

The logo for ucinvest, featuring the word "ucinvest" in a dark blue, lowercase sans-serif font. A small green dot is positioned above the letter 'i'.

ucinvest

A background image of an office scene with three people in business attire. A man on the left is standing and smiling, a woman in the center is sitting on a desk and smiling, and a man on the right is standing and smiling. The entire image is overlaid with a semi-transparent blue filter.

brand guidelines



who we are

UC Invest is the trading name of the Uniting Church SA Investment Fund Limited. We provide a range of investment products and services to Uniting Church members, congregations, church agencies and people in the wider community.

Our Mission

To generate great returns for our investors and our Church by providing high quality financial services.

UC Invest's mission statement includes three core aims:

- High quality financial services
- Great returns for our investors
- Great returns for our Church

contents

01 logo variations

- 02 primary logo
- 03 secondary logo
- 04 clearance
- 05 colour applications
- 06 correct use

07 our colours

- 08 colour palette

- 09 website example

- 10 web buttons & links

11 typeface

- 12 typeface & styles

13 graphical elements

- 14 the dot
- 15 the wave
- 16 the underline
- 17 iconography

18 marketing collateral

- 19 email signature
- 20 finance forms
- 21 document covers
- 22 resumes

23 photography

- 24 photography style
- 25 staff portraits
- 26 testimonials

logo variations

- 02 primary logo
- 03 secondary logo
- 04 clearance
- 05 colour applications
- 06 correct use

primary logo

Our primary logo comes in one horizontal version. The type is in lowercase, using colour to separate the words 'uc' and 'invest'. The dot of the 'i' is green and is representative of a person, communicating the community aspect of our Uniting Church investment portfolio. Where possible, we prefer the full colour variation to be used.

Full Colour



Reverse



Black



White



secondary logo

Our secondary logo is to be used as a symbol, where its application will be more effective than using the primary logo. Eg. as a loading symbol on our website or as a graphical element on stationery.

Full Colour



Reverse



Example Use



Black



White



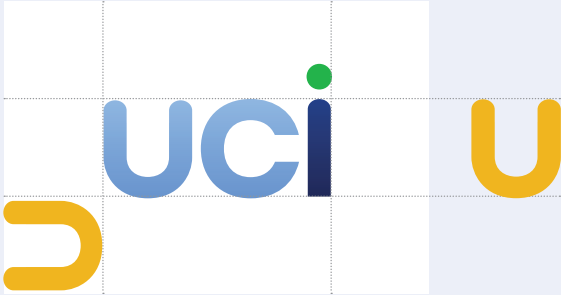
clearance

A clear-space must be maintained around all sides of the logo at the x height of the letter 'u'. The clearance zone should be measured from the farthest edge of each letter, excluding the dot in the letter 'i'.

Primary Logo Clear Space



Secondary Logo Clear Space



colour applications

The primary logo can be used on different coloured backgrounds, images and patterns, provided the integrity of the logo is maintained. The logo must contrast against its background, if this cannot be achieved, then a new background must be chosen. Please note that the same rules apply with the secondary logo.

Light Background



On light backgrounds, the full colour or black version must be used.

Dark Background



On dark backgrounds, the reverse or white version must be used.

Image or Patterned Background



On image or patterned backgrounds, you must determine which logo version contrasts best against the colours and textures. Preferably the full colour or reverse versions should be used.

Examples of Incorrect Colour Applications



There is not enough contrast between the logo and dark background.



There is not enough contrast between the logo and green background and the dot of the 'i' is not visible.



The logo is not visible on top of a busy image. In this instance it is recommended to use a transparent coloured layer between the image and logo.

correct use

Under no circumstance can the logo be altered in anyway, shape or form. Do not do the following:



Alter position of elements.



Alter proportion of elements.



Alter spacing of elements.



Skew the logo.



Alter the colour of elements.



Use the wrong reverse version.

our colours

- 08 colour palette
- 09 website example
- 10 web buttons & links

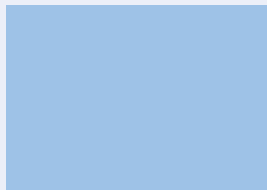
colour palette

Throughout our marketing material we prefer the use of lighter colours. Our website uses white and tints of the UC blues as background colours, occasionally using the 'Invest' blues as image overlay transparencies. Green is only to be used for highlight text, buttons and 'the dot'. The two blue gradients can be used throughout materials as transparent overlays or backgrounds to provide visual depth. Grey is used for body text.

