



Family Federation for World Peace and Unification

I N T E R N A T I O N A L

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Ref. No. FFWPUI 2009-46

To : Regional presidents, National messiahs, National leaders

From : FFWPU International Headquarters

Date : September 25, 2009

Re. : Guidelines for an integrated image of Unificationism

May God and True Parents' blessings and love be with brothers and sisters in all regions, mission nations and providential organizations.

On January 13, 2001, True Parents designated the Unification emblem as the symbol to be used for the Cheon Il Guk flag. On June 23, 2009, True Parents gave instructions for the Unification emblem to be used as part of the efforts to establish the identity of Unificationism. This is to announce guidelines in lines with these directions. Regions and nations should comply with the attached manual when replacing the church symbols, signboards and other signs.

1. Colors

The colors of the Unification emblem, the symbol of Unificationism, will be based in the color gold, which symbolizes the eternal, ideal world of peace.

2. Logo corporate typeface for Korean and English

Item	Logo	Open type (title)	Body type
Korean typefaces	'Asia Banpochae'	'Yoongothic 140'	'Yoongothic 120'
English typefaces	Charcoal	Arial	'Yoongothic 120'

3. Inquiries

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4. Attachments: Unificationism_CI.zip

Hyung Jin Moon
International President



Inherit the True Love of God!

Unificationism Identification Program Standards Manual



1. Manual Guidelines

The purpose of this manual is to illustrate the objectives of the basic design, its application methods, and actual examples through the Unificationism Identification Program (UIP) that will represent and symbolize Unificationism. Thus, the objectives and details of the design should be accurately understood and efficiently put into practical use.

- 1) This manual specifies the parameters employed in the system for standardizing the visual images of Unificationism. Please comply with the details so that the movement as a whole can uplift and manage its image.
- 2) This manual outlines the UIP management guidelines. Unauthorized circulation or reproduction of this manual outside the church is prohibited. When ordering or manufacturing each item with an outsider vendor, please be sure to lend only the design that is needed. Please be sure to have the design returned immediately upon completion and delivery of the product.
- 3) The basic design system introduced in this manual may be used by organizations affiliated with Unificationism. In this case, prior consultation with the UIP Management Division is required.

2. Basic design system

1) Basic design system at-a-glance

This manual consists of two parts: “Basic Design System” and “Applications”

The basic components presented are the church emblem, logo-type, color, and typefaces that constitute the core of the visual communication of Unificationism. In “Applications,” examples of how to combine or utilize the separate components are presented when designing a variety of items.

2) Significance of the emblem

The Unification emblem was designated in January 1965. It is a symbol of heaven and earth, which were formed with God in the center, just as the universe is formed centering on God who is surrounded by light. The central circle symbolizes how everything—love, life, lineage, truth, light, ideals—is connected to God. Twelve lines radiate from the center. The four thicker lines represent the four-position foundation and four directions. The twelve lines express the purpose of the twelve objects, twelve months, twelve tribes, and twelve types of human beings. The outer circle is an expression of harmony, representing how the corporeal and incorporeal worlds revolve in a relationship of give and receive action.

If you take a holistic view of the Unification emblem you will see that it resembles the steering wheel of a ship, indicating that we ourselves must steer heaven and earth (the cosmos). The Unification emblem contains all the contents of the Principle of Creation. Although, the emblem represents the church it also symbolizes a united world and that radiant day when God’s purpose for creation is fulfilled, creating a unique world that corresponds to God’s heart which represents the hope of the present and future of providential history.

On June 13, 2006, on the occasion of the Entrance Ceremony into Cheon Jeong Gung and the Coronation of the True Parents of Heaven, Earth and Humankind, the Unification emblem was designated as the official flag of Cheon Il Guk.

3) Color of the emblem

The color of the Unification emblem, the symbol of Unificationism, will be gold, which symbolizes the eternal, ideal world of peace.

With a dark-colored background, the color of the emblem can be changed to light gray in order to offset optical distortion that may be created due to the brightness of the background.

The same standard should be applied to printed media when printing in four colors.

4) Logo-type

The style applied to the characters used in the logo type of Unificationism reflects the future-oriented religious ideals, the dignity of our movement, and trust placed in religious organizations. It also has a modern feeling to it.

The logo type for Korean characters can be used for vertical or horizontal rendering of the lettering. When placed horizontally it should be readable from top to bottom. For English characters, the logo may be placed in one or two lines. When it is in two lines, the first line should indicate the name of the Church (Unificationism) and the second line should indicate the name of the individual church and be centered.

5) Color system

“Unificationism Gold” shall be the main color used in strongly expressing the image of Unificationism. All church symbols and application items shall be made in this color.

There will also be background colors that can be used to support the main color in situations that require variations.

In order to offer a wider choice of colors for various promotion material and other applications, metallic colors can be used. These colors consist of gold and silver.

Colors illustrated in this manual are examples of the representative colors that can be used. If other colors must be used please refer to the colors described in this manual.

Color system	C	M	Y	K
Main color	35	40	85	0
Sub-color	0	0	10	50
Metallic color	gold, silver			

6) Typefaces

The Korean typefaces were made to enable recognition of a unified image of Unificationism as it will be widely used in Korea.

In the Korean typefaces, the church symbol and logo type are interrelated. Typefaces presented in this manual must be used. If other characters are needed that are not illustrated in this manual, please create an identical image based on the illustrated characters.

7) Korean corporate typefaces

‘Asia *Banpochae*’ will be the Korean corporate typefaces for Unificationism. In particular cases, variations of style types other than ‘Asia *Banpochae*’ can be used, with discretion, depending on the situation.

‘*Yoongothic 140*’ and ‘*Yoongothic 120*’ should be used respectively for open type (title) and body type for Korean typefaces.

