$1645</td>
</tr>
</tbody>
</table>

For more information, or to sign up for the web service, go to www.OneEach.com/unity
The Stanford Web Credibility Project (http://credibility.stanford.edu) found that 47% of users make buy decisions based upon the site itself. This implies that if the site is professional in appearance and supplies the essential information in a clear and complete manner; nearly half your customers will be comfortable making the buy decisions without further off-site research.

The 3-8 Seconds Window
In our testing experience, when customers are searching for products or services across a variety of sites in a competitive market (10-20 sites will be visited on average), decisions about a site's professionalism are often made within the first 3-8 seconds of viewing the home or landing page. Customers gather a surprisingly broad range of impressions including:

- company or organization size
- services
- about management
- who you are doing business with or who is a member
- and often price.

Bottom line: “What’s in it for me?”
They demonstrate emotional feelings of connection or dissatisfaction, as well as feelings of anxiety and/or comfort. They often decide if they are in the “right place.” Moving on to the next site is faster than you would ever think, no browsing around if it doesn’t feel right, they’re out & gone before you know it (just notice your own behavior next time you are looking for something on the web).

Small business and organization sites often underestimate the importance of a good graphic look and feel. Sites often exhibit unprofessional graphic design, yet site owners wonder why so many visitors abandon the site.

A graphic designer I know who recently completed the redesign of an e-commerce site, found that the new design resulted in nearly doubled pageviews, time-on-site, and purchases. Good graphics can make a big difference.

If you’re in doubt about the effectiveness your present website look and feel, user-test your site on passers-by. Ask them to view your site for just 10 seconds and ask “what is the site about?” Do the same for competitor sites. You may also ask probing, open-ended questions about their impressions and feelings. This will give you a good idea of the impression your site creates to visitors. I always tell companies or organizations that your website design & layout is telling a story, a visual story...and it has 8 seconds to do so!

What a Graphic Designer Should Accomplish
Here’s what you should expect a good graphic designer to accomplish:

- Select an attractive, comfortable color palette.
- Include attractive hi-res images with benefit-focused captions.
- Deliver a value proposition or branding statement in the initial eye path.
- Present simple and effective navigation.
- Drive the eye path to the important calls to action.
- Optimize all graphic elements for fast loading.
- Keep the page simple, clean, and effective.
- Insure that viewers can “get it” in 10 seconds or less.

Good graphic design is too important to your success to risk an amateur look and feel. Unless graphics is in your blood, bring in a graphic designer to help get your site right.

How much does a good designer cost?
In your quest for a designer, make sure your designer pays more than lip service to site usability. Good graphic designers may charge $2,000 to $5,000 for a professional design ($100-125/hour). That may seem expensive, but great graphics translate to increased sales. Make the investment.
The logo

The Unity logo consists of the logo mark and the logotype.

It may be reproduced in three versions only:
- The official Unity Blue (PMS 3145 and its equivalents; see Color guidelines for complete specifications)
- Black
- Reversed to white

The designator

The designator identifies the local center or church. It is added flush left below the logotype, is set in Optima Bold, and prints in Unity Blue.

It is set at a size where the uppercase “L” is 28–35% as tall as the X-height of the “u” of the logotype. The size may vary with the length of the designator, longer designators being slightly smaller. No designator may go past the right edge of the “γ” in Unity.
The logo - Don’ts

NEVER reproduce the logo in any other colors, NEVER set the designator in any other font, and NEVER place the designator in any other position.

NEVER reproduce the logo with a solid circle.

Glows and dropshadows should only be used to distinguish the logo from a background (only when necessary). Be sure your designator remains easy to read. The result should be subtle, so as not to distract from the logo.

Never allow type or other graphic elements to get too near the logo. Always leave a generous amount of “air” space around the logo and the designator: at least the X-height of the logotype to the left and the right, and 2/3 of the X-height above and below.
Circle logo mark

The circle mark which sits as the dot over the “i” in the Unity logo can also be used as a stand-alone graphic element. It should generally be used as a background element, “screened back” or at a low opacity setting (high transparency), similar to a “watermark” effect.

It may be used in Unity Blue, black or white only.

The circle mark has no intrinsic or special meaning in and of itself. There is no secret symbolism! The circle mark is like the Swoosh of Nike. Over time, it will come to stand for the Unity movement.

**NEVER** combine the circle mark with text.

**NEVER** combine the circle mark with other graphic elements.

The logo - File Types

**Logo File Formats**

Included on your CD is your community’s logo in EPS, JPEG, PNG and GIF formats:

**EPS files**

EPS files are the best format to use for printing. EPS files can also be resixed to any size without losing quality and are usually preferred by professional printers for this kind of artwork. Microsoft Word 97 and earlier versions aren't able to read EPS files so you may need to use a png or jpeg in some software. Please note that you most likely will not be able to “open” the EPS version—you will have to “place” or “insert” it into an existing document.

**JPEG files**

Jpegs are suitable for web and print. Please do not enlarge the jpeg version of your logo—it will become fuzzy and will look unprofessional. If you need to print your logo at a larger size, use the EPS file—it can be enlarged to any size and it will remain clear. You can, however, use the jpeg at a smaller size without degrading the quality. We have also included a square jpeg for you to use on Facebook.

