



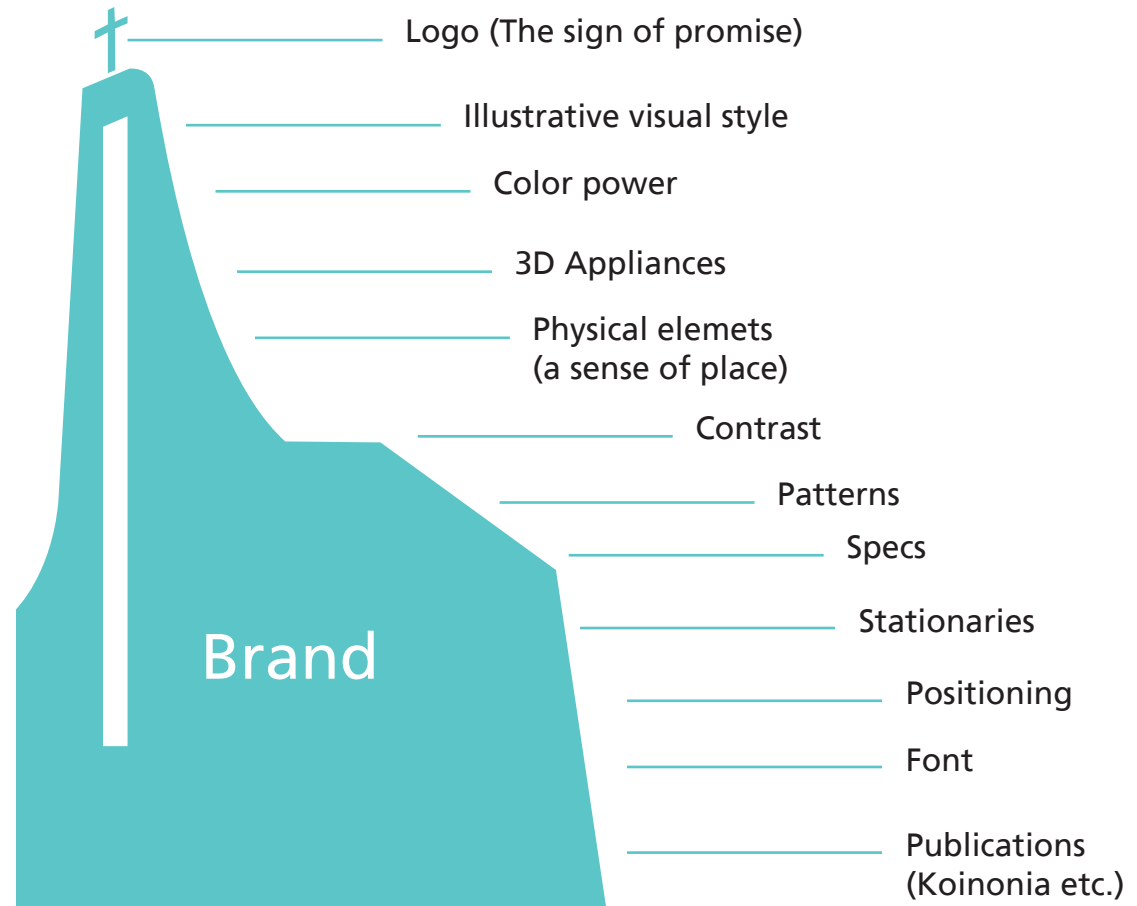
TOKYO UNION CHURCH

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God's house, my home

The logo is the beginning, yet the construction of the "TUC" Brand begins now and involves the whole body of the Church.