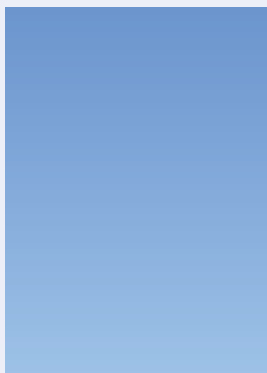
'UC' Colours



UC Mid Blue
#6496E0
C59 M34 Y0 K0
R100 G150 B224



UC Light Blue
#9AC3F0
C36 M14 Y0 K0
R154 G195 B240



UC Gradient
50% UC Mid Blue
50% UC Light Blue

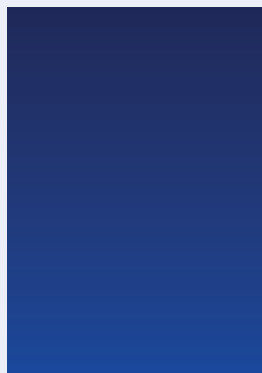
'Invest' Colours



Invest Dark Blue
#132559
C100 M93 Y35 K30
R19 G37 B89

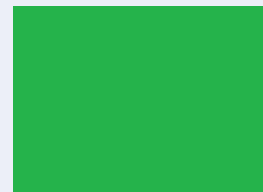


Invest Mid Blue
#1446A0
C99 M84 Y1 K0
R20 G70 B160

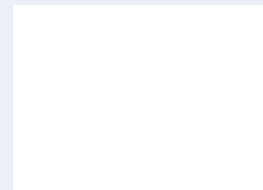


Invest Gradient
50% Invest Dark Blue
50% Invest Mid Blue

Other Colours



Green
#1CB404
C78 M0 Y100 K0
R28 G180 B4



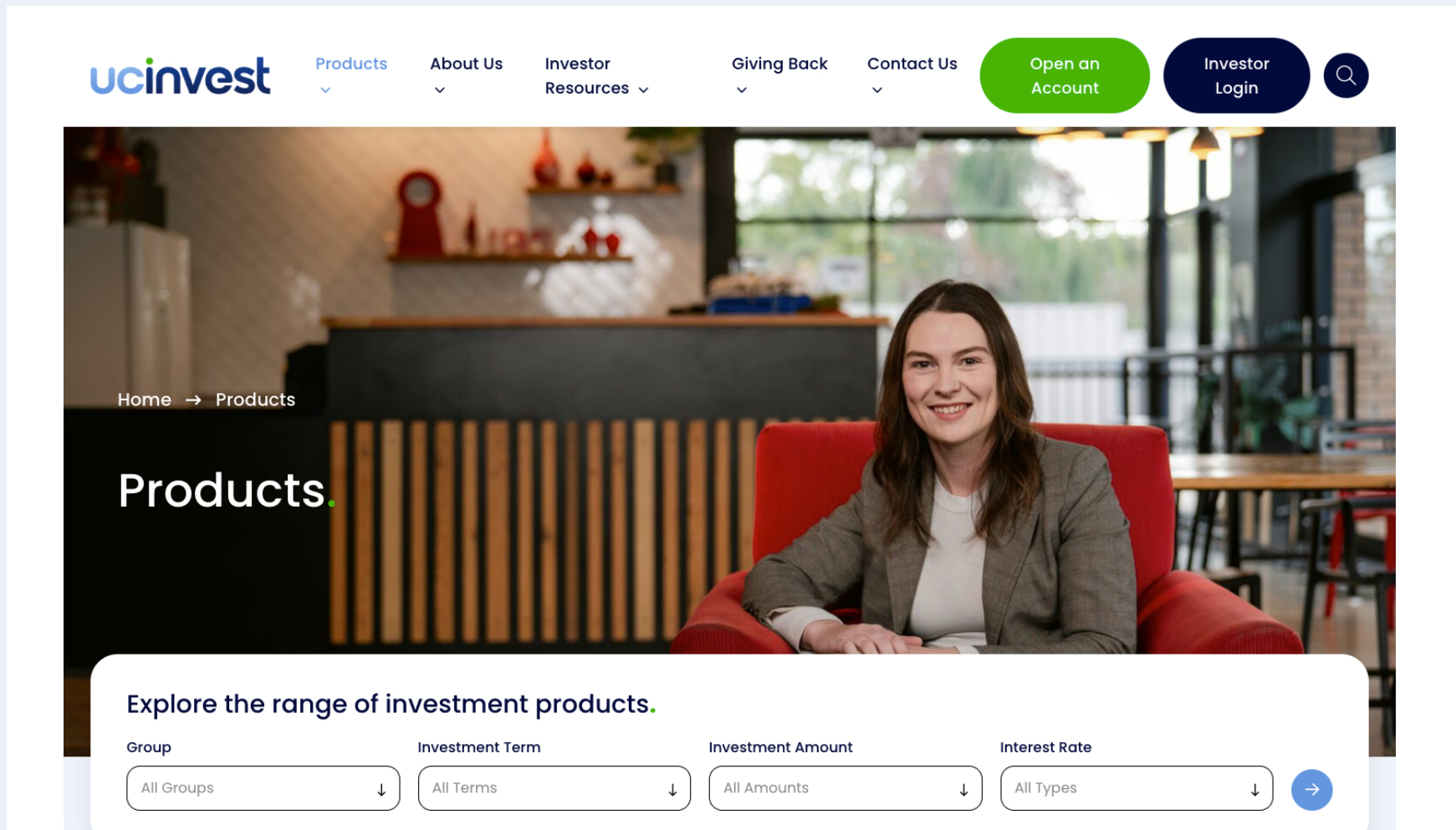
White
#ffffff
C0 M0 Y0 K0
R255 G255 B255



