FOR THE PEOPLE OF THE UNITED METHODIST CHURCH

THE BRAND MANUAL

UPDATED 12/2014

OUR MISSION

MAKING DISCIPLES OF JESUS CHRIST FOR THE TRANSFORMATION OF THE WORLD.

Local churches provide the most significant arena through which disciple-making occurs.

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QUESTIONS? Please contact us at rethinkchurch@umcom.org

I. ABOUT THIS MANUAL

Understanding How Our Brand Works

This manual is designed to provide guidance and instruction on using the visual elements that define The United Methodist Church brand.

Why?

Overview

Identity is more than compliance to standards; it is about delivering a brand experience that the audience will grow to trust. The United Methodist Church identity is a key component for developing the brand's strength and reputation through its consistent application.

When agencies of The United Methodist Church identify themselves clearly and consistently with The United Methodist Church, they strengthen each other's reputation.

QUESTIONS? Please contact us at rethinkchurch@umcom.org

Visual Consistency in Identity

Initial research revealed the opportunity to bring visual consistency to organizational branding across The United Methodist Church ecosystem. Working to unify the currently competing communications systems – starting with logo/identity of our boards and agencies – will reduce confusion for our constituents.

The communication effectiveness of each board and agency is enhanced not by differentiating its logo from the other United Methodist Church subbrands, but by associating all logos under a unified identity and branding system.

The result will be for both internal and external audiences to understand better how the various subbrands of The United Methodist Church complement each other.

II. THE UNITED METHODIST CHURCH BRAND

Using the Cross and Flame and Supporting Assets

The Cross and Flame is highly recognizable. This means that when people see our logo, they connect it with The United Methodist Church. This is a positive thing for us, as the people in your neighborhood recognize The United Methodist Church without you having to explain who you are.

As a whole, we engage in national advertising to help raise both awareness and positive perception of the brand, and by connecting with the symbols of the brand, you are further strengthened.

One of the ways this recognition occurs is through consistent use of the logo. The following section is designed to help you do that.

The Logo

Establishing the Unit of Measure

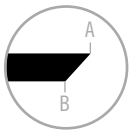
In order to create a unified system of logos, there must be a unit of measure to serve as the foundation for all subsequent measures.

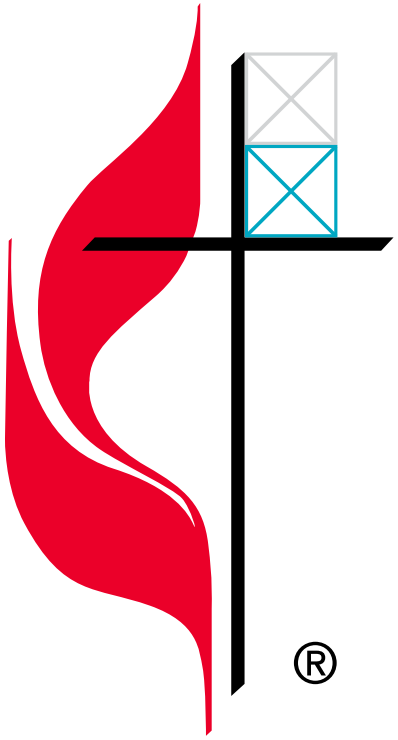
This unit is relative. Meaning, it can't be defined by a metric unit, but only in relation to the object used to define it. Because of the consistent use of the cross and flame throughout the logos, it is used to define the unit of measure.

DEFINING THE UNIT

The United Methodist Church Brand Harmony unit of measure is defined by one-half the height of the top portion of the cross (measured to point A rather than point B).

SIDE OF THE CROSS





☒ = 1 UNIT OF MEASURE

The Brand Promise operates on a new unit of measure ↓ that takes into account its proportionately larger cross. This unit of measure is not applied to any other logo.

The Cross and Flame

Variations

This is the cross and flame.

COLOR

This is the primary color state of the cross and flame.

BLACK + WHITE

There is now a “stroke” or line around the cross. Since there is no color to distinguish between the cross and the flame, the stroke helps to define the shapes. You only need this stroke when the cross and flame are both black or both white.

COLOR

BLACK

WHITE

WHITE WITH RED

Guidelines

When using the cross and flame, there are a couple important things to remember.

LEAVE FREE SPACE

Please keep free space around the cross and flame. Nothing should crowd the logo or encroach into the space around it. This free space should be no smaller than 3 units of measure ↑ extending from the outermost edges of the mark.

= *1 unit of measure*

= *Free Space (3x3)*

DON'T ALTER THE COMPONENTS

Please don't alter the components. Meaning, only use it exactly as detailed on the previous page, and never altered as demonstrated to the right.

DON'T CHANGE THE COLORS

Please don't change the colors. The black is 100% black but the red is more particular. The exact color specifications are available in the color palette ↓ . No matter what, you are not allowed to use any other shade or color of red, or swap the placement of the colors among themselves.

LEAVE FREE SPACE

DON'T ALTER THE COMPONENTS

DON'T CHANGE THE COLORS

The Cross and Flame with Brand Promise

Variations

The “Brand Promise” is our commitment to everyone who interacts with The United Methodist Church. To reinforce this promise, we want to make sure we display it in a consistent and legible way, specifically as it relates to our logo.

STANDARD BRAND PROMISE

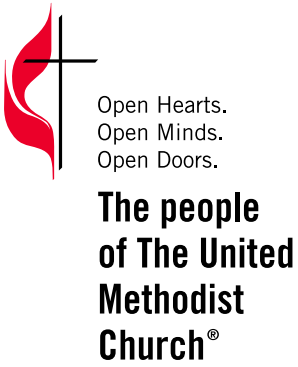
When used, the Brand Promise always sits to the right of the logo along with the indication “The people of The United Methodist Church.” Notice it sits on top, and is smaller than the denomination name. This gives a proper hierarchy to the promise in relation to us, the people.

Currently available in English and Spanish.

STACKED BRAND PROMISE

If you are displaying the Brand Promise in a non-horizontal space, like a banner ad on a website, then you would use the stacked version.

STANDARD BRAND PROMISE



STACKED BRAND PROMISE

Guidelines

Please use the Brand Promise only as shown on the previous page and do not alter it in any way. The same rules ↑ that apply to the cross and flame apply here.

In addition to those rules, there are also minimum size requirements in order to maintain legibility.

MINIMUM SIZE, STANDARD

When spelled out, our Brand Promise and denomination are quite long. This means we have to be sensitive to legibility and to the display of the promise in non-horizontal settings. Please never display the Brand Promise at less than ¼ inch. This measurement is taken from the top of the Brand Promise to the bottom of the denomination name.

MINIMUM SIZE, STACKED

Please never display the stacked version at less than 1 inch. This measurement is taken from the top of the Brand Promise to the bottom of the denomination name.

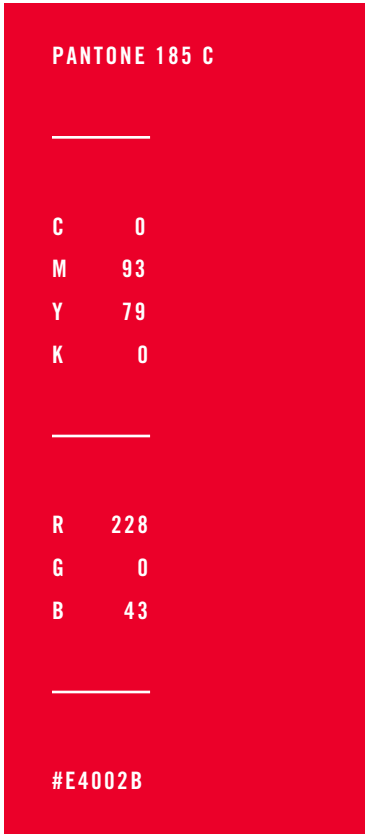
MINIMUM SIZE, STANDARD

MINIMUM SIZE, STACKED

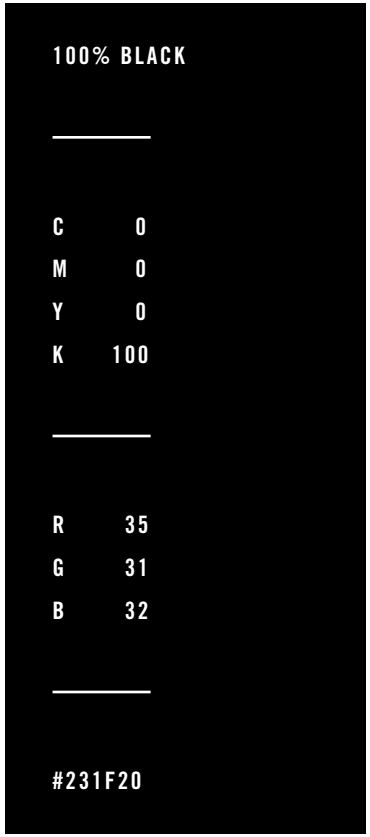
The Color Palette

Primary Palette

The black is 100% black but the red is more particular. No matter what, you are not allowed to use any other shade or color of red.



RED



BLACK

The Fonts

Headlines

Trade Gothic is the typeface of The United Methodist Church.