Envelopes  
(weekly offering)



# Process

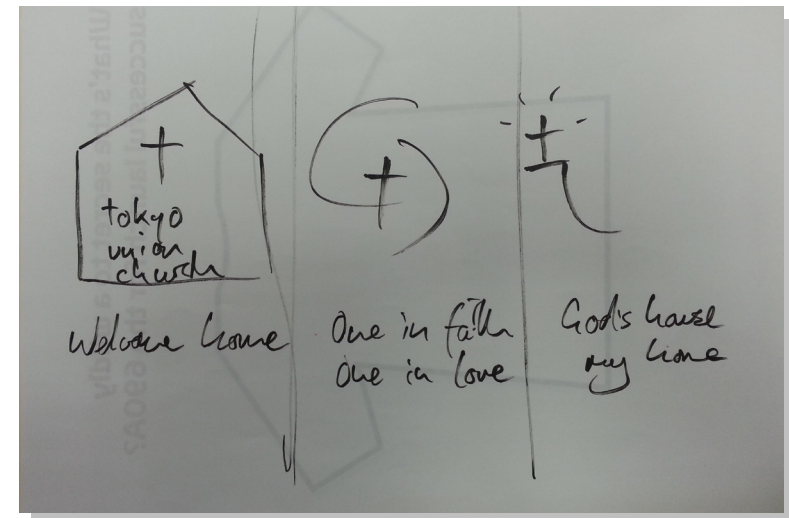
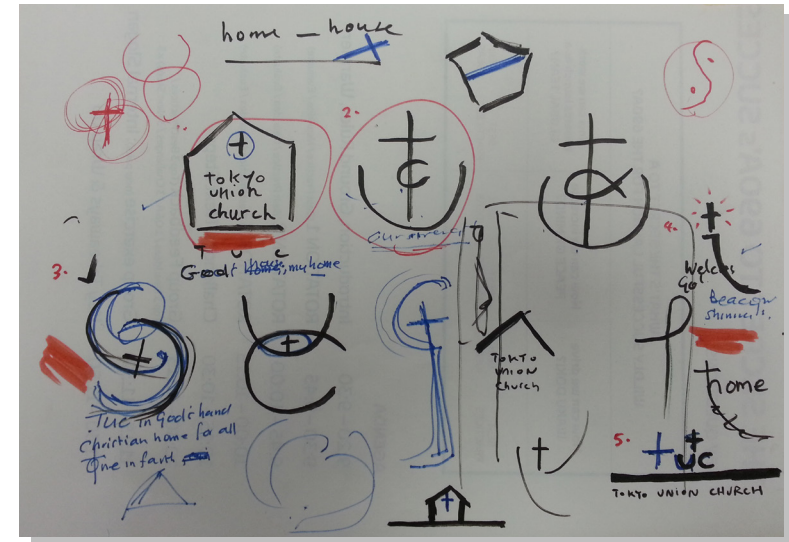
Logo as Storytellers

Narrative Applications

Logo Structure

Idea Generation Process

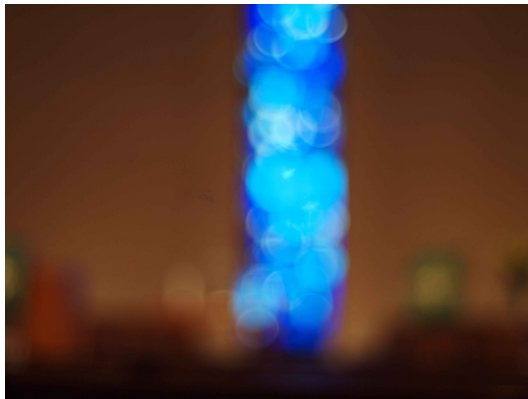
Psychology





A variable color averaging a strong greenish blue that is greener and very slightly paler than grotto, greener and paler than cobalt blue, and greener, lighter, and stronger than average cerulean blue.

Turquoise: The name of a greenish blue color.