**PNG files**

This version of your logo is primarily used for the Web, but is also acceptable for other onscreen uses such as PowerPoint presentations. It may also be suitable for printing when used at 100% or smaller.

**GIF files**

This file format is used (as a last choice) for websites if a jpeg or png will not work.

**PDF files- For MiPrintShop ordering**

You will receive copies of your logo as PDF files, named MiPrintshop_color.pdf. The sole purpose of these is for uploading to MiPrintShop for ordering.
A **Strategic Creative Theme** presents a creative approach based on an organization's top-ranked benefits and programs. A Strategic Creative Theme is not an ad concept. It is a simple word-and-picture-collage designed to help find the best theme, visuals and words from which all of our marketing communications should be created and strategically assessed.

Four Creative Themes were developed and then tested to find the best thematic and creative approach for communicating Unity's brand identity and positioning statement. The themes were “Abundant and Meaningful Living,” “Spiritual Social Action,” “Symbols of Unity” and “Coming Together.”

Each Creative Theme included our positioning statement with a thematic approach that was supported by several images. The goal: Find the best theme and the best images for communicating the visual identity of Unity.

Based on our research, images similar to the ones below reflect the Unity brand identity.

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**Synthesized Unity Creative Theme Board**

*Unity offers practical, spiritual teachings that empower abundant and meaningful living.*

“Where people come together to grow their life and make the world a better place through spiritual social action.”
Imagery

The license we own on the photos you find in the print items only covers Unity Worldwide Ministries home office use. This means that we can use them in our products for you, but cannot give the images directly to you.

Based on our research with internal and external audiences, we have developed “lightboxes” (a centrally-located collection of images) at Thinkstock.com which reflect the Unity brand identity and resonate with our audience. Thinkstock gives you two purchasing options: a monthly subscription or an “image pack” which allows you to download your allotted photos during the course of one year. While you may purchase these images through Thinkstock, this is not your only source for photos. You may find similar images on other websites or even within your own community.

**Lightboxes of photos for purchasing:**

**Abundant and Meaningful Living**
http://www.thinkstockphotos.com/lightboxes/shared/17498188

**Spiritual Social Action:**
http://www.thinkstockphotos.com/lightboxes/shared/17498189

**Symbols of Unity/Coming Together**
http://www.thinkstockphotos.com/lightboxes/shared/17498184

**Finding other images**
When looking for other images, please refer to the previous page and to the links above for examples of appropriate photos. You should also keep in mind the following guidelines for choosing images which reflect our brand and appeal to our audience:

- Focus on expressing the themes which our audiences most related to:
  1. Abundant and Meaningful Living
  2. Spiritual Social Action
  3. Symbols of Unity/Coming Together

- Images should contain part of a person. Hands, silhouettes and faces are all appealing.

- People should have a pleasant expression on their faces (not serious or in distress) and be in natural, relaxed positions (not formal or posed).

- Think about diversity in race and age when choosing photos. Even if your congregation isn’t racially or generationally diverse, think about welcoming new members who are outside of your “typical” demographic.

- Ideal photos are colorful with sufficient, even lighting.

**Images to avoid:**

- Serious or unhappy expressions
- Dark or moody images
- Objects or nature only (no human element visible)

**Holding Hands at Sunset image**
We have had several ministries ask how they can purchase the sunset image we have used on several products. Ministries may purchase the beach photo on corbis.com. This should be a direct link to the image:

We have done some work to the photo to make it more appropriate for wide usage (we added clothes to some of the people who are only wearing swimsuits in the original photo). If your ministry would like to use this image, we suggest that you:
1) Purchase the largest size available from Corbis (it should only be $75)
2) Send us confirmation from Corbis that you have purchased the image (Corbis should email a receipt to you, which you can forward to Joanna Carrell: joanna@unity.org)

We will then send you the updated image with clothed people.
Fonts

To ensure brand consistency across Unity marketing materials, the fonts shown on the right side of this page should be used in all printed materials such as brochures, and in all advertising and publicity. You can purchase these fonts at www.adobe.com/type

Alternate Fonts
For other materials, if you don’t have these fonts, the alternative to Optima is Trebuchet and for Minion, Times New Roman.

Headlines – Optima Bold

Subheads – Optima Bold, Minion Pro Italic or Minion Pro Semibold

Body text – Minion Pro regular

Tagline

The tagline “A positive path for spiritual living.” may also be used in promotonal materials. Because of the position of the designator, do not use it directly underneath the logo/designator. Instead set it across from the logo to either side, with a generous amount of space in between.

The tagline should be set in Minion Semibold Italic.
Color palette

We want to be sure that our visual brand communicates with each audience in a way that resonates with them most. Following is the revised and improved color palette for Unity. This color palette builds on the color palettes tested in the market research and also the feedback from participants. This will allow designers to choose the colors that best reflect the specific audience with whom they are communicating, while still remaining consistent with the Unity brand. Please use and stick to these colors when creating marketing materials for your spiritual community.