Grey
#666666
C59 M51 Y50 K20
R102 G102 B102

website example

The UC Invest website is a great example reference of how to use the company colours. It is important that white or slight tints of blue are used as background colours on all collateral. Dark blues should only be used for backgrounds on cover pages, headings, menus, buttons and call-to-action sections. Refer to page 17 for an example.



web buttons & links

On the UC Invest website, and other digital platforms, particular colours should be used for default and active/hover states. Please follow the below examples when building any new online platforms – always refer to the company website for reference. Note: active and hover states use the same colour.

The image displays 24 examples of web buttons and links, organized into four columns and six rows. Each example shows a 'DEFAULT' state and a 'HOVER' state with corresponding hex codes.

- Row 1:**
 - Column 1: Navigation menu items 'Products' and 'About Us' with dropdown arrows. Default: #132559; Hover: #6496E0.
 - Column 2: 'Open an Account' button. Default: #1CB404; Hover: #189B03.
 - Column 3: 'Open an Account' button. Default: #189B03; Hover: #000623.
 - Column 4: Tabbed interface with 'Investment Philosophy' and 'Our Values and Mission'. Default: #FFFFFF; Hover: #E8EFFA.
- Row 2:**
 - Column 1: Navigation menu items 'Products' and 'About Us' with dropdown arrows. Default: #FFFFFF; Hover: #13294B0D.
 - Column 2: 'Investor Login' button. Default: #132559; Hover: #000623.
 - Column 3: 'Investor Login' button. Default: #000623; Hover: #000623.
 - Column 4: Tabbed interface with 'UCSA Congregation' and 'Retail: Personal'. Default: #FFFFFF; Hover: 70% opacity.
- Row 3:**
 - Column 1: Navigation menu items 'Products' and 'About Us' with dropdown arrows. Default: #FFFFFF; Hover: #13294B0D.
 - Column 2: 'Open an Account' button. Default: #6496E0; Hover: #3A79D8.
 - Column 3: 'Open an Account' button. Default: #6496E0; Hover: #3A79D8.
 - Column 4: Tabbed interface with 'UCSA Congregation' and 'Retail: Personal'. Default: #FFFFFF; Hover: 5% opacity.
- Row 4:**
 - Column 1: Navigation menu items 'Products' and 'About Us' with dropdown arrows. Default: #FFFFFF; Hover: #13294B0D.
 - Column 2: 'Learn More →' button. Default: #FFFFFF; Hover: #13294B0D.
 - Column 3: 'Learn More →' button. Default: #FFFFFF; Hover: #13294B0D.
 - Column 4: Link 'info@ucinvest.com.au'. Default: #6496E0; Hover: Underline.
- Row 5:**
 - Column 1: Navigation menu items 'Products' and 'About Us' with dropdown arrows. Default: #1CB404; Hover: #189B03.
 - Column 2: 'Contact Us' button with icon. Default: #1CB404; Hover: #189B03.
 - Column 3: Social media icons (Facebook, LinkedIn, YouTube). Default: #132559; Hover: #6496E0.
 - Column 4: Link 'View Product →'. Default: #6496E0; Hover: 80% opacity.

12 typeface & styles

typeface

typeface & styles

Poppins

Poppins is our primary typeface. We should use it wherever possible. Poppins can be used across thin, extra light, light, regular, medium, semi bold, bold, extra bold, extra bold, black with italics for all weights.