TRADE GOTHIC CONDENSED

The Trade Gothic Condensed weight is used in all United Methodist Church logos to keep them from becoming disproportionately long.

APPLICATION

In addition to being used in the logos, the condensed weights should be used in headlines, subheads, and other emphasized copy in order to distinguish it from body copy.

Trade Gothic can be used in print and on the web.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRADE GOTHIC CONDENSED NO. 18

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRADE GOTHIC CONDENSED NO. 20

Body Copy: *Sans* Serif

TRADE GOTHIC (NON-CONDENSED)

The non-condensed weight of Trade Gothic seamlessly pairs with the condensed version used in headlines and logos.

APPLICATION

The non-condensed weights are to be used in body copy, pull quotes and miscellaneous information, when a sans serif font is preferred.

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRADE GOTHIC LIGHT

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRADE GOTHIC LIGHT OBLIQUE

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRADE GOTHIC MEDIUM

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRADE GOTHIC OBLIQUE

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRADE GOTHIC BOLD NO. 2

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRADE GOTHIC BOLD NO. 2 OBLIQUE

Application: *Sans* Serif Body Copy

HEADLINE
TRADE GOTHIC BOLD CONDENSED NO. 20

INTRO TEXT/PULL QUOTE
TRADE GOTHIC CONDENSED NO. 18

CAPTION/TERTIARY INFO
ADOBE GARAMOND ITALIC

BODY COPY (SANS SERIF)
TRADE GOTHIC LIGHT

SUBHEAD
TRADE GOTHIC BOLD CONDENSED NO. 20

LOREM IPSUM AMET SET DOLOR

RUNT REPED MAXIMPERESTI DITAECU LLACCUSA DOLUPTIANDI TORERIS DOLORIO NECULLAM DOLORE EVERORESTIA

Lorem ipsum que niendit prempore

Lorem ipsum que niendit prempore endament pere vel issi nullab ipsapis experspic totatur accatures accum qui volor secab invelitium versperum simenda volecullam delent aut evel in es et aut is ditaquunt. Lorem ipsum que niendit prempore endament pere vel issi nullab ipsapis experspic totatur accatures accum qui volor secab invelitium versperum simenda volecullam delent aut evel in es et aut is ditaquunt.

Lorem ipsum que niendit prempore endament pere vel issi nullab ipsapis experspic totatur accatures accum qui volor secab invelitium versperum simenda volecullam delent.

LOREM IPSUM

Aximolo reperum quatquatur sandenient paruptiandi vel is endam facernatem quiberc hilliae perisciti blaut es moles pratusdaepra que dolo bla dollest a vendelessit ipsant lam il ipic te non num re parum inciis plignihil inus lorem ipsum amet set dolor ipsum non blaut es moles.

Body Copy: Serif

ADOBE GARAMOND

Adobe Garamond is a highly legible, classic, serif font. This typeface is a great complement to the Sans Serif Trade Gothic, used in headlines and logos.

APPLICATION

The Adobe Garamond weights are to be used in body copy, pull quotes, and miscellaneous information, when a serif font is preferred.

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND REGULAR

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND ITALIC

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND SEMIBOLD

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND SEMIBOLD ITALIC

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND BOLD

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND BOLD ITALIC

Application: Serif Body Copy

HEADLINE
TRADE GOTHIC BOLD CONDENSED NO. 20

INTRO TEXT/PULL QUOTE
TRADE GOTHIC CONDENSED NO. 18

CAPTION/TERTIARY INFO
ADOBE GARAMOND ITALIC

BODY COPY (SERIF)
ADOBE GARAMOND REGULAR

LOREM IPSUM AMET SET DOLOR

RUNT REPED MAXIMPERESTI DITAECU LLACCUSA DOLUPTIANDI TORERIS DOLORIO NECULLAM DOLORE EVERORESTIA

Lorem ipsum que niendit prempore

Lorem ipsum que niendit prempore endament pere vel issi nullab ipsapis experspic totatur accatures accum qui volor secab invelitium versperum simenda volecullam delent aut evel in es et aut is ditaquunt. Lorem ipsum que niendit prempore endament pere vel issi nullab ipsapis experspic totatur accatures accum qui volor secab invelitium versperum simenda volecullam delent aut evel in es et aut is ditaquunt.

Lorem ipsum que niendit prempore endament pere vel issi nullab ipsapis experspic totatur accatures accum qui volor secab invelitium versperum simenda volecullam delent.

SUBHEAD
TRADE GOTHIC BOLD CONDENSED NO. 20

LOREM IPSUM

Aximolo reperum quatquatur sandenient paruptiandi vel is endam facernatem quiberc hilliae perisciti blaut es moles pratusdaepra que dolo bla dollest a vendelessit ipsant lam il ipic te non num re parum inciis plignihil inus lorem ipsum amet set dolor ipsum non blaut es moles.

III. HARMONY ACROSS THE UNITED METHODIST CHURCH

Uniting The United Methodist Church Visually

When organizations of The United Methodist Church identify themselves clearly and consistently with The United Methodist Church, they strengthen each other's reputation and reinforce the key attributes of the brand.

Agencies

Overview

Identifying as a board or an agency will give you credibility at the General Conference and with your constituents within the denomination.

Using your agency logo requires some understanding of what all the parts are, and how they work together.

1 THE CROSS AND FLAME
2 THE ABBREVIATION OF YOUR FULL AGENCY NAME
3 YOUR FULL AGENCY NAME
4 THE DENOMINATION NAME

Each of these has been given a particular font and weight of font so that the user can quickly read and identify who you are. Further, much attention ↓ has been given to the hierarchy of information to ensure that the importance of each element, in relation to the other elements, is displayed. This further helps with legibility.

By honing in on specific parts of the logo, we can cater it to particular audiences.

UNDERSTANDING THE PARTS

Full Logo

The full logo is preferable for use when you would like to employ the full expression of the logo.

MECHANICS

EXAMPLE APPLICATION

Internal Audience Logo

The internal audience logo is preferable for use when your primary audience is *internal*.

MECHANICS

EXAMPLE APPLICATION

External Audience Logo

The external audience logo is preferable for use when your primary audience is *external*.

MECHANICS

EXAMPLE APPLICATION

Brand Promise + Full Logo, Stacked Horizontally

The Brand Promise + full logo is preferable for use when you would like to place your logo adjacent to the Brand Promise in a *horizontal* context.

MECHANICS

EXAMPLE APPLICATION

Brand Promise + Full Logo, Stacked Vertically

The Brand Promise + full logo is preferable for use when you would like to place your logo adjacent to the Brand Promise in a *vertical* context.

MECHANICS

EXAMPLE APPLICATION

Stacking Multiple Agencies

Overview

Some occasions call for two or more agencies to represent themselves at the same time. In those instances, we have made a special usage of the logos. We call this special usage a vertical stack and a horizontal row.

Making this lockup of the logos requires a bit of special knowledge of how design tools work. If you would like your agency displayed with another agency, we would be happy to help set this up for you.

CONTACT UMCOM

Regardless of who sets this up, this section is designed to show you how it works.

Horizontal Row

We call this special usage a horizontal row.

For a horizontal row, we start with the cross and flame and agency all working as normal, including the denomination name. Then, to the right, we create a space that mimics the free space requirements of the stand-alone logo, which is 3 units of measure ↑. We then use a divider line, followed by more space, then the second agency. If there are only two agencies, then you are finished. If there are more than two, simply add more space, the line, more space, then the next agency. You would repeat this until all agencies were represented.

Agencies should be listed in alphabetical order by abbreviation.

If you would like to include the Brand Promise, the same rules apply.

HORIZONTAL ROW

HORIZONTAL ROW WITH BRAND PROMISE

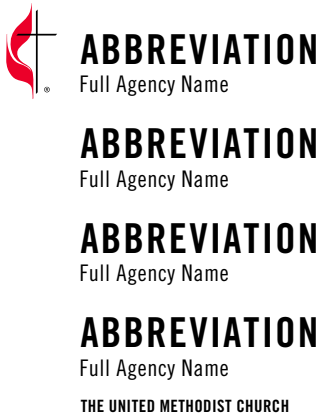
Vertical Stack

We call this special usage a vertical stack.

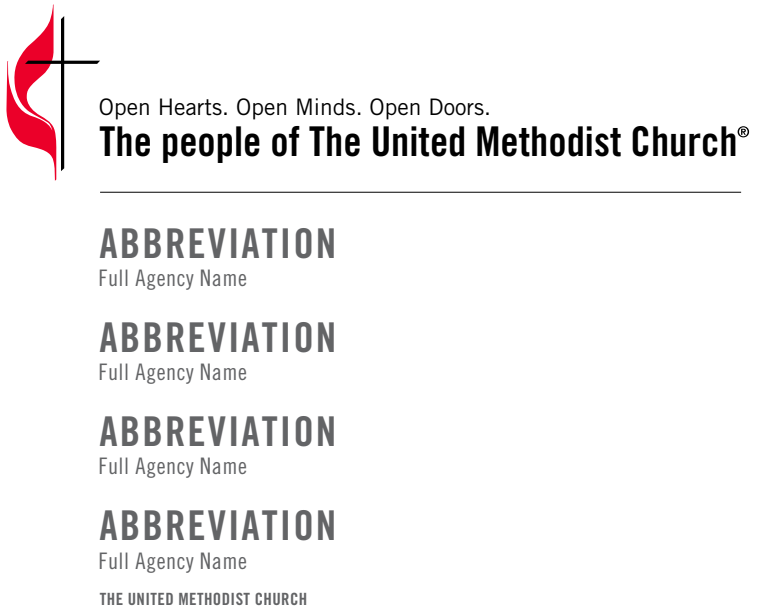
For a vertical stack, the cross and flame and agency all work as normal. The second logo falls under it with spacing that mimics the free space requirements of the stand-alone logo, which is 3 units of measure ↑ . If there are only two agencies, then you can end the stack by placing the denomination name. If there are more agencies involved, then you would simply keep repeating them, paying attention to the spacing. Once complete, you end the stack with the denomination.