*You may also use tints of these colors. The tints shown to the right of each color below are for illustrative purposes—there are no specific values assigned to these tints.*

**Primary colors**

- **Unity Blue (logo)**
  - PMS 3145
  - C-100, M-0, Y-19, K-23
  - R-0, G-141, B-168
  - Hex 007996

- **PMS 583**
  - C-23, M-0, Y-100, K-17
  - R-175, G-188, B-34
  - Hex afbc22

- **PMS 1595**
  - C-0, M-59, Y-100, K-5
  - R-232, G-125, B-29
  - Hex cc6600

- **PMS 124**
  - C-0, M-28, Y-100, K-6
  - R-238, G-178, B-17
  - Hex ebab00

**Secondary colors (accents)**

- **(friendly, upbeat, modern, alternative)**
  - PMS 319
  - C-52, M-0, Y-19, K-0
  - R-113, G-203, B-210
  - Hex 71cbd2

- **(sky, nature, healthy)**
  - PMS 2567
  - C-29, M-36, Y-0, K-0
  - R-179, G-161, B-206
  - Hex cc99cc

- **(feminine)**
  - PMS 134
  - C-0, M-11, Y-45, K-0
  - R-255, G-224, B-155
  - Hex ffe09b

- **(warm, sunny, welcoming)**
  - PMS 725
  - C-0, M-53, Y-100, K-48
  - R-147, G-84, B-3
  - Hex 935403

- **(earth, grounded, practical)**
  - PMS 187
  - C-0, M-100, Y-79, K-20
  - R-196, G-18, B-48
  - Hex cc0000

  *(Do not use tints of this color.)*
### Letterhead

- Logo 0.5" from top
- 0.6875" from left edge
- Contact information:
  - Minion Pro Regular, 10.5 pt
  - 0.5" from bottom edge
  - Unity Blue

### Envelope

- Logo 1.5" wide
- 0.3" from top
- Address:
  - Minion Pro Regular, 10.5/13 pt
  - Aligned with top of logotype
  - Unity Blue
- 1901 NW Blue Parkway
- Unity Village, MO 64065

### Business Card

- Name:
  - Minion Pro Semibold, 9 pt, black
- Aligned with top of logotype
- Title:
  - Minion Pro Regular, 8/10 pt, black
- Logo 1.27" wide
- 0.2" from top
- Firstname Lastname
- Title of Department
- emailname@unity.org
- direct: 123.123.4567
- 1234 Main Boulevard
- Springfield, AB 45678
- tel: 123.456.7890
- fax: 123.456.7890
- www.unity.org
- Contact information:
  - Minion Pro Regular, 8/10 pt, black
- URL:
  - Minion Pro Semibold, 8/13 pt, Unity Blue
A promotional brochure has also been developed, which can be customized to feature your local center's name, contact information and a statement from your spiritual leaders. It is available in both a 4-page letter-size version and a tri-fold version from MiPrintShop.
Feel free to customize the following promotional posters and advertisements for your use.

**Full page advertisement**

Do you want a positive approach to spirituality that honors all paths to God? Unity offers practical, spiritual teachings that empower abundant and meaningful living. At Unity, you’ll be accepted in a spiritual community of like-minded people and experience a stronger connection with God every day. For more information, please visit our web site at www.unity.org

**Half-page and quarter-page advertisements**

Do you want a positive approach to spirituality that honors all paths to God? Unity offers practical, spiritual teachings that empower abundant and meaningful living. At Unity, you’ll be accepted in a spiritual community of like-minded people and experience a stronger connection with God every day. For more information, please visit our web site at www.unity.org
We are providing policy and procedures to explain the responsibilities of using the Unity brand identity and how it is implemented at the local level.

Unity Worldwide Ministries and Unity School created a jointly owned supporting organization in 2010. The purpose of the company is to hold copyrighted and trademarked intellectual property that both organizations use.

Through our jointly owned supporting organization, the Unity Worldwide Ministries home office and Unity World Headquarters at Unity Village own rights to all of the intellectual property mentioned in this manual (logos, print materials, web templates, etc). Through this step, individual centers are better protected because we are able to prevent unaffiliated churches and groups from using those trademarks. We have also carefully written and copyrighted the copy about Unity for our new brochures, web sites (both for headquarters and for spiritual communities) and other materials.

**Summary: Policy and Legal Requirements**

To remain in integrity with legal requirements, the “Unity” plus designator logo must be represented and used as provided by the print service bureau (miprintshop.com) and Unity Worldwide Ministries (aka Association of Unity Churches International). This is consistent with all proven practices of brand recognition and because the logo and the name are trademarked. Only by consistent use can we retain the legal right to control the quality and nature of the use of these trademarks, thus benefiting the entire movement.

Although we do strongly recommend that centers adopt and implement the brand identity materials as developed and created by Unity Worldwide Ministries and Unity World Headquarters at Unity Village, we realize the need for centers to express their own identity in the process. In alignment with branding guidelines, materials can be created to meet your needs. For specifics on layout and use of the logo refer to the tab titled Manual.

If you have any questions about whether your communication material meets the brand standards, please feel free to contact Debbie Allen (Debbie@unity.org), who will be glad to help you. We recommend you do this before you produce or print to be sure that the communication fits the Unity brand identity and is the most effective it can be.