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890

!@#\$%^&*()_+:"

Poppins Medium

Headings

Poppins Medium

Sub Heading 1

Poppins Medium

Sub Heading 2

Poppins Regular

Body copy - Uptatum que num resed maion prem fuga. Pa nis qui arum eiuntis eaque lam, sime venihiliqui alitium hilit aspe sandam, alitio et la santendae

graphical elements

- 14 the dot
- 15 the wave
- 16 the underline
- 17 iconography

the dot

In headings, where a full stop is included, we make the full stop green. This green dot mirrors the one as part of the 'i' in the logo.

**We maximise investor
returns, while working
for the benefit of our
community.**

ucinvest

the wave

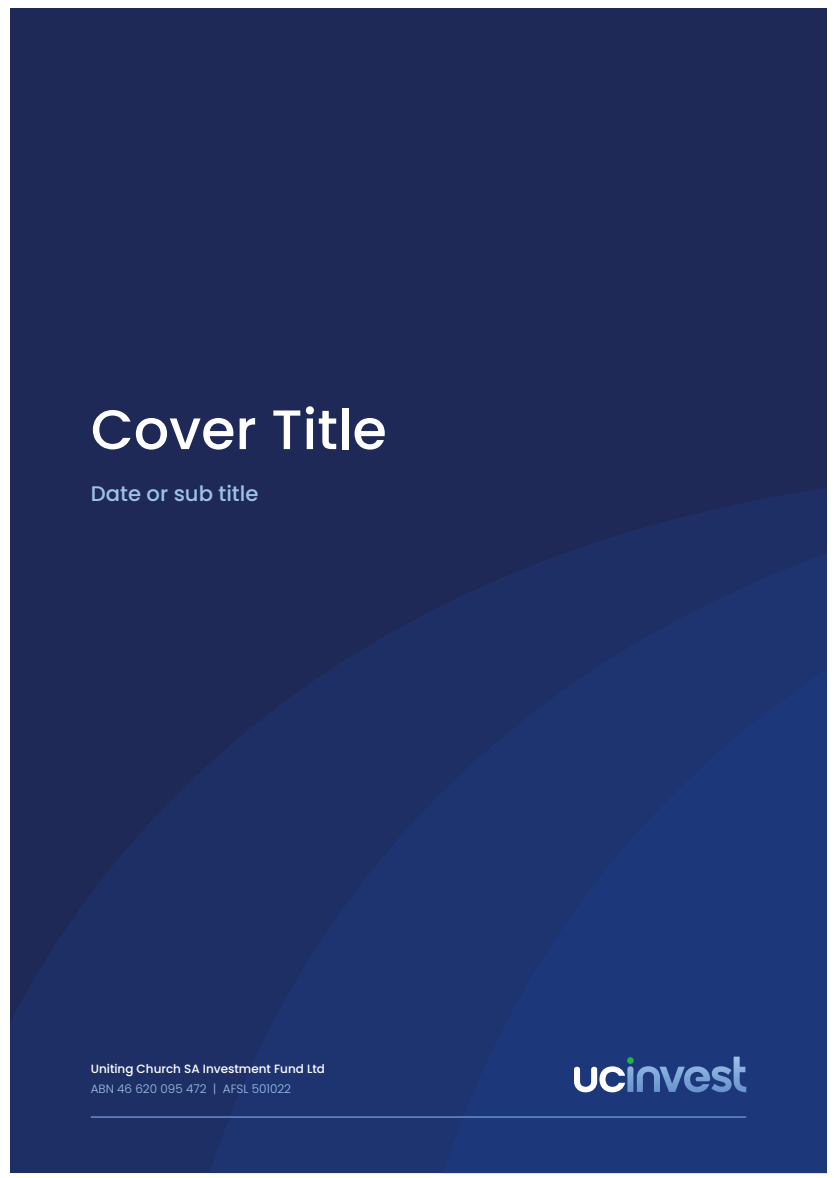
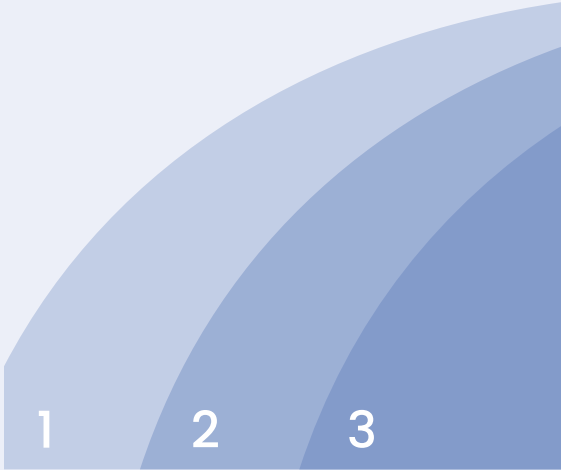
Our use of the 'wave' graphic on marketing materials adds visual interest and depth. The wave is made of three transparent layers using the colour 'Invest Light Blue'.