Agencies should be listed in alphabetical order by abbreviation.

If you would like to include the Brand Promise, the same rules apply.



VERTICAL STACK



VERTICAL STACK WITH BRAND PROMISE

Agency Subbrands

Overview

Some agencies have special subbrands or campaigns and we have taken this into account. The first thing to consider is if the subbrand or campaign is a public-facing or internal communication.

If the work is more *public-facing,* you might consider giving the campaign its own logo (e.g., Rethink Church).

If your work is *internal*, then your logo would take on the following format. Using your subbrand logo requires some understanding of what all the parts are, how they work together, and how they differ from the agency logo ↑ .

1 THE CROSS AND FLAME
This remains the same.

2 SUBBRAND NAME
We have introduced color to the name and lowercase lettering.

3 ASSOCIATED AGENCY NAME
The agency name goes below so that viewers know what agency the division is attached to.

4 DENOMINATION NAME
This remains the same.

UNDERSTANDING THE PARTS

Subbrand Logo

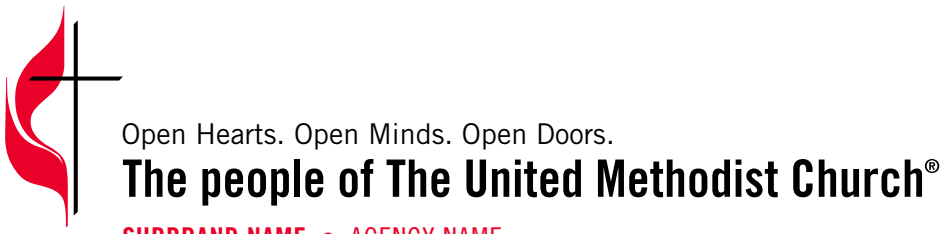
This is as example of the Techshop subbrand of United Methodist Communications.

MECHANICS

EXAMPLE APPLICATION

Subbrand Logo with Brand Promise

The subbrand logo can work in conjunction with the Brand Promise. In this instance, the Brand Promise setup sits above the subbrand name in bold, followed by the corresponding agency name in a lighter weight.



MECHANICS

EXAMPLE APPLICATION

Agency Ministries

Overview

Many agencies have special ministries that work within the community. We would love to see that ministry's work increase through the strength of The United Methodist Church brand. One way to do that is to identify it with the cross and flame.

Overview

Using your agency ministry logo requires some understanding of what all the parts are, how they work together, and how they differ from the agency logo ↑ .

1 THE CROSS AND FLAME

This remains the same.

2 MINISTRY NAME

Notice that the first word in the ministry name is a different weight than the second. This helps identify the ministry quickly. Regardless of how many words your ministry name is, only the latter word “Ministry” (if applicable) carries the lighter weight, while the rest of the words are bold.

3 ASSOCIATED FULL AGENCY NAME

4 DENOMINATION NAME

5 FREE SPACE*

To the right, we have allowed some free space for your conference logo. This would help marry The United Methodist Church brand with your particular conference identity. This is not necessary, but available should you need it. Your logo should work to fit within the boundaries shown here. Please note the spacing, which is 3 units of measure ↑ .

UNDERSTANDING THE PARTS, WITHOUT FREE SPACE (*RECOMMENDED)

UNDERSTANDING THE PARTS, WITH FREE SPACE

Ministry Logo with Brand Promise

The agencies and respective ministries can use the Brand Promise. In this instance, the Brand Promise setup sits above the corresponding information. The only thing you need to add is your ministry name and the full name of your agency.

MECHANICS

Guidelines

Guidelines

FREE SPACE

Please keep free space around all logos. Nothing should crowd the logo or encroach into the space around it. This free space should be no smaller than 3 units of measure ↑ extending from the outermost edges of the logo.

= *1 unit of measure*

= *Free Space (3x3)*

FREE SPACE

MINIMUM SIZE

In order to maintain legibility, there are minimum size requirements.

Please never display the logo at less than ¼ inch. This measurement is taken from the top of the abbreviation to the bottom of the full agency name.

MINIMUM SIZE

Guidelines

DON'T USE ANOTHER ABBREVIATION

Please don't use another abbreviation other than what has already been approved.

DON'T CHANGE THE COLORS

Please don't get too clever with the colors you use.

DON'T REARRANGE THE ELEMENTS

Please don't rearrange the elements. Each part has been intentionally given a particular font, weight, and hierarchy in order to present the information best.

DON'T USE ANOTHER ABBREVIATION

DON'T CHANGE THE COLORS

DON'T REARRANGE THE ELEMENTS

Currently Accepted Agency Logos

General Board of Church and Society
General Board of Discipleship
General Board of Global Ministries
General Board of Higher Education and Ministry
General Council on Finance and Administration
United Methodist Communications, English
United Methodist Communications, Spanish

General Board of Church and Society

FULL LOGO

INTERNAL AUDIENCE LOGO

EXTERNAL AUDIENCE LOGO

BRAND PROMISE + FULL LOGO, STACKED HORIZONTALLY

BRAND PROMISE + FULL LOGO, STACKED VERTICALLY

EACH VARIATION IS AVAILABLE IN:
» *Full Color, All Black, All White*
» *.ai .eps .jpg .png .tif*

General Board of Discipleship

FULL LOGO

BRAND PROMISE + FULL LOGO, STACKED HORIZONTALLY

INTERNAL AUDIENCE LOGO

EXTERNAL AUDIENCE LOGO

BRAND PROMISE + FULL LOGO, STACKED VERTICALLY

EACH VARIATION IS AVAILABLE IN:
» *Full Color, All Black, All White*
» *.ai .eps .jpg .png .tif*

General Board of Global Ministries

FULL LOGO

BRAND PROMISE + FULL LOGO, STACKED HORIZONTALLY

INTERNAL AUDIENCE LOGO

EXTERNAL AUDIENCE LOGO

BRAND PROMISE + FULL LOGO, STACKED VERTICALLY

EACH VARIATION IS AVAILABLE IN:
» *Full Color, All Black, All White*
» *.ai .eps .jpg .png .tif*

General Board of Higher Education and Ministry

HIGHER EDUCATION & MINISTRY
General Board of Higher Education and Ministry
THE UNITED METHODIST CHURCH

FULL LOGO

Open Hearts. Open Minds. Open Doors.
The people of The United Methodist Church®

HIGHER EDUCATION & MINISTRY
General Board of Higher Education and Ministry
THE UNITED METHODIST CHURCH

BRAND PROMISE + FULL LOGO, STACKED HORIZONTALLY

HIGHER EDUCATION & MINISTRY
General Board of Higher Education and Ministry

INTERNAL AUDIENCE LOGO

Open Hearts. Open Minds. Open Doors.
The people of The United Methodist Church®

HIGHER EDUCATION & MINISTRY
General Board of Higher Education and Ministry
THE UNITED METHODIST CHURCH

HIGHER EDUCATION & MINISTRY
The United Methodist Church

EXTERNAL AUDIENCE LOGO

BRAND PROMISE + FULL LOGO, STACKED VERTICALLY

EACH VARIATION IS AVAILABLE IN:
» *Full Color, All Black, All White*
» *.ai .eps .jpg .png .tif*

General Council on Finance and Administration

FULL LOGO

BRAND PROMISE + FULL LOGO, STACKED HORIZONTALLY

INTERNAL AUDIENCE LOGO

EXTERNAL AUDIENCE LOGO

BRAND PROMISE + FULL LOGO, STACKED VERTICALLY

EACH VARIATION IS AVAILABLE IN:
» *Full Color, All Black, All White*
» *.ai .eps .jpg .png .tif*

United Methodist Communications, English

FULL LOGO

BRAND PROMISE + FULL LOGO, STACKED HORIZONTALLY

INTERNAL AUDIENCE LOGO

EXTERNAL AUDIENCE LOGO

BRAND PROMISE + FULL LOGO, STACKED VERTICALLY

EACH VARIATION IS AVAILABLE IN:
» *Full Color, All Black, All White*
» *.ai .eps .jpg .png .tif*

United Methodist Communications, Spanish

COMUNICACIONES
Comunicaciones Metodistas Unidas
LA IGLESIA METODISTA UNIDA

FULL LOGO

Nuestros corazones, nuestras mentes y nuestras puertas están siempre abiertas.
La gente de la Iglesia Metodista Unida®

COMUNICACIONES
Comunicaciones Metodistas Unidas
LA IGLESIA METODISTA UNIDA

BRAND PROMISE + FULL LOGO, STACKED HORIZONTALLY

COMUNICACIONES
Comunicaciones Metodistas Unidas

INTERNAL AUDIENCE LOGO

Nuestros corazones, nuestras mentes y nuestras puertas están siempre abiertas.
La gente de la Iglesia Metodista Unida®

COMUNICACIONES
La Iglesia Metodista Unida

EXTERNAL AUDIENCE LOGO

COMUNICACIONES
Comunicaciones Metodistas Unidas
LA IGLESIA METODISTA UNIDA

BRAND PROMISE + FULL LOGO, STACKED VERTICALLY

EACH VARIATION IS AVAILABLE IN:
» *Full Color, All Black, All White*
» *.ai .eps .jpg .png .tif*

Annual Conferences

Overview

Using your conference logo requires some understanding of what all the parts are and how they work together.