Bright Turquoise

Cyan = 59

Magenta = 0

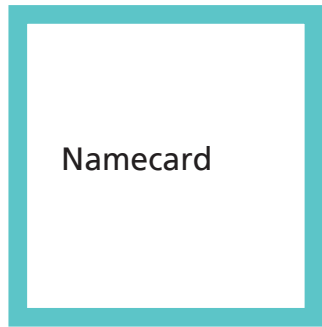
Yellow = 24

Black = 0

Red = 3.1%

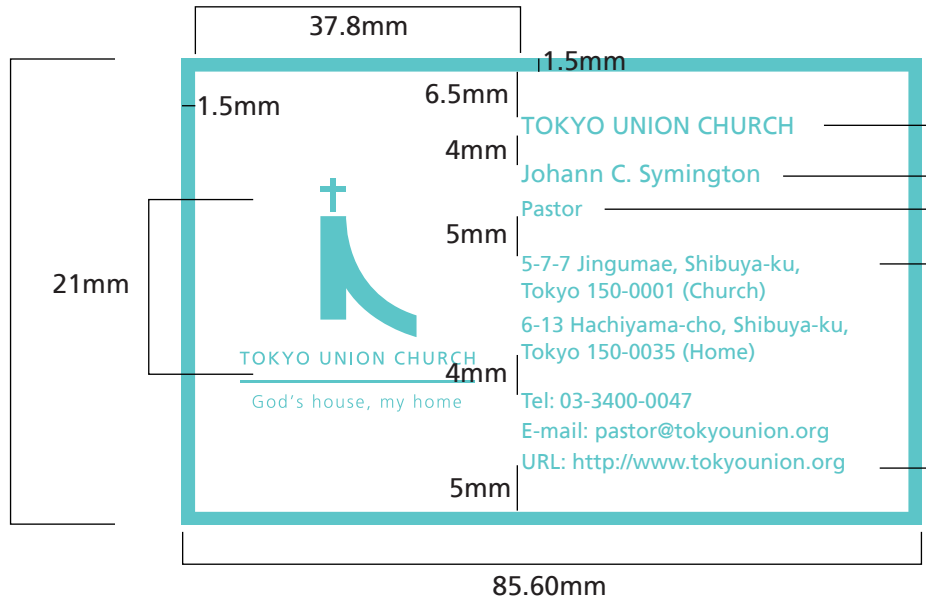
Green = 91%

Blue = 87.1%



Namecard

53.98mm



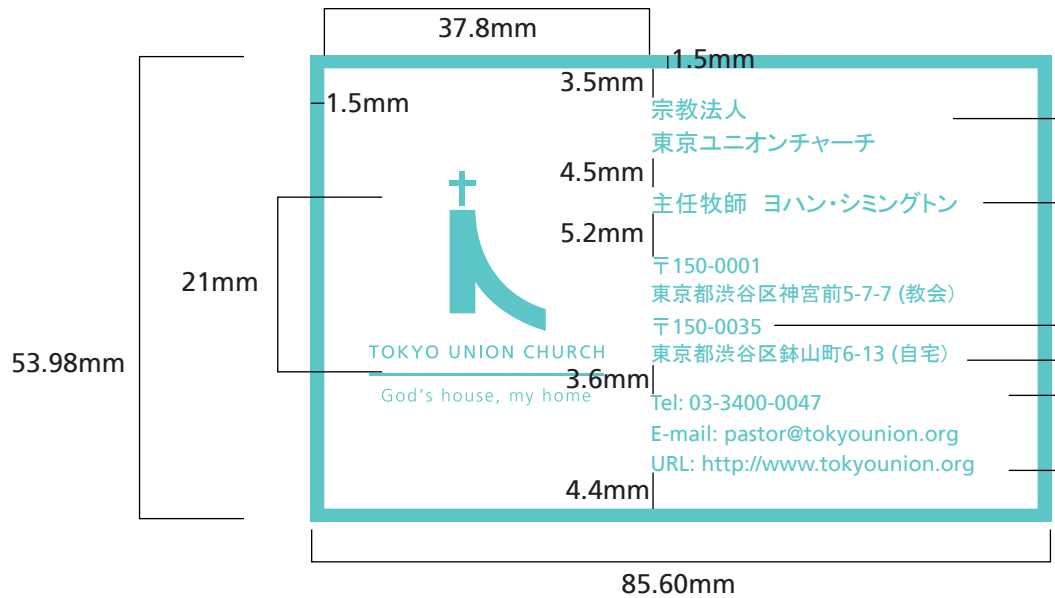
Frutiger 55 Roman (8 pt)

Frutiger 55 Roman (8 pt)

Frutiger 55 Roman (7 pt)

Frutiger 55 Roman (7 pt)

English



MS Pゴシック (8 pt)

MS Pゴシック (8 pt)

