



LOCAL CHURCH SERVICES

BRANDING & LOGO DEVELOPMENT PACKAGES

Below you will find Branding and Logo Development Package options offered by United Methodist Communications (UMCom). Choose an option that will best support your church's ministry needs!

OPTION 1

BRAND STANDARD LOGO

This option works best for a church that wants to utilize the UMC Brand Standards (logo layout below) in their church marketing.

Includes:

- Brand Standard Logos in the brand standard colors and format with wording of choice.
- The logos will be saved as jpg, png, and vector eps files.
- The UMC Branding at a Glance to assist with implementing the UMC Brand Standards in church marketing projects.
- A MissionInsite Report.
- Additional reference resources to help grow your marketing presence.

COST: FREE!



Brand Standard Sample Layout



Questions? Contact the Local Church Services Team at LocalChurchServices@UMCom.org

Find more information about marketing services and promotional grants provided by UMCom at ResourceUMC.org/LCS

LOGO DEVELOPMENT PACKAGES CONTINUED

OPTION 2

SEMI-CUSTOM LOGO

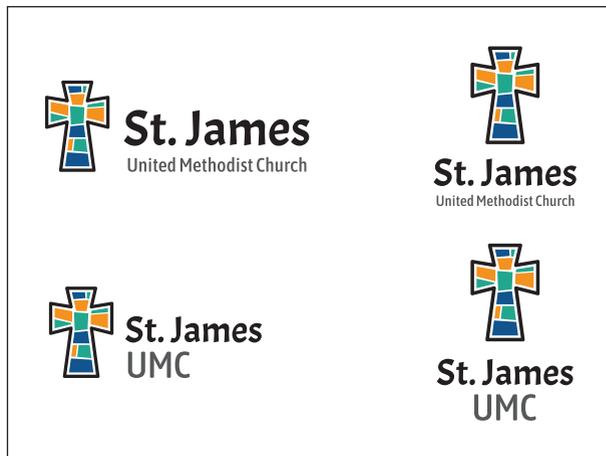
Perfect for a church that wants a logo that is more customized than the brand standard but needs it constructed on a rapid timeline.

Includes:

- Choice of option from our logo vault created with preferred wording and colors.
- Three rounds each of designs and revisions for the logo.*
- The logos will be saved as jpg, png, and vector eps files.
- A logo guide to assist with implementing the new logo in church marketing projects.
- A MissionInsite report.
- Additional reference resources to help grow your marketing presence.

COST: \$99.99

** After the three rounds each of designs and revisions, an additional fee may be added to cover any additional services.*



Logo Vault Sample Client



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LOGO DEVELOPMENT PACKAGES CONTINUED

OPTION 3

CUSTOM LOGO

This option is perfect for churches that want a logo fully customized to their requests.

Includes:

- A custom designed logo.
- Three rounds each of designs and revisions for the logo.*
- The logos will be saved as jpg, png, and vector eps files.
- A logo guide to assist with implementing the new logo in church marketing projects.
- A MissionInsite report.
- Additional reference resources to help grow your marketing presence.

COST: \$249.99

** After the three rounds each of designs and revisions, an additional fee may be added to cover any additional services.*



Custom Logo Sample Client



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LOGO DEVELOPMENT PACKAGES CONTINUED

OPTION 4

LOGO RECREATION

If your church already has a logo, but you are in need of a complete, high-resolution set of files for use across marketing channels from online to print, we can help with that!

Includes:

- Recreation of current logo artwork.**
- The logo will be saved as jpg, png, and vector eps files.
- A logo guide to assist with implementing the recreated logo in church marketing projects.
- Additional reference resources to help grow your marketing presence.

COST: \$99.99

*** The artist will do their best with the artwork submitted. The highest quality available artwork is necessary from the client for this. The client must have rights to utilize the artwork for marketing purposes.*



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NEED MORE ASSISTANCE WITH THE VISUAL ASPECTS OF YOUR MARKETING PRESENCE?

VISUAL BRANDING AUDIT

Not sure how your church appears to your surrounding community? We're here to assist your church with a comprehensive visual branding audit. This audit will provide you with ways to maintain and improve the implementation of the visual aspects of your branding. Once the audit is completed, the Logo and Branding options above can be reviewed to find the best solution for your church.

Includes:

- MissionInsite report.
- Written analysis of the visual aspects of provided marketing materials from the client (links to social media and website; copies / images of printed materials utilized by the church currently; logos; photos; letterhead / stationery / business cards; signage; apparel; etc.)
- Additional reference resources to help grow your marketing presence.

COST: \$99.99***

*** The fee from your branding audit will go towards any Logo Package you choose.



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