**Process**

Once a ministry decides to participate, they receive an agreement to sign outlining the requirements as well as the benefits.

As part of our Unity Identity Program, we have established service bureaus for printing products and for creating ministries’ websites.

The print service bureau is an online, on-demand printing site, which offers a central order point for printing, as well as for novelties, such as t-shirts, mugs, stickers, tote bags and more. This provides excellent quality while benefiting ministries with nationally negotiated pricing and ease of use.

The web service bureau is an optional service offered to ministries in the identity program. To find out more about it, you can go to www.OneEach.com/unity.

In the case of disagreement, every effort will be made to create the materials to satisfy the ministry within the identity protocol. For those who misuse the brand, we will ask them to stop first by phone and then by letter. If legal action is necessary, we will have counsel available. This is a crucial piece, since the more our brand is misused, the less we can protect it legally.
Tools for Implementation

The Identity Program offers a number of tools to Unity ministries:

- Language
- Logo package, including the logo and print pieces
- Web service
- Suggestions for images and fonts

The language is available for any Unity ministry to use, whether participating in the program or not. The logo package, print service and web service will be available to all who decide to partner with Unity Worldwide Ministries in implementing this program. Suggestions for choosing brand-appropriate photos have been developed to guide ministries in purchasing photos for their use (see image guidelines in this toolkit on page 27). Information on where to purchase fonts, and a list of alternative fonts is also included in this guide (see page 28).

Requirements for Participation

In order to participate, there will be ground rules agreed to by each ministry. This protects the integrity of the brand. Here are the requirements:

- Any ministry may choose not to participate in the identity program and continue to use their existing logos and materials.
- Each participating ministry must use the logo and other pieces exactly as they are presented. There can be no modifications. This makes the brand most valuable to all ministries.
- Each ministry choosing to participate in the identity program must take the entire logo package (language, logo, color palette, image themes, fonts, etc) and use it according to our guidelines—there is no picking and choosing among various parts. Each ministry also agrees to release all past logos and not to display past logos with the new branded logo.
- Ministries may not share the logo or other materials with anyone else for the purpose of creating their own materials.
- Each participating ministry may use the online print service we set up, or may obtain electronic files at an additional cost.
- Each ministry partner must adopt the graphic logo “Unity” above their name. We strongly recommend this format: Unity of (geographic designator). The designator can be as broad or narrow as desired, i.e., Unity of the Tri-States, Unity in Kansas City, Unity of the Blue Valley, Unity on Broadway Avenue. We recommend that you pick a geographic descriptor that is used in your locale to describe your neighborhood or location.
- Participating ministries agree to work with the home office and other ministries in their area to arrive at satisfactory name designators.
- We request that each participating ministry be represented at all branding conference calls or webinar(s) provided (long distance charges may apply). A schedule of one call per month is planned. Notification of calls are emailed before each meeting. Be sure Debbie Allen (Debbie@unity.org) has the email addresses you want included in notifications, but we will offer options to maximize the number of those who can participate. A champion may be selected in each ministry to head up the identity implementation and to participate in these opportunities.
- Regions and sub-regions may also participate under the same conditions. In order to take advantage of the print service bureau and/or the web service, regions must take the logo package.
Trademark Use

The following copyrighted materials are owned and managed by Unity:

- Unity
- Other brand names to come from Unity

The following copyrighted materials are owned and managed by the Unity Worldwide Ministries and Unity World Headquarters at Unity Village:

- Website design templates
- Color palette
- Copy and content within various marketing communications materials, including but not limited to the headquarters website, website templates for spiritual communities, brochures, advertisements, flyers, posters, etc.

These trademarks and copyrighted materials have been developed to preserve a unified and professional brand identity for Unity and their spiritual communities.

Unity, including the Unity Worldwide Ministries and Unity World Headquarters at Unity Village, have invested substantial time and money in developing these trademarks and copyrighted materials. Local spiritual communities who choose to use these trademarks and copyrights need the written permission or license to legally use Unity’s trademarks and copyrights.

To protect the trademarks and copyrighted materials, and the quality of the use and presentation of the trademarks and copyrighted materials, it is imperative that the use and quality of use of these trademarks and copyrighted materials be controlled and monitored.

Local spiritual communities are not required to use the Unity name, logo or branding materials, but if they do so, it is required that the logo be used exactly as provided by the service bureau at Unity Worldwide Ministries. Furthermore, we strongly recommend all branding materials be used exactly as provided (e.g., brochures, ads, Web site). This ensures the viability and effectiveness of the brand identity materials for everyone and protects our trademarks and copyrights.

Investment and Cost Rationale

The leadership of our Unity movement have come together to do what cannot be done by individual spiritual communities alone—create a common, understandable, professional, recognizable brand. There have been some important questions raised about the cost to individual ministries included in this dynamic program. We value and welcome these questions. They have given us the opportunity to review our cost structure and have been the catalyst to provide you with the following process and cost information to give you more clarity of the rational we have used for pricing.

Unity Worldwide Ministries and Unity World Headquarters at Unity Village have invested a significant amount of time and money in developing the Unity Identity Program. Following are some of the many levels of investment this project required.

