Society of Congregations Logo Best Practice

Introduction

Hail Congregation Leadership!

The purpose of this document is twofold:
1. To share guidelines for the design of new congregation logos.
2. To explain the post-transformation process for logo submission.

You and your members have worked hard to gain or maintain recognition as an official congregation of TST and should take pride in that designation! With this in mind, please adhere to these guidelines, and strongly consider these suggestions when designing your new logo.

NOTE: This document applies only to recognized congregations. Candidate groups are subject to a separate policy and separate requirements administered by the Recognition and Onboarding Committee (ROC).

Logo Guidelines

In the interest of clarity, logo guidelines are broken down into two categories:
1. **Requirements**: Those guidelines that must be followed.
2. **Best Practices**: Those guidelines that *may* be followed.

Your congregation and its members have worked hard to gain or maintain recognition as an official congregation of TST. You should take pride in that designation and, hopefully, reflect that pride in a design that best represents both your congregation's unique community and the Society of Congregations as a whole. However, rules on logo design have relaxed following the transformation from chapters to congregations and some best practices are now *requests*, not requirements.

Requirements

- Logos **must** be identifiable as a TST logo.
- Logos **must** include the congregation's regional designation (e.g., "Atlanta," "Arizona," West Michigan").
- Logos **must not** contain intellectual property over which the congregation does not have ownership or relevant authorization.

- Logos **must not** include content which violates the TST Code of Conduct or is antithetical to the TST tenets.

Best Practices

- Make use of the **Optimus Princeps** font, used for text in the National logo and most congregation logos.
- Be mindful that your logo should be able to be repurposed everywhere, not just online.
- Consider that the greater the number of colors you incorporate, the more expensive it may be to have shirts and other merchandise printed.
- Avoid color contrasts that make elements of the graphic, including their boundaries, difficult to distinguish. See: https://youtu.be/b-PqO-ILcYo for a short but very useful tutorial regarding contrast). Please also check out these two resources for making your logo more accessible to those with varied visual impairments:
  - http://web-accessibility.carnegiemuseums.org/design/color/
  - https://it.ucsf.edu/how-to/accessible-color-best-practices

Process

Requirement

Existing congregations are required by Society of Congregations Policy (§3.3.2 and Appendix Section Three, A) to **submit new and/or changed logos as part of their biannual reports**. This is the only hard requirement that is currently recognized.

However, the Administrative Committee (AC) is obligated to monitor contexts in which congregation logos appear in public-facing use (§3.4.2.1) and may be the recipient of complaints from the public about logos and other public communications (§3.4.2.2). It would be **greatly appreciated** if surprise issues could be avoided.

Best Practice

It is requested, *though not technically required*, that congregations please notify Administrative Committee via email (committee.ac@thesatanictemple.org) when about to change logos. This:
- Allows any potential content issues to be hashed out in a friendly and collaborative manner before the logo is exposed to the public, before any issues have been raised or problems have occurred.
- Immediately informs us that your logo has changed, allowing the Society of Congregations and TST websites to replace your old logo on websites and in relevant communications.