1 THE CROSS AND FLAME

2 YOUR CONFERENCE NAME

Notice that the first word in the conference name is a different weight than the second. This helps identify the conference quickly. Regardless of how many words your conference name is, only the latter word(s) "Conference" or "Annual Conference" carry the lighter weight, while the rest of the words are bolded.

3 DENOMINATION NAME

4 FREE SPACE*

To the right, we have allowed some free space for your conference logo. This would help marry The United Methodist Church brand with your particular conference identity. This is not necessary, but available should you need it. Your logo should work to fit within the boundaries shown here. Please note the spacing, which is 3 units of measure ↑ .

UNDERSTANDING THE PARTS, WITHOUT FREE SPACE (*RECOMMENDED)

UNDERSTANDING THE PARTS, WITH FREE SPACE

Conference Logo

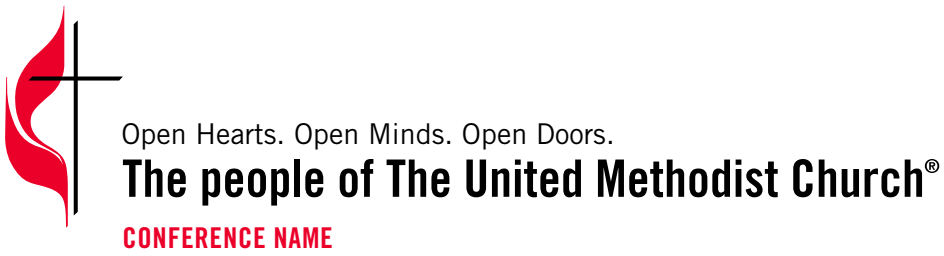
This is an example of the West Michigan Conference. Note that only the word “Conference” carries the lighter weight, while the rest of the name is bolded, despite being multiple words.

MECHANICS

EXAMPLE APPLICATION

Conference Logo with Brand Promise

The annual conference logo can work in conjunction with the Brand Promise. In this instance, the Brand Promise setup sits above the conference name in bold.



MECHANICS

EXAMPLE APPLICATION

Annual Conference Ministries

Overview

Many annual conferences have special ministries that work within the community. We would love to see that ministry's work increase through the strength of The United Methodist Church brand. One way to do that is to identify it with the cross and flame.

Using your annual conference ministry logo requires some understanding of what all the parts are, how they work together, and how they differ from the annual conference logo ↑ .

1 THE CROSS AND FLAME
This remains the same.

2 MINISTRY NAME
Notice that the first word in the ministry name is a different weight than the second. This helps identify the ministry quickly. Regardless of how many words your ministry name is, only the latter word "Ministry" (if applicable) carries the lighter weight, while the rest of the words are bolded.

3 ASSOCIATED CONFERENCE NAME

4 DENOMINATION NAME

5 FREE SPACE*
This remains the same.

UNDERSTANDING THE PARTS, WITHOUT FREE SPACE (*RECOMMENDED)

UNDERSTANDING THE PARTS, WITH FREE SPACE

Ministry Logo with Brand Promise

The annual conferences and respective ministries can use the Brand Promise. In this instance, the Brand Promise setup sits above the corresponding information. The only thing you need to add is your ministry name and the name of your conference.

MECHANICS

Currently Accepted Annual Conference Logos

Baltimore-Washington Conference

Detroit Annual Conference

Michigan Area

West Michigan Conference

Baltimore-Washington Conference

FULL LOGO

FULL LOGO WITH BRAND PROMISE

EACH VARIATION IS AVAILABLE IN:
» *Full Color, All Black, All White, White with Red*
» *.ai .eps .jpg .png .tif*

Detroit Annual Conference

Detroit Annual Conference
The United Methodist Church

FULL LOGO

Open Hearts. Open Minds. Open Doors.
The people of The United Methodist Church®
DETROIT ANNUAL CONFERENCE

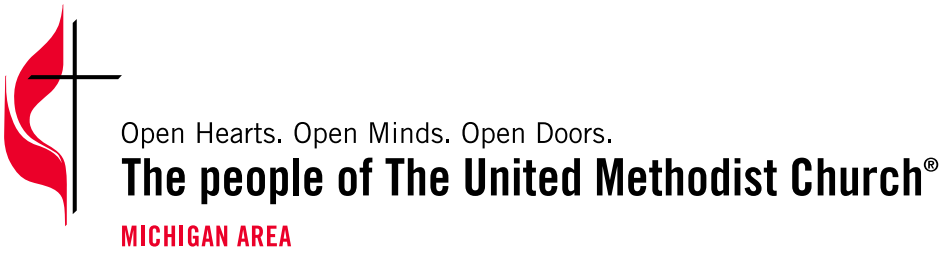
FULL LOGO WITH BRAND PROMISE

EACH VARIATION IS AVAILABLE IN:
» *Full Color, All Black, All White, White with Red*
» *.ai .eps .jpg .png .tif*

Michigan Area

Michigan Area
The United Methodist Church

FULL LOGO



FULL LOGO WITH BRAND PROMISE

EACH VARIATION IS AVAILABLE IN:
» *Full Color, All Black, All White, White with Red*
» *.ai .eps .jpg .png .tif*

West Michigan Conference

FULL LOGO

FULL LOGO WITH BRAND PROMISE

EACH VARIATION IS AVAILABLE IN:
» *Full Color, All Black, All White, White with Red*
» *.ai .eps .jpg .png .tif*

Local Churches

Overview

The local church is the backbone of The United Methodist Church. In most ways, you are the only experience a community, or person, will have with our denomination. Yet, the strength of The United Methodist Church is all 33,000 plus U.S. churches, and thousands more around the world, working together to proclaim the love of Christ through our words and deeds.

If you identify as a United Methodist church, we want you to take full advantage of the strength of the logo. We call it “the cross and flame” and it has a high recognition rate. This means when people see our logo, they will recognize your church as part of our denomination.

Overview

To keep things clear and consistent, which will keep the recognition rate high, we have established a way for your local church to use the cross and flame yet retain your unique identity.

Using your local church logo requires some understanding of what all the parts are, and how they work together.

1 THE CROSS AND FLAME

2 YOUR CHURCH NAME

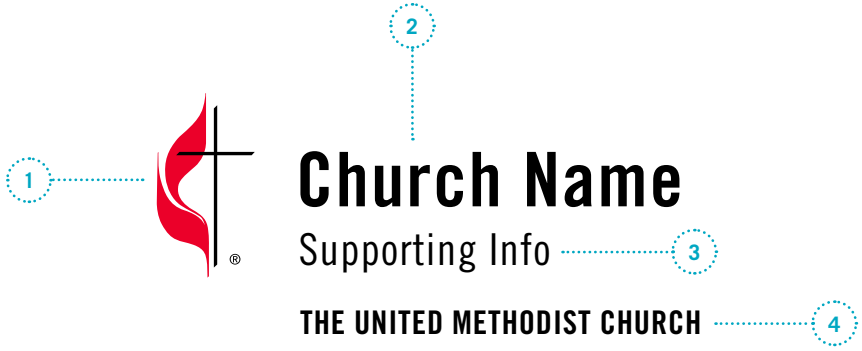
3 SUPPORTING INFO

Optional. This could be anything from a tagline to your location. If you choose to forego, then the denomination name moves to this space.

4 THE DENOMINATION

5 FREE SPACE*

To the right, we have allowed some free space for your church logo. This would help marry The United Methodist Church brand with your particular church identity and the ministry. This is not necessary, but available should you need it. Your logo should work to fit within the boundaries shown here. Please note the spacing, which is 3 units of measure ↑ .



UNDERSTANDING THE PARTS, WITHOUT FREE SPACE (*RECOMMENDED)

UNDERSTANDING THE PARTS, WITH FREE SPACE

Local Church Logo

As an example, Kingswood Church in Dunwoody, Georgia, may opt to lay out their logo as we have here.