Individual

- Wave 1 is 40% transparency
- Wave 2 is 60% transparency
- Wave 3 is 100% transparency

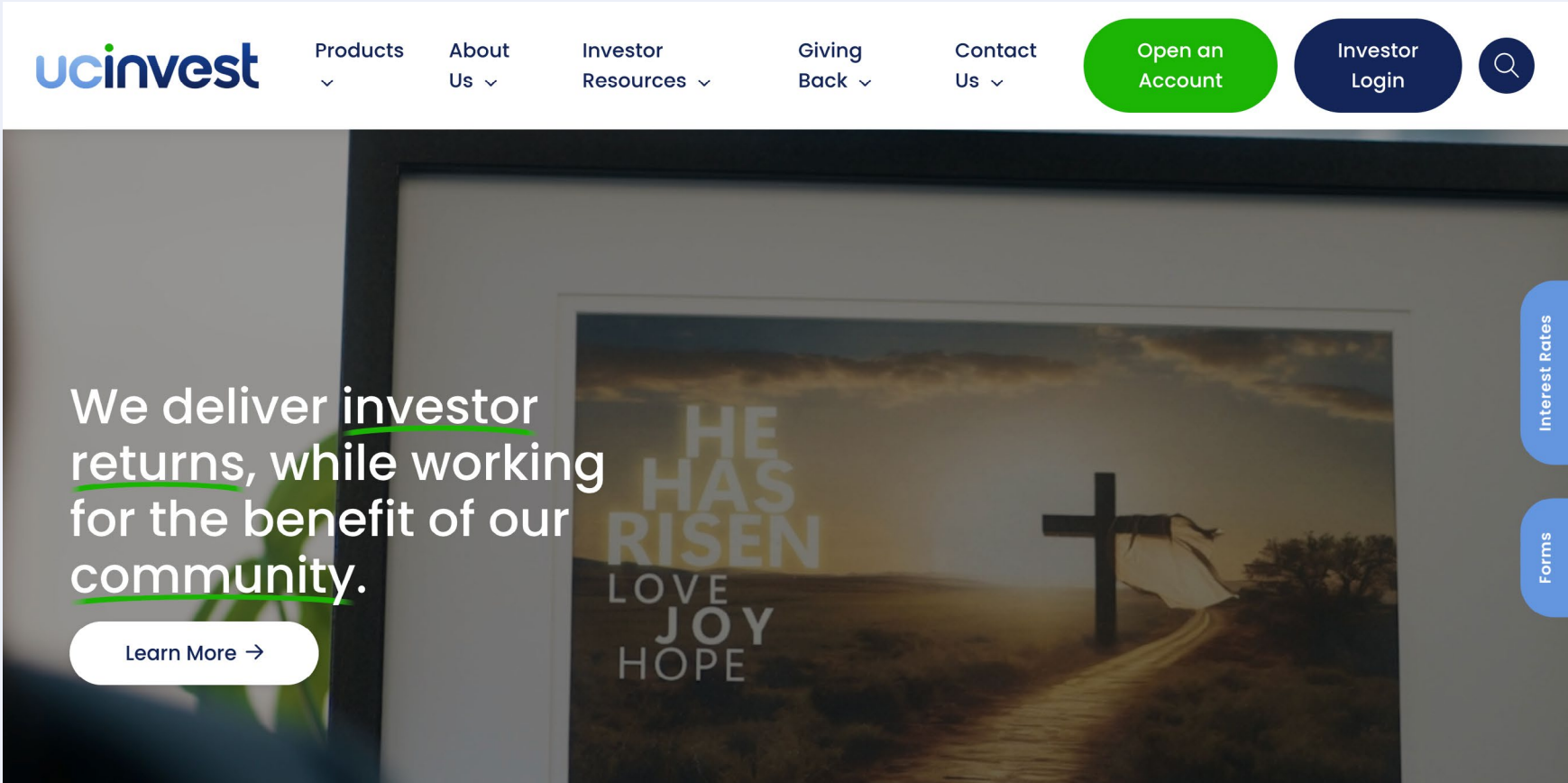
Grouped

The wave group is 50% transparency



the underline

A green 'swoosh' underline can be used throughout headlines in which particular words need emphasising. This outcome can be referenced on the home page of the UC Invest website.



iconography

There are four icons used on the UC Invest website to accompany information relating to finance and services. Icons are outlined in a thin weight and use the 'UC Mid Blue' colour.