- A joint service organization was formed to house, and represent, the interests of the brand and trademark identities. This joint organization owns certain trademark rights related to the Unity movement, its logo and other identifiers. It also owns certain copyrights to website templates, text, layout and other copyrightable expressions designed. This formation has required hours of legal council—as well as intentional and dedicated leadership time from both organizations.
- BrandSolutions, a consulting firm lead by Chuck Pettis, was hired to research both Unity people and those outside of Unity. Through well over a year’s process of research and development, we have an identity that is scientifically grounded and spiritually resonant. This development has required significant investment.
• An online, on-demand print service bureau and website service bureau have been created to ensure professional implementation of our brand while also making it as affordable as possible for every size of ministry to employ. This has required up-front fees, hours of labor to plan, create and organize systems that can meet the needs of our communities across the country.

• A web service bureau has been established with OneEach Technologies to provide our ministries with professionally-designed websites. Each website offers extensive functions at reasonable rates, especially for small ministries. The design of the websites are fully in alignment with the Unity Identity Program brand research, customizable for your ministry’s needs and contains several areas to automatically update daily with information to DailyWord, Unity.fm and articles from Unity.org. The web service bureau is only available to ministries within the Unity Identity Program.

• Our Unity Worldwide Ministries’ staff has been working many hours, dedicating their time and talent to find the best possible options, answers and solutions to meet the needs of what each community may need. This requires, and will continue to require, significant investment.

The cost incurred to date, just by Unity Worldwide Ministries, which includes our portion of the research, initial presentation to the field, print service bureau creation, and personnel cost is over $180,000. Expenses yet to come include our staff’s time to continue launching, supporting and assisting field ministries while they embrace the brand.

Unity Worldwide Ministry’s costs are in alignment with what the Centers for Spiritual Living (CSL, previously Religious Science) invested in the development of its identity program. We interviewed Judy Morley from the United Centers for Spiritual Living and she shared with us that CSL has a comparable cost to ours for joining its branding program. (Incidentally, this cost did not include the service of its printing service bureau).

The expense of branding was covered in different ways by the two CSL sister organizations. United Centers for Spiritual Living charged its communities a fee for branding (similar to ours) while their sister organization, International Centers for Spiritual Living, paid the cost of graphic design for its communities who chose to participate. CSL has a signed covenant agreement with its ministries. In the covenant ministries and leaders pledge to be “active, loyal, and supportive members” to their association including a yearly pledged amount of the financial support the ministries will provide.

Incidentally, Judy Morley also shared that their branding program’s test group began in July of 2008 through mid 2009 with 14 communities. This was at the beginning of our nation’s economic challenges. The ministries who embraced branding reported either steady or increased financial giving to their community during that time. The ministries also experienced an increase in attendance, or financial contribution, or both and one community experienced a huge up-sweep. Judy went on to share that “the more consistent a community used the branding the better they did.”

Branding is an exciting and bold step we have taken as a movement. The costs incurred are beyond our normal operating income. Research shows us that the rewards are well worth the investment. A unified identity strengthens us as individual ministries and as a movement. We are grateful for the ongoing partnership, both financial and spiritual, that our Unity leaders and ministries continue to provide to support this significant work.
You have already signed an agreement (a copy will be mailed to you, please place a copy of it in this toolkit) with your board and Unity Worldwide Ministries (aka Association of Unity Churches International) to participate in the Unity Identity Program. Do your key leaders and congregation feel ownership of this decision? One way to help communicate about the project is to share the materials in this section with your congregants. You’ll find enclosed:

1. DVD presentation by Chuck Pettis, consultant, on the research behind this program. We suggest you show this to your board, key leaders and/or congregants at a special meeting. Talk about what you want to do, share your goals and tie them to your mission, vision and values. Be sure to review this with new leaders, staff members or volunteers in the future.

2. Additional support material and information about branding can be found by visiting our branding webpage: www.unity.org/branding and our branding library: www.unity.org/testgroup.

3. Guide for your own rollout plan—including what you should do if you are changing your name and worksheets for creating your own rollout.

**Create Your Own Rollout Plan**

We recommend that you begin by enrolling a volunteer champion and/or team to focus on the rollout. Look for those who are excited about the project, and/or have backgrounds in marketing or branding. Their role is to create the plan and make sure it is communicated to the congregation and implemented.

**Rollout Overview**

In this section, you’ll find information about the following:

- The DBA name change
- Tips on implementing a rollout
- Rollout plan worksheets—a template for helping your team create a plan, including:
  - Implementing the new identity
  - Communications within the ministry
  - Sample article for your newsletter/eletter

By following this step-by-step guide, you’ll have a complete implementation plan to see you through your rollout. This is not a race—take all the time you need to intentionally and thoughtfully bring the identity forward in your ministry.

**If Your Name Changes**

For ministries who are creating a new dba (doing business as) name, we recommend that you have a clear strategy for implementing the change. If you’ve done this successfully in the past, you already know what to do. If not, here are some suggestions for print or web:

- Decide together how you will use the name in print. If your name change requires only a rearrangement of words, this will be easier for you. If it is very different, you will want to have a transition phase in which you explain that you are now, for example, “Unity of Blue Springs (formerly, or aka Unity Church of Christianity).”