\*Title and name of Pastor must be in one line due to Japanese writing style\*

Frutiger 55 Roman (7 pt)

MS Pゴシック (7 pt)

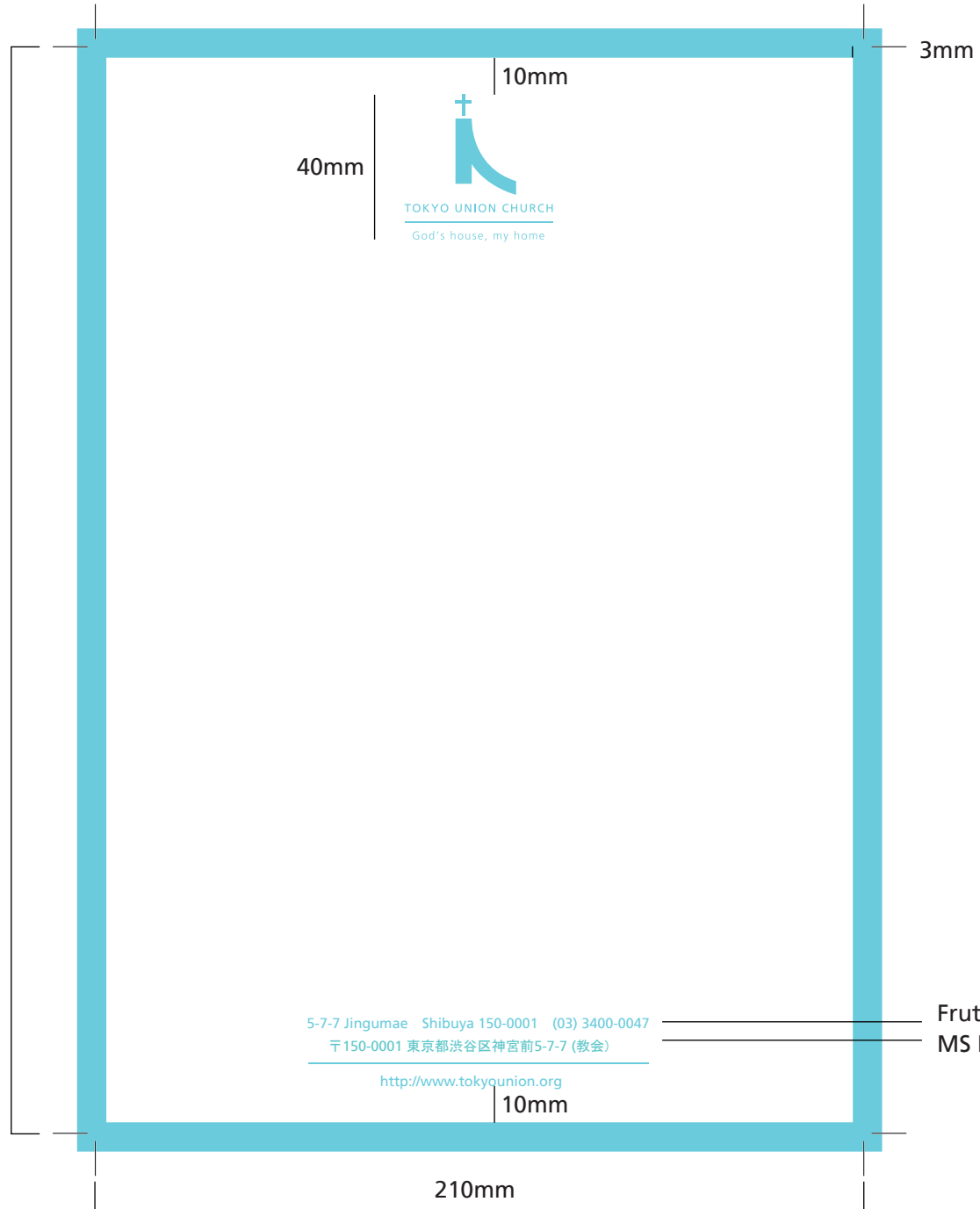
Frutiger 55 Roman (7 pt)