Item	Logo	Open type (title)	Body type
Korean typefaces	‘Asia <i>Banpochae</i> ’	‘ <i>Yoongothic 140</i> ’	‘ <i>Yoongothic 120</i> ’

8) English corporate typefaces

‘Charcoal’ will be used for the English corporate typeface.

‘Arial’ will be used for open type font while ‘*Yoongothic 120*’ will be used for body type. Normal, condensed, and italic can be used depending on the variation.

Item	Logo	Open type (title)	Body type
English typefaces	Charcoal	Arial	‘ <i>Yoongothic 120</i> ’

9) Signature & minimum user guidelines

The Unificationism signature was produced to unify the image by effectively and systematically combining two basic components—the church symbol and church logo type. The Signature should be used appropriately according to the use and function of signs and in compliance with the examples presented.

3. Application

1) Applications at-a-glance

The application part of this manual presents concrete methods in applying the basic design components outlined in the basic design system to a variety of items.

The purpose of the application design system is to allow people to easily apply and develop the basic design system to a variety of items. A business card or wrapping paper is also an important component that conveys the image of Unificationism. Therefore, careful attention is required to the application of its design.

2) Letterhead

A letterhead, aside from its function as printed paper, serves the role of a messenger conveying an important message. It is an important medium in forming the image of Unificationism by distinguishing ourselves from other organizations and creating recognition of our affiliation.

3) Office envelopes

Office envelopes are used for mailing among other uses, but are also another important medium in conveying a unified image of Unificationism, in that these envelopes are directly conveyed to all those who come in contact with Unificationism.

Unificationism office envelopes come in two sizes: large and small. Size and texture of these envelopes may differ depending on one's needs. When using non-standard envelopes please be sure to adjust the size of the design with regard to the location of the address on the envelope.

4) Business cards

Business cards are exchanged when meeting people as a representative of Unificationism or when meeting people related to work for the first time. Business cards play an important role in allowing the other party to recognize our organization and in forming the initial impression or image of our movement.

As a rule, the guidelines provided in this manual should be followed. If necessary, however, the church emblem in the business card may be non-glossy gold.

The paper used for the business card should be of white or an off-white that accentuate the colors of the other components.

5) Church flag

The church flag is used during ceremonial events as an official symbol that communicates the image of Unificationism both inside and outside the movement. A high-quality material should be selected in the production of the flag in order to maintain a level of dignity. Individual churches and affiliated organizations should also manufacture the church flag according to these guidelines.

6) Carrier bag

Carrier bags should be used in packaging various Unificationism publications, souvenirs, gifts and the like.

Aside from this function, it is an important promotion medium in raising the image of Unificationism, drawing attention to and promoting the church.

7) Standing signs

Standing signs are installed at the entrances of buildings and other locations: It is important that they are manufactured to blend in with their surroundings. They signal the existence of and convey the image of Unificationism.

Vertical, free-standing signs should be manufactured in a way that draws attention visually, and such that they are easily identifiable even from long distances. Be sure to place such signs in locations where they are not obstructed by surroundings objects.

8) Large-size buses

Vehicles can be used as a medium for widely conveying a consistent message to observers both inside and outside the organization. They are important mediums, serving as mobile advertising vehicles. Thus, close attention should be paid to the color scheme of the vehicle so that it reproduces the designated colors and signs.

Attachments (Refer to JPG folder)

Unificationism_CI_Basic01.jpg

Unificationism_CI_Basic02.jpg

Unificationism_CI_Applicaton01.jpg

Unificationism_CI_Applicaton02.jpg

Unificationism_CI_Applicaton03.jpg

Unificationism_CI_Applicaton04.jpg

Unificationism Logo – Basic

Logo [basic]



Logo [Korean-English combination]



Logo [Korean-English combination]: vertical



Logo [Korean-English combination]: horizontal



Unificationism Logo Application

Signboard - horizontal type



Signboard - vertical type



Hanging board



Unificationism Logo Application

Envelope design

Small envelope



Letterhead



Large envelope



Vehicle and banner design

Large-size bus



Banner



Unificationism Logo Application

Business card design



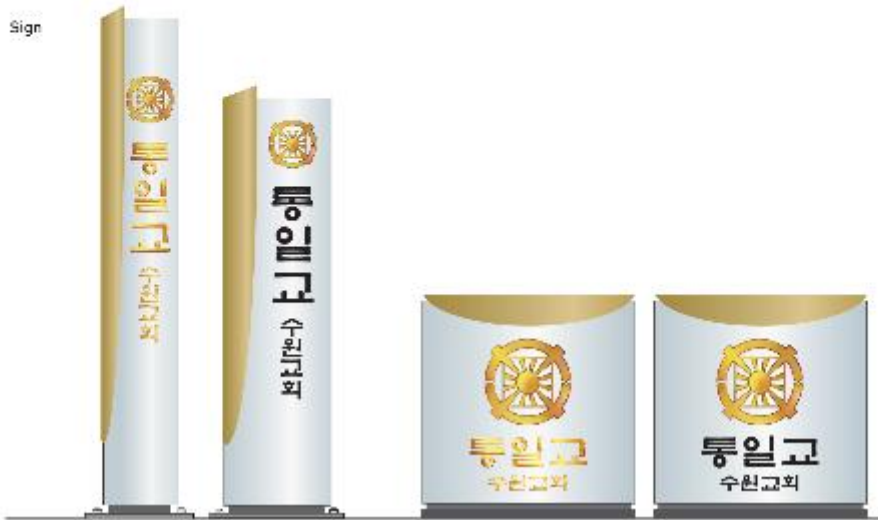
Flag design



Unificationism Logo Application

Other designs

Sign



T-shirt



Cap



Mug



Bag



Pattern