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One way to help communicate about the project is to share the materials in this section with your congregants.
• For additional references within a document or on a web page, we recommend using the full name rather than an acronym, especially if that document goes beyond your congregation or to new people.
• Your printed materials, such as letterhead and brochures can show your new name. You can clarify the name in your brochure, in the area for the minister’s message, as well as in your letter, if appropriate.
• Communicate the change to staff and others who create materials for the ministry.
• Don’t forget to register your dba with the state, make any changes to your bylaws, bills, change any local/state/federal forms, and contact the post office and your bank.

Changing your name in the spoken word is much less formal, as long as everyone is clear on what the new name is. Be sure to include some time on multiple Sundays when you refer to the change, and include articles in your newsletter, eletter, bulletin, or news section on your website (see the sample article later in this section).

A New Identity
The key to changing your identity is that everyone knows the what, when, where, how and why of the change. To answer these questions, share the materials provided in this toolkit, as well as your plan. Your plan can be simple. Some tips on implementing this include:

• The research about your constituents has already been done for you (research results can be found at unity.org/branding). You’ll find the specifics about language after the “Basics” tab in this toolkit and creative themes in the section marked, “Manual.” Print off the Brand Identity map contained in this manual (page 11), or find it at unity.org/branding, and distribute it to the staff, board, and other key leaders. Ask them to post it where they can see it as they are working on any written materials for the ministry, and to use and make the phrases their own. You’ll see examples of this in all materials available at the print online site (unity.miprintshop.com).
• The language is also used throughout all the materials we have created for print or web. If you need to create something other than what’s provided, please share a copy with us so that we can add it as a template to our print site for other ministries to use.
• Create your plan and include a copy in this section of the toolkit.
Getting Started
State your mission, vision and values, if available—discuss with each other how the identity program furthers these. Make note of this below.

List goal(s) for the identity program, such as, “To support our mission by speaking as one voice with our larger movement, and to offer more Cultural Creatives a community of like-minded people where they find practical teachings to help them live healthy, prosperous and meaningful lives.”

Implementing the New Identity
This is a good time to review your print materials, to see if they are up-to-date. Assign a volunteer(s) who is enthusiastic about the new identity to perform this review. List all the items that have your current logo. Review these pieces with those who currently use them and find out if they need updating. List below the items you want to continue to use, and to update with your new logo/language.

Items to consider:
- Welcome packet and materials
- Weekly bulletins
- Newsletters and eletters
- Banners
- Gift items in your bookstore
- Signage, both inside and outside
- Flyers
- Invitations
- Cassette or CD labels
- Signage, printed items, bookstore items and volunteer gifts, and so on.
1. If you still have materials with your old name/logo on them, do you plan to continue using them until they are gone? This is perfectly fine. Explain this to your congregants and staff as well.

2. Go to the print site at unity.miprintshop.com to see what is available. Will these items replace any of the items you listed above? If so, cross them off your list above. List the replacement items below, and any additional items you want to include.

3. Now that you know the print items you want to include, transfer that list to the lines below, starting with the most urgent to least urgent. Since the new logo is appealing to people who don’t know Unity yet, start with the items they will see first, then move to more internal communications. This will also support the outreach portion of this plan.
4. Now that you know many of the items involved, identify what you need to make the program work. Does it require money? Additional volunteers? Agreement from certain groups in the ministry? What is it that, if you don't have it, could affect the new identity from being implemented? Make a list and include tasks in your timeline below.

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

5. Identify how you will make sure you have the items listed above.

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

6. Create a timeline of tasks to be done, including a description of the task, who is responsible, by when. Every time your team meets, review this schedule and make adjustments. Give yourself plenty of time to realistically accomplish each task—this process does not need to be rushed, though you want to take advantage of any momentum you have for getting things done.
## The Identity Project Timeline

<table>
<thead>
<tr>
<th>Steps</th>
<th>Month 1 (Who/by what date)</th>
<th>Month 2 (Who/by what date)</th>
<th>Month 3 (Who/by what date)</th>
<th>Month 4 (Who/by what date)</th>
<th>Month 5 (Who/by what date)</th>
<th>Month 6 (Who/by what date)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complete worksheets for Getting Started</td>
<td></td>
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<tr>
<td>Complete worksheets &amp; schedule for intentional Outreach</td>
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<tr>
<td>Complete worksheets &amp; schedule for Identity</td>
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<tr>
<td>Complete worksheets &amp; schedule for Congregation Communications</td>
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</tbody>
</table>
Develop a timeline showing when, who and how the progress of the implementation will be communicated to congregants. Be sure to include them in viewing the DVD presentation, so that they can be aware of the research and wisdom behind the branding work.

When you order new items with your new logo, post samples on a board in your fellowship area, and make an announcement. Distribute invitation cards to all congregants and let them know how to use them. You can brainstorm this process, but be sure that you are regularly communicating throughout the process about what you are doing. Use multiple methods—your newsletter, eletter, bulletin, slide show, letter, announcements, bulletin board and/or sample handouts. Include any of these tasks in your timeline.

