



"EVER MOVING EVER STILL" PROMOTIONAL MATERIALS

Here is an **integrated set** of promotional materials designed to **attract and inform** people who haven't yet stepped into a Unitarian congregation and newcomers during their first visit(s).

All the materials are based on the "ever moving ever still" artwork developed by the Unitarian Congregations of Greater Toronto, and can be viewed and customized on the website (www.unitarian.ca/gta).

Current materials consist of the following:

1. **Banner.** A 7ft. tall, full-colour banner promoting the Unitarian name and web address. The banner can be used at public meetings or within congregational settings. You can share one banner among several congregations, or arrange to have one of your own. (Actual dimensions: 88" x 35".)
2. **Table-Covering.** In addition to the banner, there is a royal blue table-covering available for a 6 ft. display table. This can be reserved for events.
3. **Postcards.** These postcards (available in 4" x 5½" and 5" x 7") are intended as a "giveaway" item in congregations and at exhibits, or can be used in a mail drop.
4. **Customizable Covers.** There are 3 full-colour covers (full-page, folded to 5½" x 8½") geared towards Lifespan Learning, Congregational Programs, etc.. You can customize them by adding your own titles and notes on the back and interior.
5. **Interactive Brochure.** A glossy 3-panel (5½" x 8½") brochure aimed at people who are new to and curious about Unitarianism, and want more insight into our faith. Using an interactive approach with stickers, the brochure engages the newcomer in naming their values and what inspires them.
6. **Information Kit.** The brochure and other materials can be packaged in a crisp, professional "kit" comprised of:
 - **Kit Folder** (5½" x 8½", with 2 pockets)
 - **Matching Letterhead** (for personalized covering letters, announcements, etc.)
 - **Directory** of Congregations in the Greater Toronto Area
 - **Mailing Envelope**
7. **Additional Items** include:
 - **Business letterhead, envelopes and business cards** (for congregational use)
 - An 8½" x 11" **flyer** template (to announce congregational/denominational events, etc.)

The **artwork** for all the materials is available **electronically** from the website (www.unitarian.ca/gta) - so you can **arrange your own printing** or have someone **edit and customize the artwork** to your specific needs within the guidelines of the Terms of Use.