31 Day Notice.

Simple, no fuss investments that are flexible and provide competitive returns. Whether you're saving for a holiday or preparing for...

[View Product →](#)



Easy Access.

Our Easy Access account is a simple, no fuss, cheque account that provides all the flexibility that you would expect...

[View Product →](#)



31 Day Notice.

Simple, no fuss investments that are flexible and provide competitive returns. Whether you're saving for a holiday or preparing for...

[View Product →](#)



Fixed Term Investment.

A low maintenance way to invest for the future. Term from three months to three years... the choice is yours....

[View Product →](#)



eGive.

The eGive program from UC Invest provides congregations with a simple, fee-free way to receive regular and reliable electronic giving....

[View Product →](#)



eSaver.

Our eSaver provides fixed term style returns with the flexibility of 24/7 access to your funds via UC Invest Online....

[View Product →](#)



Funeral Fund.

Opening a Funeral Fund is a convenient way to save for your funeral expenses that offers peace of mind: knowing...

[View Product →](#)

marketing collateral

- 19 email signature
- 20 finance forms
- 21 document covers
- 22 resumes

email signature

UC Invest staff members must use this standardised email signature design for all company emails. The Roboto font has been used for compatibility across email providers.

Arpan Singh.
Marketing & Business Development Officer



Monday – Friday | 8:30am – 4:30pm

P 1300 274 151 M 0451 146 713 E arpan@ucinvest.com.au W ucinvest.com.au

Level 2, 212 Pirie Street, Adelaide SA 5000 | GPO Box 2145, Adelaide SA 5001

Uniting Church SA Investment Fund Limited | ABN 46 620 095 472 | AFSL 501022

Consider the environment. Think before you print.

Uniting Church SA Investment Fund Ltd ACN 620 095 472 AFSL 501022 ('the Fund') is a public company, limited by guarantee and registered under the Corporations Act 2001. The Fund exists for the charitable purpose of advancing religion by supporting the mission of the Uniting Church in Australia. The Fund holds an Australian Financial Services licence (AFSL) number 501022 authorising it to deal in, and provide general financial product advice in relation to, securities (which include debentures) and non-cash payment products. It also operates under an instrument made by ASIC the effect of which is to exempt it from the requirement to comply with Parts 6D.2 and 6D.3 of the Corporations Act 2001 in relation to offers to issue debentures (ASIC Corporations (Charitable Investment Fundraising) Instrument 2016/813). Our Charitable Investment Fundraiser Identification Statement provides more information and explains how investment funds are used to support the charitable purposes of the Fund.

Our AFS Licence does not authorise us to provide personal advice. Before acquiring any product or service of UC Invest you should read our Product Disclosure Statement (PDS) and consider the appropriateness of the product or service having regard to your particular objectives, financial situation and needs.

The Fund is not prudentially supervised by the Australian Prudential Regulation Authority. Therefore, an investor in the Fund will not receive the benefit of the financial claims scheme or depositor protection provisions of the Banking Act 1959. Investments in the Fund are intended to be a means for investors to support the charitable purposes of the Fund. The Fund is required by law to advise investors that investments in it are only intended to attract investors whose primary purpose for making their investment is to support the charitable purposes of the Fund, that investors may be unable to get some or all of their money back when they expect or at all, that investments are not subject to the usual protections for investors under the Corporations Act 2001 or regulation by the Australian Securities and Investments Commission (ASIC), and that the investment is not comparable to investments with banks, finance companies or fund managers.

This email and any attachments may be confidential and/or legally privileged. If you are not the intended recipient you must not copy, distribute or use this email for any purpose other than to notify the sender.

finance forms

There are two distinct financial form templates. The dark blue design is used for Retail Customers (Personal & Company, Trust and Others) and any form that relates to the whole of our customer base. The light blue design is used specifically for Congregations, Uniting Church Entities and Wholesale Customers. These forms relate to the special conditions these entities receive. Adobe InDesign templates have been designed for use in setting up any new financial form, used for both print and digital purposes.

New Investment Application **ucinvest**
Uniting Church Organisations ONLY

Please return this form to UC Invest, Reply Paid 2145, Adelaide SA 5001 (no stamp required) Before making a decision to invest with us, you should read and understand the information contained in our Product Information Guide and Electronic & General Access Guide. These documents explain the terms and conditions of our products, including key features, risks and potential costs. If you are completing a printed hard copy of this form, please print in BLOCK LETTERS using BLACK or BLUE ink.