Don’t forget to include your board and staff throughout the process so that they can feel part of it and support it.
Unity Church of Christianity Gets a New Name
(or Unity of Blue Springs Gets a New Look)

As a Unity spiritual community, we belong to an international association, Unity Worldwide Ministries, located near Unity Village, Missouri. In the past year, national research was conducted to learn more about how we clearly present ourselves to those who are seeking a like-minded community. The results were conclusive and we are moving to implement the recommendations in our ministry. (Go to unity.org/brand to include more about the research.)

Our new name/logo is:

(Insert your logo.)

You will begin to notice that our print materials, signage, electronic communications and other items will change to reflect this new identity. These changes will take place over time in order to be good stewards of our funds. In addition to visuals, the research was conclusive about how we describe ourselves (also at unity.org/branding). Through it, we are joining with other Unity ministries to speak with one voice to the world. The branding initiative will also link our ministry to other aspects of Unity including Silent Unity which will create a clearer understanding for those learning about Unity. Since the logo and language were tested with a large group of Unity people, and those who weren’t familiar with Unity, we are confident that our new identity will welcome new people into our community.

Ministries across the U.S. and Canada are adopting these recommendations so that we are consistent with one another. This doesn’t take away our individuality; it only makes it possible for people, who may not know about us, to have the opportunity to find our spiritual home. Our spiritual community is a part of a greater whole and it is truly inspirational to see the power of our identity being unified within the Unity movement.

If you would like to volunteer to be part of the implementation team, please contact _________________ (insert your team leader’s name).
Marketing Resources

Branding Conference Calls
You can listen to past conference calls and download their PowerPoint presentations at www.unity.org/testgroup under Conference Call Archives.

Utilize Direct Mail Marketing through MiPrintShop
(5/12/11 call)

Contact Articles
You can access these and other past issues of Contact at www.unity.org/contactmagazine

Meeting our Market by David Ridge (March/April/May 2011, p.5)

Social Networking and Spiritual Communities by Lynn O’Dell (March/April/May 2011, p.28)

The Social Media Connection by Ogun Holder (March/April/May 2011, p.30)

Raising Prosperity Through Social Media Fundraising by Ogun Holder and Jessica Best (Sept/Oct/Nov 2011, p.36)

Conclusion

Branding is the collection of the most powerful marketing and selling tools. Brand is not just for corporations and products. These tools are equally applicable to non-profit organizations and their causes. These “best practice” marketing tools and techniques will help all Unity churches and spiritual communities help more people live healthy, prosperous and meaningful lives.

Combining the Unity brand identity with our shared personal values and ethics will give us a positive and inspiring position in the eyes of our internal audiences, Cultural Creatives and the public at large.

Please use the Unity brand name, brand identity and Creative Themes to help Unity not just be a good organization, but to become a great organization!

About Cultural Creatives

Cultural Creatives compose over 25% of the U.S. population and are characterized by the same values shared by most Unity constituents. To learn more about Cultural Creatives, access the resources below.

Branding Conference Calls
You can listen to past conference calls and download their PowerPoint presentations At www.unity.org/testgroup under Conference Call Archives.

Introduction to who Cultural Creatives are and what they value (2/10/11 call)

Discussion with Paul Ray, author of Cultural Creatives How 50 Million People Are Changing the World (7/14/11 call)

Contact Articles
You can access these and other past issues of Contact at www.unity.org/contactmagazine

Cultural Creatives: Our New Members? by David Ridge (June/July/August 2011, p.12)

Appealing to Cultural Creatives by David Ridge (Sept/Oct/Nov 2011, p.18)
Connecting and Communicating Results

Because branding is interconnected with bringing our movement together as one, this section outlines some ways your ministry can provide assistance to benefit other Unity ministries. This is truly a case of the law of giving and receiving: the more individual ministries benefit from the new identity, the more the entire movement benefits. And the more the movement benefits, the more each ministry will benefit. We invite you into this flow through the Identity Program.

Give Feedback
The first and most important step is to provide us your feedback. You’ll find a feedback sheet on the next page. Please fill this out monthly so that we can track the impact of branding you are experiencing.

Attendance Records
Keeping a record of attendance will help us to know how the program is affecting your growth. Please use the attendance record to report attendance and return it to us along with your feedback sheet on a monthly basis.

How to Connect with Home Office Staff
Our home office staff is here to support you throughout this journey of branding. If you have a question or would like to share your ideas, we would like to hear from you. For general suggestions, information and support you can contact Debbie Allen at Debbie@unity.org. For graphic support and information, contact Cheryl Vestal at Cheryl@unity.org.

We will be conducting periodic conference calls to share information, learn from your experiences and network ideas within the branded ministries. An email concerning the conference calls will be sent to you ahead of time.

Share Your Story
We would like to share your story with others in our movement. We will accept branding stories for Contact at any time. Deadlines are December 1 for March issue, March 1 for June issue, June 1 for September issue, and September 1 for December issue. Below are the guidelines.

**Contact Submission Guidelines**
**Length:** approximately 450-500 words for one-page articles plus relevant color photos or 800-1,000 words for two-page feature articles plus relevant color photos.