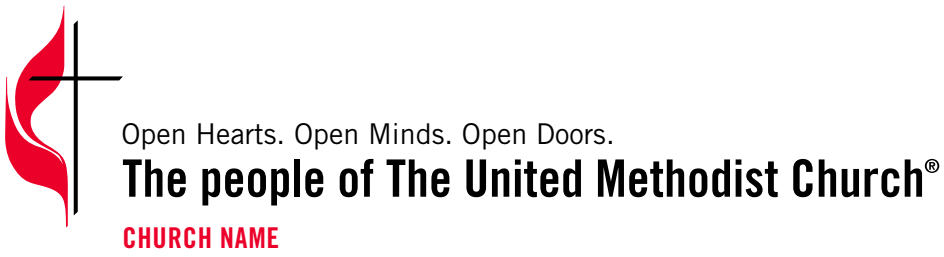
Again, the supporting information (in this case, Dunwoody, Georgia) is not required. You'll also notice that they have chosen not to take advantage of the free space component, resulting in a cleaner logo, which we recommend.

MECHANICS

EXAMPLE APPLICATION

Local Church Logo with Brand Promise

The local churches can use the Brand Promise. In this instance, the Brand Promise setup sits above the church name.



MECHANICS

EXAMPLE APPLICATION

Local Church Ministries

Overview

Many local churches have special ministries that work within the community. We would love to see that ministry's work increase through the strength of The United Methodist Church brand. One way to do that is to identify it with the cross and flame.

Using your local church ministry logo requires some understanding of what all the parts are, how they work together, and how they differ from the local church logo ↑.

1 THE CROSS AND FLAME
This remains the same.

2 MINISTRY NAME
Notice that the first word in the ministry name is a different weight than the second. This helps identify the ministry quickly. Regardless of how many words your ministry name is, only the latter word "Ministry" (if applicable) carries the lighter weight, while the rest of the words are bolded.

3 ASSOCIATED CHURCH NAME

4 DENOMINATION NAME
This remains the same.

5 FREE SPACE*
This remains the same.

UNDERSTANDING THE PARTS, WITHOUT FREE SPACE (*RECOMMENDED)

UNDERSTANDING THE PARTS, WITH FREE SPACE

Ministry Logo

As an example, this is how the lockup would work if Kingswood Church had a ministry to serve the homeless community. Note that only the word “Ministry” carries the lighter weight, while the rest of the name is bolded.

This logo can exist with and without utilizing the free space component.

Ministry Name
Church Name
THE UNITED METHODIST CHURCH

MECHANICS (*RECOMMENDED)

Homelessness Ministry
Kingswood Church
THE UNITED METHODIST CHURCH

EXAMPLE APPLICATION

Ministry Logo with Brand Promise

The local churches and respective ministries can use the Brand Promise. In this instance, the Brand Promise setup sits above the corresponding information. The only thing you need to add is your ministry name and the name of your church.

MECHANICS

EXAMPLE APPLICATION

Other

Overview

Not every logo need will fall into the agency, conference, ministry, church, or subbrand categories. This template is designed to account for these needs and maintain a cohesive brand. Using the “other” logo template requires some understanding of what all the parts are, and how they work together.

1 THE CROSS AND FLAME

2 TITLE A

Bold and light weights are available here. The lighter weight does not have to be used, but cannot be the only weight used.

3 TITLE B

Optional. Denomination name can also live here.

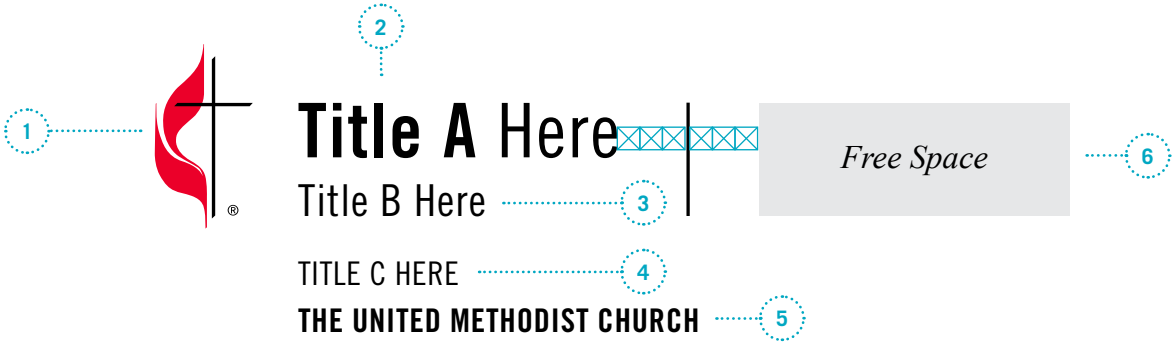
4 TITLE C

Optional. Denomination name can also live here.

5 DENOMINATION NAME

6 FREE SPACE

Optional. To the right, we have allowed some free space for a corresonding logo. Your logo should work to fit within the boundaries shown here. Please note the spacing, which is 3 units of measure ↑ .



UNDERSTANDING THE PARTS

Other Logo

United Methodist Insurance is an example of a brand that doesn't fall into any of the predefined categories.

While there are a number of components available in this template, note that this organization has chosen to utilize what makes the most sense for them.

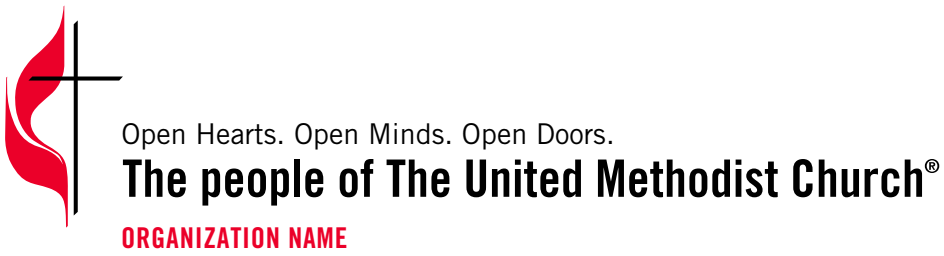
These adaptions include using only the bold weight in TITLE A, moving up the denomination name in lieu of TITLE C content, and foregoing any supplemental identity content in the available free space.

UNDERSTANDING THE PARTS

EXAMPLE APPLICATION

Other Logo with Brand Promise

Any organization that utilizes the “other” template, can feature their logo with the Brand Promise. In this instance, the Brand Promise setup sits above the organization name in bold.



MECHANICS

EXAMPLE APPLICATION

IV. SOCIAL MEDIA

Representing Yourself Online

We live in a digital world, so representing ourselves in digital spaces in a consistent way is important. To some, this may be the only way they experience The United Methodist Church.

Specifically, let's look at how we can have visual harmony on Twitter and Facebook.

Twitter

Header Photo

Header Photo

With Twitter you have the opportunity to use a “header photo.” This can be changed by going into your settings within Twitter and editing your profile.

The header photo should be emotive and inviting in nature as well as representative of your work. A strong focal point and complementary soft background typically do this, as well as create greater visual interest.

Chosen by individual account holders.
1500px X 500px

Guidelines

DON'T USE ARTWORK

As a general rule, avoid using actual artwork in this space, unless it was specifically designed to live in this particular format.

DON'T USE LOW-QUALITY IMAGES

Please avoid low-quality images. As you can see here, these images do not look as crisp.

DON'T USE ARTWORK

DON'T USE LOW-QUALITY IMAGES

Profile Photos

Option 01

Profile photo option one allows for the cross and flame to be the hero.

VARIATION A

Simply the cross and flame on white

Variation A is intended for use by The United Methodist Churches' official social media channels. All the other variations are intended to show connection between other United Methodist also communicating via social media.

VARIATION B - C

A smaller cross and flame on white, and space for your individual entity name.

This is the preferred option for all other United Methodist Church entities. It allows your organization to connect to the official channel while simultaneously expressing your own identity.

VARIATION A
(Official Channels only)

VARIATION B

VARIATION C

Option 02

Profile photo option two allows for the background photography to be the hero, but without losing the cross and flame.

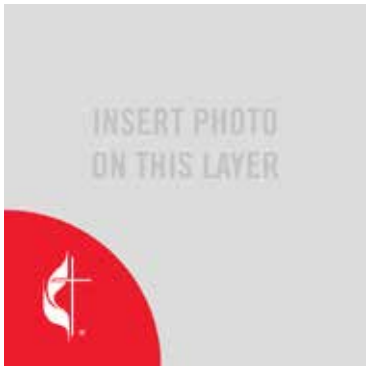
VARIATION A

A background photo with a white cross and flame in a United Methodist Church red bookmark and a white border around the photo

VARIATION B

A background photo with a white cross and flame in a United Methodist Church red half-circle and a white border around the photo

VARIATION A



VARIATION B

Option 02 cont'd

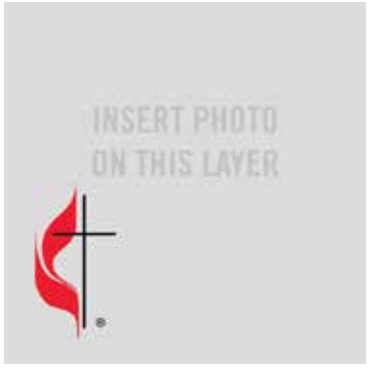
VARIATION C - E

The cross and flame placed in the corner, directly on the photo. This option should only be chosen when good contrast exists with the photo and the cross and flame. Select the color variation that allows for the greatest contrast.

VARIATION F - H

Same as above, but the cross and flame are slightly smaller in scale.