1. Organisation Details

Full Name of Organisation _____
 ABN _____
 Location Address _____
 Suburb _____ State _____ Postcode _____
 Statement Address (if different to above) _____
 Suburb _____ State _____ Postcode _____

Office Use Only CODE _____ LE _____

2. Investment Details

Please select from the following choices:

Fixed Term Investment

Nickname (eg. Building Fund) _____
 Opening Balance (Minimum \$1,000) \$ _____

Interest Payment Options

Add to this investment **OR** Pay interest to my/our UC Invest account: _____
 Pay interest to my/our **Nominated Account** with another financial institution
Note: Please ensure you complete your Nominated Account details in Section 3.

Easy Access Cheque Account Interest will be credited to your account on the last day of each month

Nickname (eg. Building Fund) _____
 Opening Balance (No minimum balance) \$ _____
 Cheque Book Size 50 Forms 100 Forms **Deposit Book Required** Yes No

eSaver Online (at call) Interest will be credited to your account on the last day of each month

Nickname (eg. Building Fund) _____
 Opening Balance (No minimum balance) \$ _____

UC Invest Share Fund Income distributions are calculated on the last day of each calendar quarter

Opening Balance (No minimum balance) \$ _____

Income Payment Options

Reinvest in additional Share Fund units **OR** Pay income to my/our UC Invest account: _____
 Pay income to my/our **Nominated Account** with another financial institution
Note: Please ensure you complete your Nominated Account details in Section 3.

Page 1 of 6

New Investment Application **ucinvest**
Uniting Church Organisations ONLY

Please return this form to UC Invest, Reply Paid 2145, Adelaide SA 5001 (no stamp required) Before making a decision to invest with us, you should read and understand the information contained in our Product Information Guide and Electronic & General Access Guide. These documents explain the terms and conditions of our products, including key features, risks and potential costs. If you are completing a printed hard copy of this form, please print in BLOCK LETTERS using BLACK or BLUE ink.

1. Organisation Details

Full Name of Organisation _____
 ABN _____
 Location Address _____
 Suburb _____ State _____ Postcode _____
 Statement Address (if different to above) _____
 Suburb _____ State _____ Postcode _____

Office Use Only CODE _____ LE _____

2. Investment Details

Please select from the following choices:

Fixed Term Investment

Nickname (eg. Building Fund) _____
 Opening Balance (Minimum \$1,000) \$ _____

Interest Payment Options

Add to this investment **OR** Pay interest to my/our UC Invest account: _____
 Pay interest to my/our **Nominated Account** with another financial institution
Note: Please ensure you complete your Nominated Account details in Section 3.

Easy Access Cheque Account Interest will be credited to your account on the last day of each month

Nickname (eg. Building Fund) _____
 Opening Balance (No minimum balance) \$ _____
 Cheque Book Size 50 Forms 100 Forms **Deposit Book Required** Yes No

eSaver Online (at call) Interest will be credited to your account on the last day of each month

Nickname (eg. Building Fund) _____
 Opening Balance (No minimum balance) \$ _____

UC Invest Share Fund Income distributions are calculated on the last day of each calendar quarter

Opening Balance (No minimum balance) \$ _____

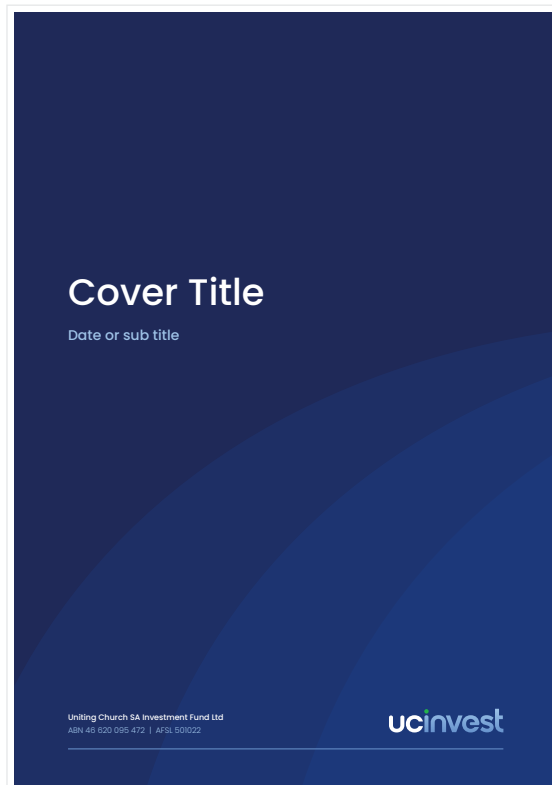
Income Payment Options

Reinvest in additional Share Fund units **OR** Pay income to my/our UC Invest account: _____
 Pay income to my/our **Nominated Account** with another financial institution
Note: Please ensure you complete your Nominated Account details in Section 3.