**Format:** place text in a MS Word document. Do not insert photos in the Word document. They must be sent as separate files (see Visuals guidelines below). Please type your manuscript in block style with single spaced paragraphs separated by a paragraph mark, without indents, on 8 ½” x 11” paper with 1” margins. Include your name, address, telephone number, email address and word count in the top left-hand corner. Email the document and JPEG photos to Cheryl Vestal at Cheryl@unity.org (see visuals guidelines below).

A two-line biography of the author is requested. Please include the author’s name, title (if applicable), organization (or church) and email address.
**Visuals:** We prefer photos of people and activities. Photos should be in color and of good quality (in focus, with subjects well-lit and not too far from the camera). Set your digital camera on the highest quality setting when taking photos. Send photos in a JPEG format, no smaller than 1200 x 1800 pixels (4” x 6” at 300 dpi). You may also mail good quality 4” x 6” or larger photos (developed from negatives, not printed on a printer). Photos must be accompanied by release forms, please send to Cheryl Vestal at Cheryl@unity.org.

**Publication rights:** All articles and accompanying materials submitted may be used at the discretion of the Contact editorial staff. No restrictions apply if authors wish to publish submitted materials elsewhere. We do not return hard copy articles that have been submitted. We accept reprints but ask that you let us know where and when the article has run previously. Also verify that the legal rights have been cleared by the other party. Please do not send articles which have been previously published in Contact.

**Share Your Items**
We have tried to anticipate many possibilities in creating our print service bureau. If you find that you need something we don’t have, please share it with us so that we can make it available to others. We plan to build the print online service over time to include items used by our ministries.

To share an item, please email it to Debbie@unity.org.
Unity Identity Program Feedback Sheet

Date of this feedback form (please fill out monthly) _________________________________________________

Ministry Name: Address: ______________________________________________________________________

Identity Champion: __________________________________________________________________________

Phone: _________________________________ Email: _____________________________________________

Please complete the following information to enable us to continually improve the program.

General Information

Date shared with staff and key ministry leaders: _____________________________________________________

Date began using identity language with communication within the community and publications: _________

Launch date of the identity program with the congregation: ____________________________

Date introduced at Sunday service: _________________

Date shared in the newsletter: _________________

Date introduced to the general public and media used (print, radio, signage, etc): __________________________

Estimated total attendance before introduction of branding______________________

Did you start or complete the rollout plan detailed in the Toolkit?  □ Started  □ Completed  □ Not Using

Estimated total attendance at date of feedback form______________________

Percentage of increase or decrease in contributions to your community:

  _____ increase   _____ decrease   _____ remained same

Results

Please use the lines below to record thoughts on how the program has impacted your ministry so far:

__________________________________________________________________________________________

__________________________________________________________________________________________

__________________________________________________________________________________________

__________________________________________________________________________________________
Feedback

What items have you used from our print online service?

__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________

What items do you need that aren’t yet provided at the print online service?

__________________________________________________________________________________________
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What were the greatest successes and challenges in implementing the new identity so far?

__________________________________________________________________________________________
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<table>
<thead>
<tr>
<th>Month</th>
<th>Average Weekly Attendance</th>
<th>Average Weekly Attendance 1 Year Ago</th>
<th>Average Offering Contributions</th>
<th>Average Offering Contributions 1 Year Ago</th>
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Throughout this toolkit, we use a number of terms that may be unfamiliar. Here are some definitions:

**brand archetype**—establishes meaning and relevance at a subconscious level by defining a personality for our movement as a whole. We keep this in mind as an overarching personality that we communicate. More information can be found starting on page 9.

**brand identity**—the proprietary visual, emotional and cultural image that surrounds our movement. It represents who we are and how we act toward ourselves, our community and the world. It is a “trustmark” that helps us to build a relationship of trust with all these constituencies. We use the terms “brand” and “identity” by themselves interchangeably.

**brand identity map**—summarizes all the language that tested well in the research—values, archetype, positioning statement, etc. See a more detailed explanation starting on page 9.

**cultural creatives**—compose over 25% of the US population, an estimated 50 million people, and are characterized by the same values shared by most Unity constituents. More information can be found on page 45.

**category descriptor**—the most concise way to describe what Unity is about, this is also on the Brand Identity Map and on page 12.

**creative theme**—this is a word and picture collage that visually summarizes our identity. The images here tested well in the research. See more on page 26.

**dba**—“doing business as” is a way of having a new name without affecting your original corporate setup with your state. In many states, it is simply a matter of filing a paper with the state. Check with your state to learn the requirements.

**designator**—used beneath the logo, it identifies the specific organization or ministry.

**limbic brain**—the brain’s emotional factory, it screens sensory information for emotional content. Find more starting on page 9.

**logo mark**—that part of the Unity logo that appears over the “i” in Unity—the circle mark. See more starting on page 23.

**logo type**—that part of the Unity logo that is the word “unity.” See more starting on page 23.

**positioning statement**—definition of the key benefits we provide. It summarizes the main ideas behind what we are. Unity’s positioning statement is, “Unity offers practical, spiritual teachings, that empower abundant and meaningful living.”

**reptilian brain**—the oldest and smallest region of the brain, it governs automatic, instinctive behaviors. Find more starting on page 9.