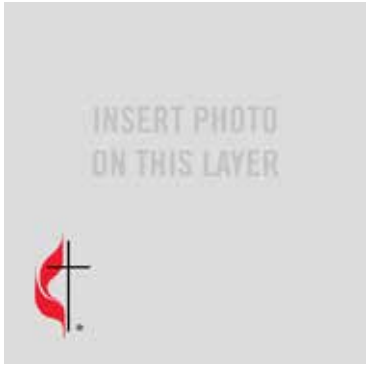
VARIATION C



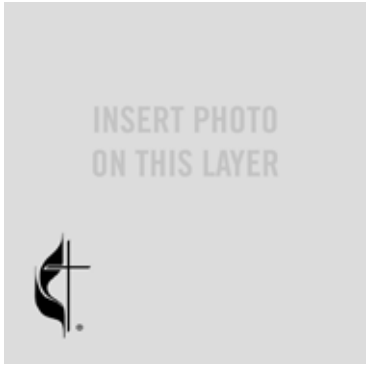
VARIATION D

VARIATION E

VARIATION F



VARIATION G



VARIATION H

Option 02 cont'd

VARIATION I - M

The cross and flame in a box in the lower left corner. The box can be red (I) or black (J) and the cross and flame white. Or, the box can be white (K) with the full red and black cross and flame.

You can also add a red border (L) or black border (M) around the white box.

VARIATION I

VARIATION J

VARIATION K

VARIATION L

VARIATION M

Option 03

Profile photo option three allows background artwork to be the hero, while still maintaing a tie to The United Methodist Church through a tagging system.

VARIATION A - C

If you use a graphic (instead of a photo) you can use a black (A) or red (B) tag in the bottom right with “United Methodist Church” spelled in white type. Or, a white box (C) with the type in black.

VARIATION A

VARIATION B

VARIATION C

Facebook

Cover Photo

Cover Photo

Like Twitter, Facebook allows a large photo, called a “cover photo,” and a smaller photo, called a “profile picture.”

The cover photo should be emotive and inviting in nature as well as representative of your work. A strong focal point and complementary soft background typically do this, as well as create greater visual interest.

Chosen by individual account holders.
851px X 315px

Guidelines

DON'T USE ARTWORK

As a general rule, avoid using actual artwork in this space, unless it was specifically designed to live in this particular format.

DON'T USE LOW-QUALITY IMAGES

Please avoid low-quality images. As you can see here, these images do not look as crisp.

DON'T USE ARTWORK

DON'T USE LOW-QUALITY IMAGES

Profile Photos

Option 01

Profile photo option one allows for the cross and flame to be the hero.

VARIATION A

Simply the cross and flame on white

Variation A is intended for use by The United Methodist Churches' official social media channels. All the other variations are intended to show connection between other United Methodist also communicating via social media.

VARIATION B - C

A smaller cross and flame on white, and space for your individual entity name.

This is the preferred option for all other United Methodist Church entities. It allows your organization to connect to the official channel while simultaneously expressing your own identity.

VARIATION A
(Official Channels only)

VARIATION B

VARIATION C

Option 02

Profile photo option two allows for the background photography to be the hero, but without losing the cross and flame.

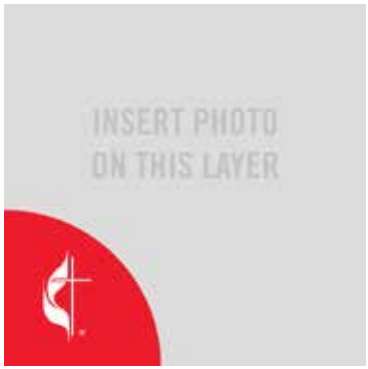
VARIATION A

A background photo with a white cross and flame in a United Methodist Church red bookmark and a white border around the photo

VARIATION B

A background photo with a white cross and flame in a United Methodist Church red half-circle and a white border around the photo

VARIATION A



VARIATION B

Option 02 cont'd

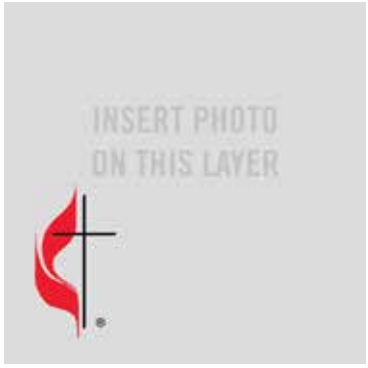
VARIATION C - E

The cross and flame placed in the corner, directly on the photo. This option should only be chosen when good contrast exists with the photo and the cross and flame. Select the color variation that allows for the greatest contrast.

VARIATION F - H

Same as above, but the cross and flame are slightly smaller in scale.

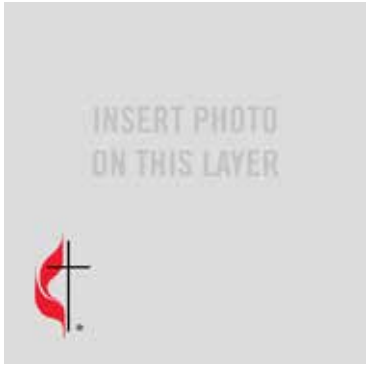
VARIATION C



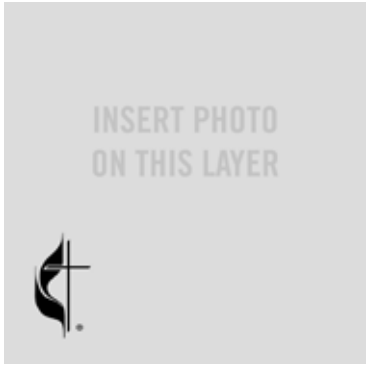
VARIATION D

VARIATION E

VARIATION F



VARIATION G



VARIATION H

Option 02 cont'd

VARIATION I - M

The cross and flame in a box in the lower left corner. The box can be red (I) or black (J) and the cross and flame white. Or, the box can be white (K) with the full red and black cross and flame.

You can also add a red border (L) or black border (M) around the white box.

VARIATION I

VARIATION J

VARIATION K

VARIATION L

VARIATION M

Option 03

Profile photo option three allows background artwork to be the hero, while still maintaing a tie to United Methodist Church through a tagging system.

VARIATION A - C

If you use a graphic (instead of a photo) you can use a black (A) or red (B) tag in the bottom right with “United Methodist Church” spelled in white type. Or, a white box (C) with the type in black.

VARIATION A

VARIATION B

VARIATION C

V. HOW IT ALL WORKS

Learning the Mechanics of Our Logos

Every logo has been carefully and thoughtfully crafted. Each component has been given a particular font and weight of font so that the user can quickly read, identify, and distinguish individual organizations. Further, much attention has been given to the hierarchy of information to ensure that the importance of each element, in relation to the other elements, is displayed. This further helps with legibility.

This section is comprised of the mechanics of each logo, detailing how and why each decision was made.

Brand Promise Logo Mechanics

A New Unit of Measure

A New Unit of Measure

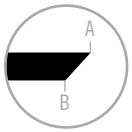
While the Brand Promise was designed to work in harmony with the other logos, it does have one significant difference. The Brand Promise features a cross and flame that is proportionately larger than the cross and flame used on all the other logos.

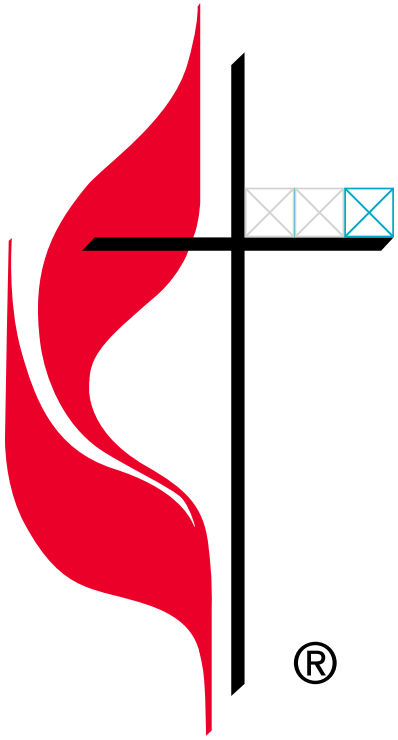
As a result, the Brand Promise operates on a new unit of measure that takes this into account.

DEFINING THE UNIT

The United Methodist Church Brand Harmony unit of measure is defined by one-third of the width of the right portion of the cross (measured to point A rather than point B).

SIDE OF THE CROSS





= 1 UNIT OF MEASURE

Component Alignment and Spacing
Standard Logo

Component Alignment and Spacing

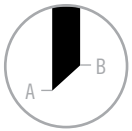
The Brand Promise was built from the bottom up.