Japanese



Letterhead

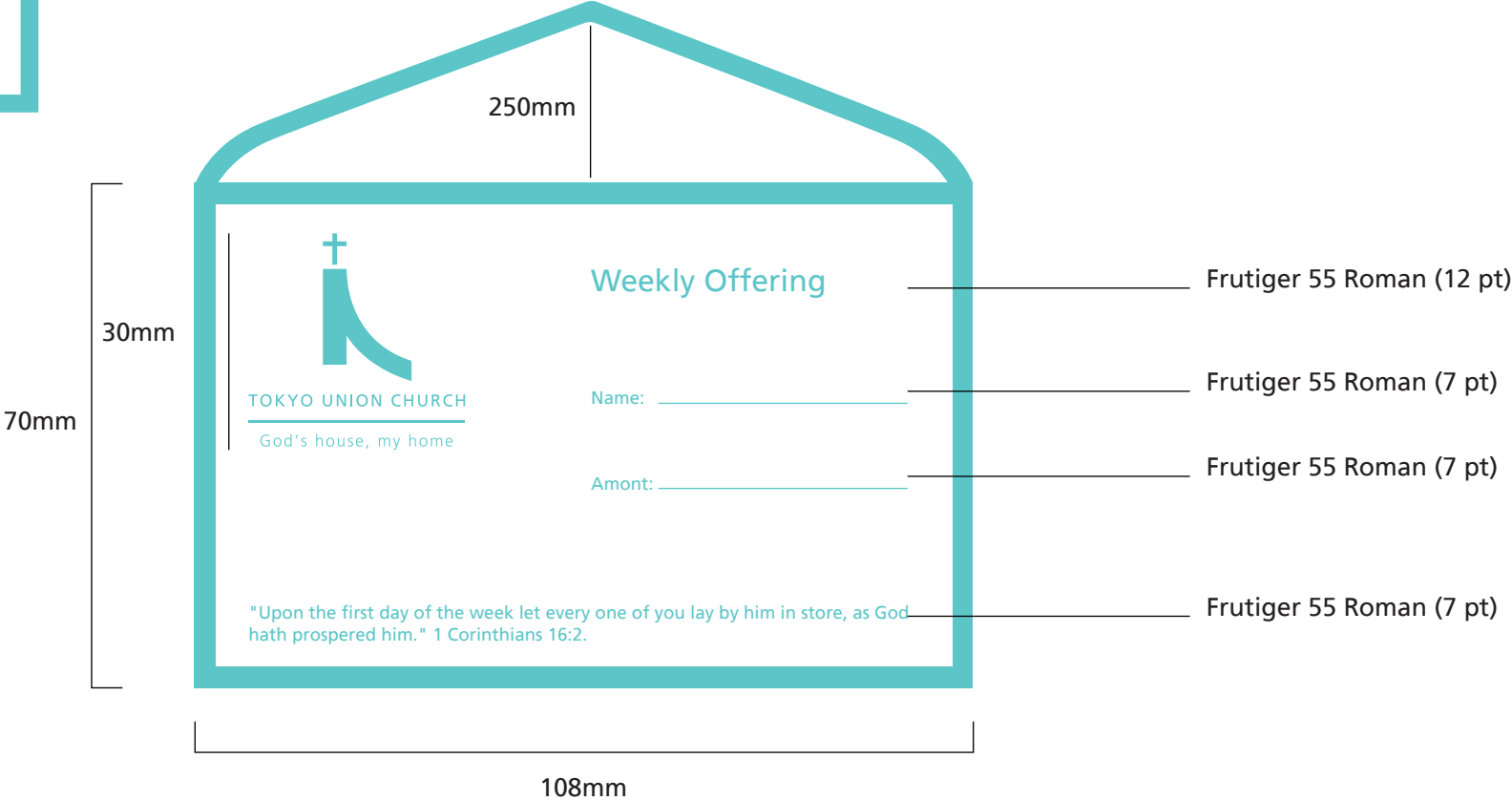
297mm



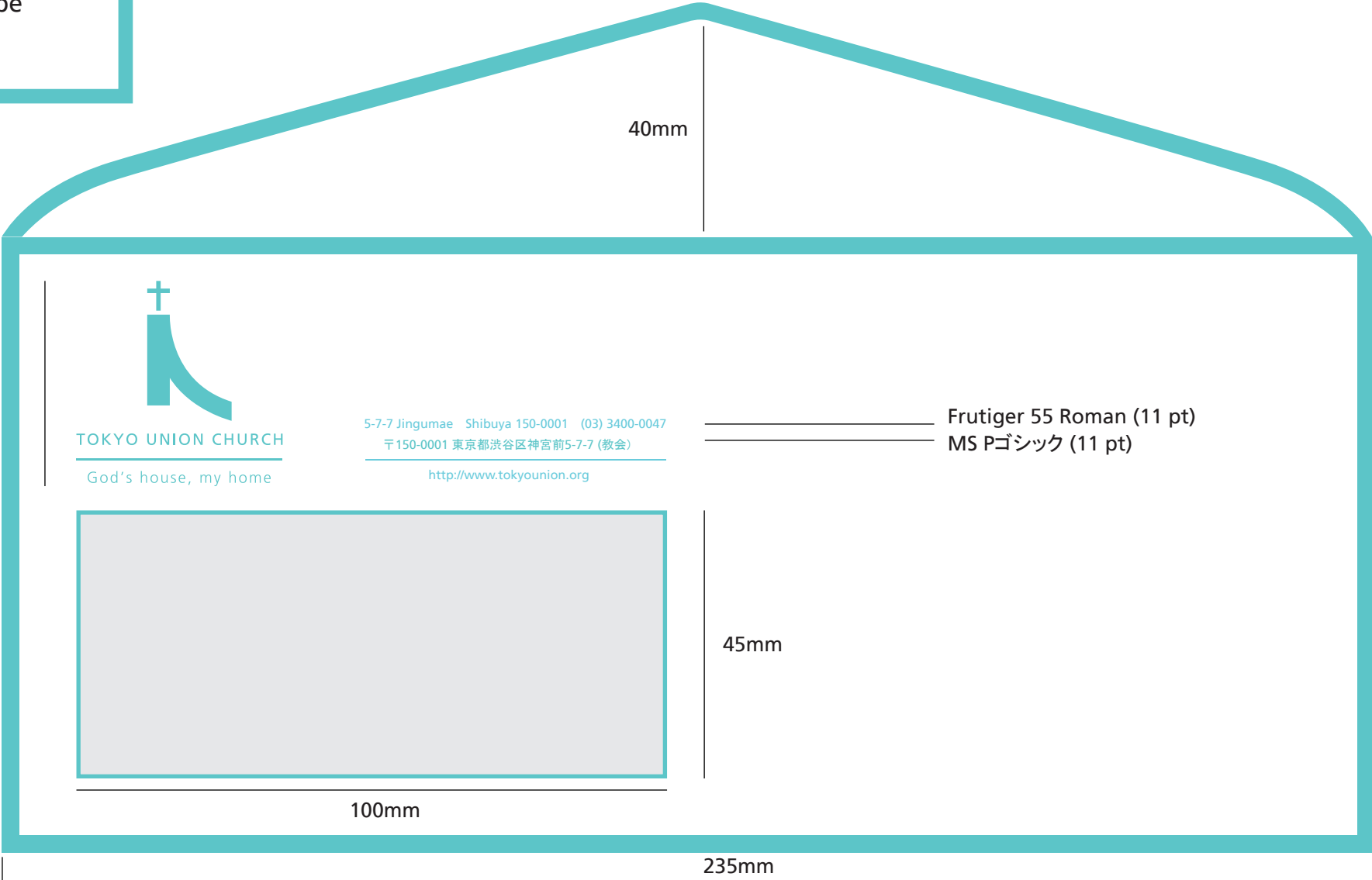
Frutiger 55 Roman (11 pt)  
MS Pゴシック (11 pt)



Weekly Offering Envelope



Weekly Offering  
Envelope



40mm

35mm



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Frutiger 55 Roman (11 pt)  
MS Pゴシック (11 pt)

105mm

100mm

45mm

235mm

More coming....