Page 1 of 6

document covers

We have a front cover and back cover page design for use in all relevant company documents. An Adobe InDesign template has been designed, in which the cover, subheading and footer contact details can be edited for purpose.



resumes

We have a resume template set up for use with all UC Invest board of directors. An Adobe InDesign template has been set up for use that identifies the style of each section. These resumes are used on the Our Board page of the website.



Andrew Fechner

General Manager, Investments & Finance - UC Invest

Andrew is Company Secretary of UCSA Investment Fund and General Manager, Investments & Finance at UC Invest. He is responsible for managing treasury, liquidity and capital resources to support operational needs, investment activities and long-term sustainability. Andrew provides oversight and strategic management of the investment activities, financial operations, and risk management function of both UC Invest and the Synod of South Australia. He has specialist expertise in:

- Financial modelling, budgeting and forecasting
- Leadership and mentoring of team members
- Understanding and maintaining compliance with industrial instruments
- Risk management and compliance.

Education & Memberships

- Bachelor of Finance (Accounting) - University of Adelaide, 2001
- Certificate in Governance & Risk Management - Governance Institute of Australia, 2012
- Member CPA Australia
- ASIC Responsible Manager - RGI46 Compliant

Experience

August 2023 - Current

UC Invest, Uniting Church SA Investment Fund Uniting Church in Australia Synod of South Australia

General Manager, Investments & Finance

Providing oversight and strategic management of the investment activities, financial operations, and risk management function of the AFS licenced UC Invest and the Synod of South Australia.

Key responsibilities:

- Appointed as Company Secretary of UCSA Investment Fund Ltd, the holder of an AFSL
- Manage treasury, liquidity and capital resources to support operational needs, investment activities and long-term sustainability
- Provide strategic financial advice to Synod leadership, boards, and committees to support informed decision making and mission aligned resource allocation
- Lead and manage the investment strategy of UC Invest to optimise returns within acceptable risk parameters and in alignment with the Synod's mission and ethical guidelines

April 2022 - July 2023

Willunga Veterinary Hospital

General Manager

Responsible for the corporate services, legal, compliance, HR and business development functions of a large accredited veterinary hospital and associated satellite clinics.

photography

- 24 photography style
- 25 staff portraits
- 26 testimonials

photography style

'Friendly', 'approachable' and 'one-of-us' is what we try to convey when taking photography or video depicting UC Invest staff. We aim to communicate to our audience that there are real people behind the organisation who are genuine, people of faith who care for them and the community.

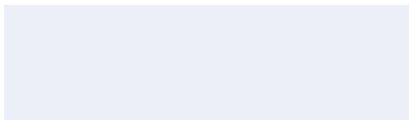


staff portraits

Staff portraits should be taken from the waist up, including the shoulders, with the staffer smiling. Two variations of poses are to be used in photos for all UC Invest staff members — front-facing for use on internal documents such as resumes, and side-facing for use on the website. All photos are to be supplied to Boylen to be contoured and placed on a specific image background.

Example 1

Original portrait



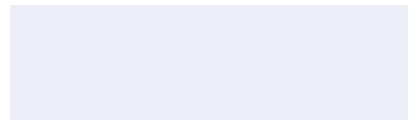
Front-facing portrait



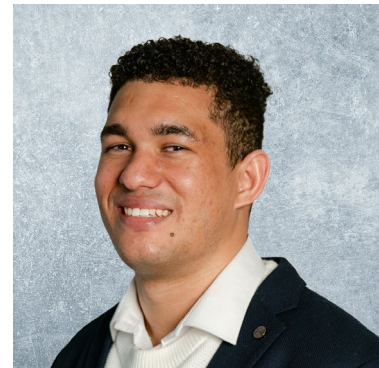
Side-facing portrait

Example 2

Original portrait



Front-facing portrait



Side-facing portrait

testimonials

Casual poses in a 'lifestyle' setting are to be taken for investor testimonial portraits. The aim is to convey the range of investor profiles - Retail (Personal and Company), Congregation and Wholesale - and that investors are people just like you and me.

Examples





UC Invest

Level 2, 212 Pirie Street
Adelaide SA 5000

1300 274 151
info@ucinvest.com.au

ucinvest.com.au

UC Invest Brand Guidelines

[Return to Contents](#) ↪