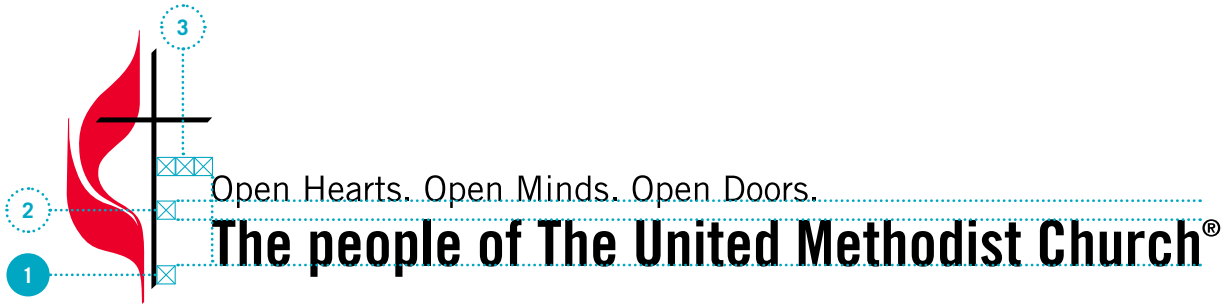
1

The baseline of “The people of The United Methodist Church” is vertically aligned to 1 BP unit of measure ↑ from the height of the right-most point (B) of the bottom of the cross.

(Because both the FULL AGENCY NAME and REGISTRATION MARK exist to the right of the cross, the eye accepts point B rather than point A, as the true baseline.)

BOTTOM OF THE CROSS



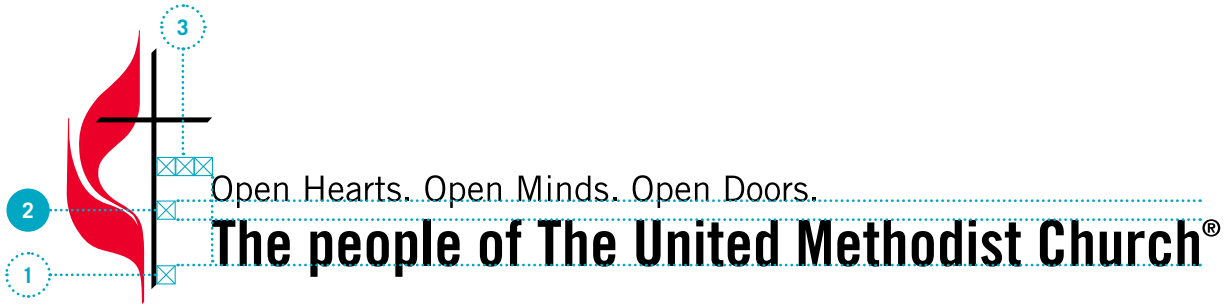


MECHANICS

Component Alignment and Spacing

2

The baseline of “Open Hearts. Open Minds. Open Doors” is vertically aligned to 1 BP unit of measure ↑ from the top of “The people of The United Methodist Church.”



MECHANICS

Component Alignment and Spacing

3

The left margin of all Brand Promise text is exactly 3 units of BP measure ↑ from the right edge of the center of the cross.

(Because all the text exists to the right of the cross, the eye accepts point C rather than point D, as the true edge.)

SIDE OF THE CROSS

MECHANICS

Component Alignment and Spacing
Alternate Logo

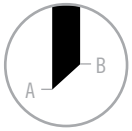
Component Alignment and Spacing

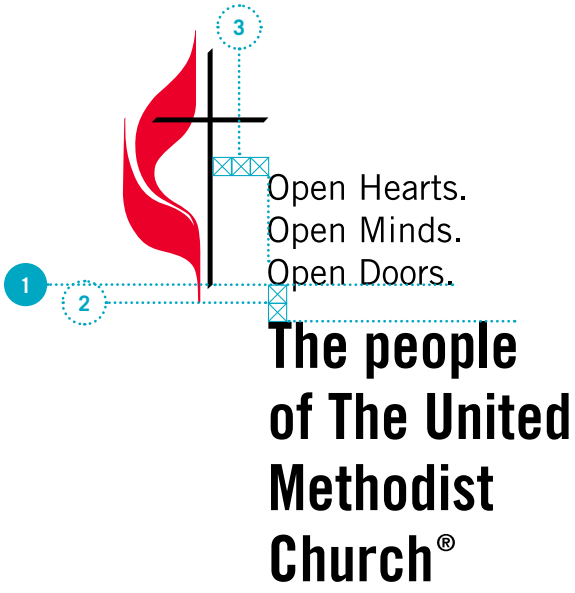
1

The baseline of “Open Doors” is vertically aligned to the height of the right-most point (B) of the bottom of the cross.

(Because all the text exists to the right of the cross, the eye accepts point B rather than point A, as the true baseline.)

BOTTOM OF THE CROSS



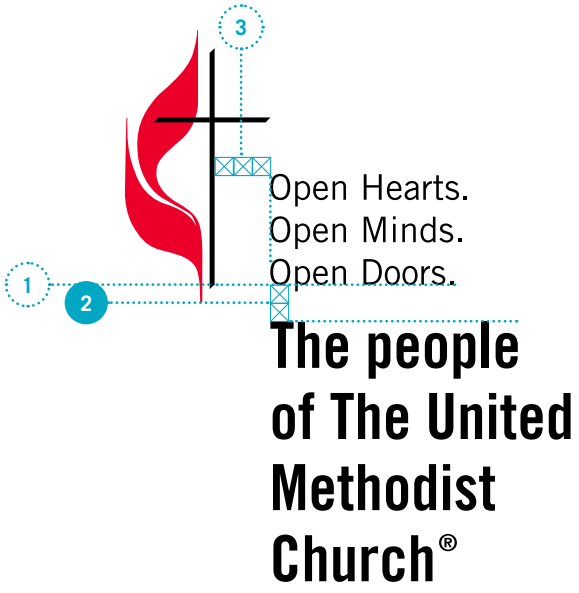


MECHANICS

Component Alignment and Spacing

2

The top of “The people” is 2 units of BP measure ↑ from the bottom of “Open Doors.”



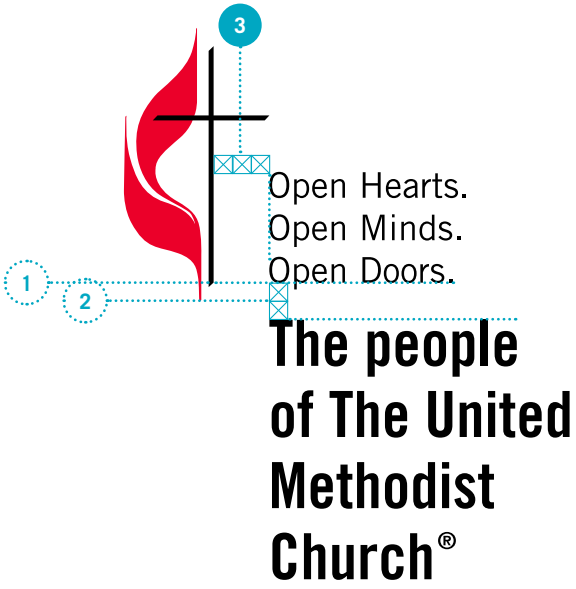
Component Alignment and Spacing

3

The left margin of all Brand Promise text is exactly 3 units of BP measure ↑ from the right edge of the center of the cross.

(Because all the text exists to the right of the cross, the eye accepts point C rather than point D, as the true edge.)

SIDE OF THE CROSS



MECHANICS

Agency Logo Mechanics

Components

Components

1 ABBREVIATION

Operating as a succinct synopsis, our objective is for the user to read the ABBREVIATION first and use it as an entry point to read through the remaining text. If the user does not read past the ABBREVIATION, they will still be informed of the overall notion of the agency before proceeding further.

For the audience that is already familiar with The United Methodist Church and its respective agencies, the ABBREVIATION will serve as a quick reference point that will imply the remaining two lines without needing to be read.

To achieve these objectives, the ABBREVIATION is designed to be the hero of the logo. To do this we have set it in all capital letters, a bold weight, and a considerably larger point size than its counterparts.

MECHANICS

Components

2 FULL AGENCY NAME

The FULL AGENCY NAME is operating in support of the ABBREVIATION, not to supersede it, and not to become detached from it.

To visually convey this idea, the FULL AGENCY NAME is set in a thinner weight, roughly half the point size, and in title case.

Studies suggest that mixed case lettering (as opposed to all capitals) is quicker and easier to read because the brain is actually scanning for the shapes created by the ascenders and descenders of the letters. This notion is most important to consider when setting longer lengths of text. In most instances, the FULL AGENCY NAME will be the longest text within the logo.

MECHANICS

Components

3 DENOMINATION NAME

Operating as tertiary, yet vitally integral text, it is imperative that DENOMINATION NAME feel elegantly distinguished while simultaneously subtle.

To communicate these dual objectives, we have set this text in all caps and at a slightly smaller point size than FULL AGENCY NAME. Text set in all capital letters suggests importance and calls for attention, while the smaller point size keeps the appropriate hierarchy.

MECHANICS

Component Alignment

Component Alignment

1

The top of the ABBREVIATION is in alignment with the top of the horizontal portion of the cross.

Allowing the very top of the cross and flame to protrude above the text provides a welcoming and directional entry point for the eye, and establishes the cross and flame as the hero of the logo.

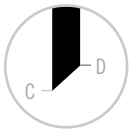
Component Alignment

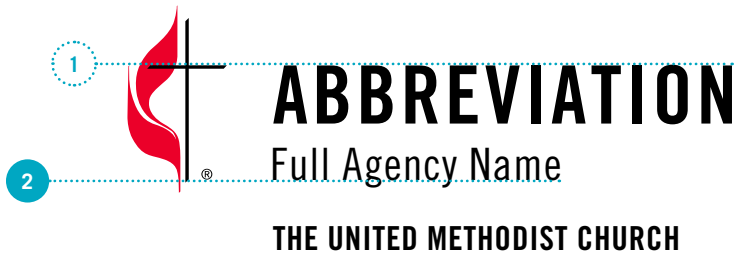
2

The baseline of the FULL AGENCY NAME and REGISTRATION MARK are vertically aligned to the height of the right-most point (D) of the bottom of the cross.

(Because both the FULL AGENCY NAME and REGISTRATION MARK exist to the right of the cross, the eye accepts point D rather than point C, as the true baseline.)

BOTTOM OF THE CROSS





MECHANICS

Component Spacing

Component Spacing

1

We utilized our unit of measure ↑ to determine the appropriate distance to set the text from the cross.

Two units of measure creates a negative space proportional to the space previously established within the cross.

MECHANICS

Component Spacing

2

We have chosen a single unit of measure ↑ to distinguish the FULL AGENCY NAME from the ABBREVIATION.

A single unit of negative space maintains ideal legibility of both titles.

It simultaneously maintains the close proximity of both titles. By the Gestalt principle of proximity, we can assume that the viewer will visually organize the abbreviated and full title into a unified group.

MECHANICS

Component Spacing

3

The negative space between the FULL AGENCY NAME and the DENOMINATION NAME is two units, or double the negative space used between lines of text in note 3.

By the same principle that established the unified grouping of the ABBREVIATION and the FULL AGENCY NAME, the doubled distance here distinguishes the denomination, creating a stronger visual hierarchy.

MECHANICS

Spacing of Stacks

Vertical Stack

3 units of measure ↑ are to be used between each agency and adjacent line. This distance distinguishes agencies from each other, while maintaining integrity of individual logos.

Units of measure should extend from the longer of the two lines of text (either ABBREVIATION or FULL AGENCY NAME).

Spacing within individual agency logos ↑ remains the same as when not stacked.

HORIZONTAL ROW

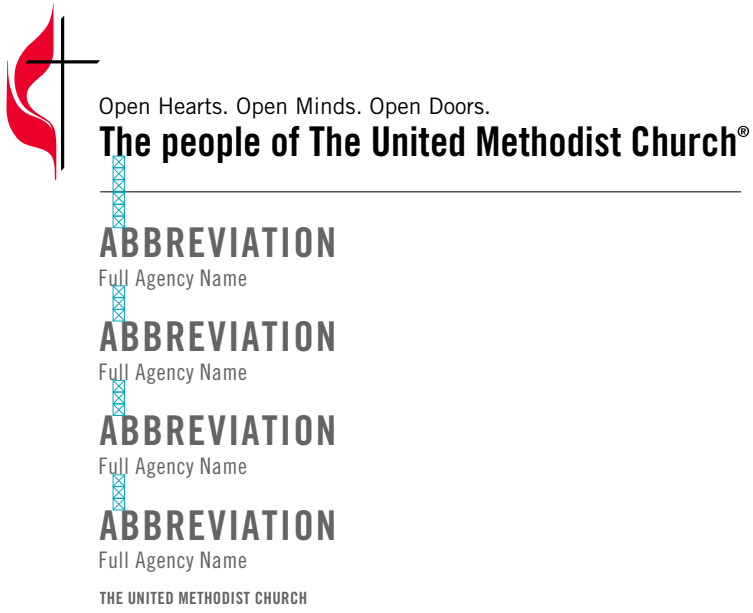
HORIZONTAL ROW WITH BRAND PROMISE

Vertical Stack

3 units of measure ↑ are to be used between each agency. This distance distinguishes agencies from each other, while maintaining integrity of individual logos.

Spacing within individual agency logos ↑ remains the same as when not stacked.

VERTICAL STACK



VERTICAL STACK WITH BRAND PROMISE

Subbrand Logo Mechanics

Components

Component alignment ↑ and Component spacing ↑ both mimic agency mechanics, and are not covered again in this section.

Components

1 SUBBRAND

The full name of the subbrand lives in this space. This element takes on all the same characteristics as the agency logo, with the following exceptions: it is now set in red, with title case lettering.

The title casing in this lockup creates potential descenders that narrow in on the negative space between the name of the SUBBRAND (1) and the FULL AGENCY NAME (2). To account for this, we are reducing the size of the subbrand text by 1 pt.

MECHANICS

Components

2 FULL AGENCY NAME

This element takes on all the same characteristics as the agency logo.

Components

3 DENOMINATION NAME

This element takes on all the same characteristics as the agency logo, with no exceptions.

Supporting Brands Logo Mechanics

(MINISTRIES, CONFERENCES, AND ALL OTHERS)

Components

Component alignment ↑ and component spacing ↑ both mimic agency mechanics, and are not covered again in this section.

Components

1 TITLE A

This element takes on all the same characteristics as the agency logo, with the following exceptions: it now has the option to be both heavy and light weight, and is set in title case lettering.

The title casing in this lockup creates potential descenders that narrow in on the negative space between TITLE A (1) and TITLE B (2). To account for this, we are reducing the size of TITLE A text by 1 pt.

MECHANICS

Components

2 TITLE B

This element takes on all the same characteristics as the agency logo, with no exceptions.

If TITLE B and TITLE C are not needed, DENOMINATION NAME moves into TITLE B space and takes on TITLE B characteristics.

Components

3 TITLE C

If TITLE C is not needed, DENOMINATION NAME moves into TITLE C space but maintains DENOMINATION NAME characteristics, rather than taking on the characteristics established in TITLE C (this is consistent with agency logos).

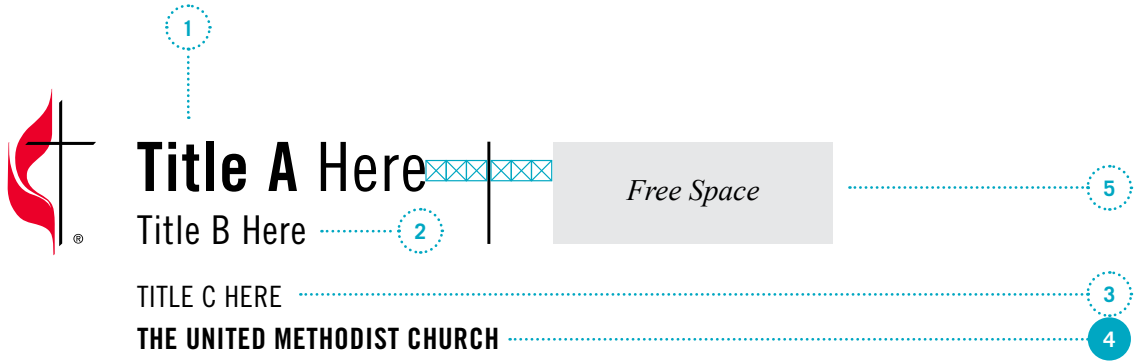
MECHANICS

Components

4 DENOMINATION NAME

This element takes on all the same characteristics as the agency logo, with no exceptions.

DENOMINATION NAME can live in TITLE B and TITLE C sections with certain rules (see respective mechanics).

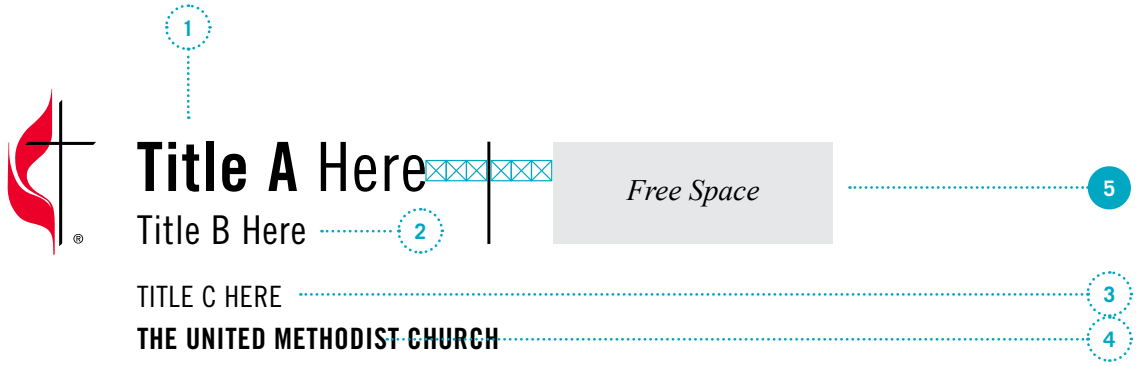


Components

5 FREE SPACE

This space is designed to feature a supporting graphic. The size of this graphic should be relatively proportional to the adjacent logo and not overwhelm it OR get lost next to it.

This graphic should be placed 3 units of measure to the right of the horizontal rule, which is 3 units of measure to the right of TITLE A or TITLE B (whichever is longest). This will create balance and maintain proper hierarchy.



MECHANICS

UPDATED 12/2014