



FOR THE PEOPLE OF THE UNITED METHODIST CHURCH

THE BRAND MANUAL

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.*

Table of Contents

- I ABOUT THIS MANUAL 01**
 - Understanding How Our Brand Works*
 - WHY 02

- II THE UNITED METHODIST CHURCH BRAND 05**
 - Using the Cross and Flame and Supporting Assets*
 - THE LOGO 06
 - THE COLOR PALETTE..... 14
 - THE FONTS..... 17

- III HARMONY ACROSS THE UNITED METHODIST CHURCH..... 23**
 - Uniting the United Methodist Church Visually*
 - AGENCIES 24
 - ANNUAL CONFERENCES 54
 - LOCAL CHURCHES..... 61
 - OTHER 69

- IV HOW IT ALL WORKS 73**
 - Learning the Mechanics of Our Logos*
 - BRAND PROMISE LOGO MECHANICS 74
 - AGENCY LOGO MECHANICS 83
 - SUBBRAND LOGO MECHANICS 95
 - SUPPORTING BRANDS LOGO MECHANICS..... 100



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.

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.



ABOUT

LOGO

HARMONY

MEDIA

MECHANICS

The Logo

Establishing the Unit of Measure

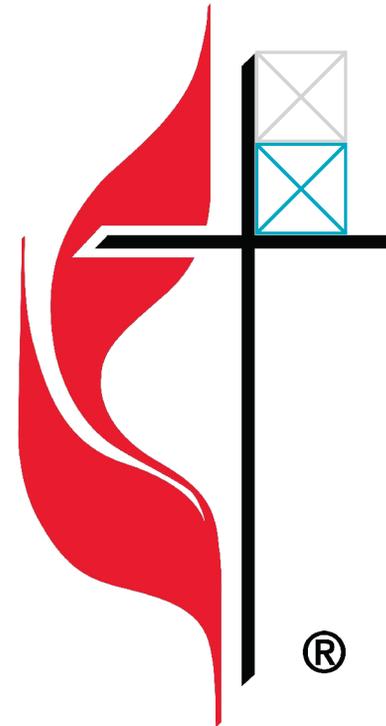
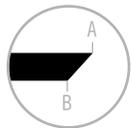
In order to create a unified system of logos, there must be a unit of measure to serve as the foundation for all subsequent measures.

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.

There is a “stroke” or line around the cross in both color and black and white usages. This helps to define the shapes of the cross and the flame. Previous usage of the cross and flame without the stroke is still acceptable. Church signage and other materials do not need to be replaced for this singular edit.



COLOR



BLACK



WHITE



WHITE WITH RED

Guidelines

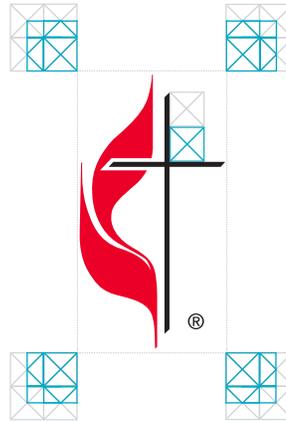
When using the cross and flame, there are a couple important things to remember.

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 **1.5 units of measure** ↑ extending from the outermost edges of the mark.

 = 1 unit of measure

 = Free Space (2x2)



LEAVE FREE SPACE



 DON'T ALTER THE COMPONENTS



 DON'T CHANGE THE COLORS

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.



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, French, Korean, Spanish, Portuguese.

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.



Open Hearts. Open Minds. Open Doors.

The people of The United Methodist Church®

STANDARD BRAND PROMISE



Open Hearts.
Open Minds.
Open Doors.

**The people
of The United
Methodist
Church®**

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

Color Palette

REDS

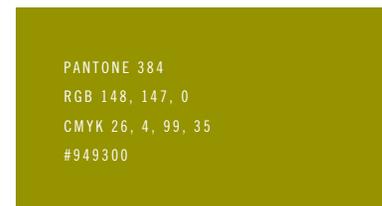
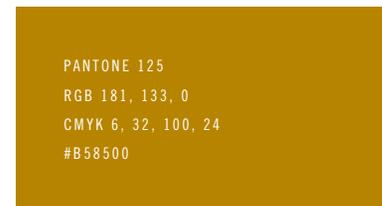
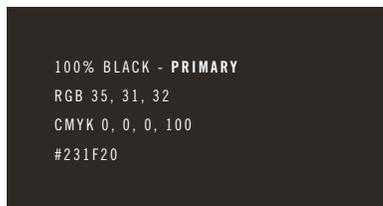
The red palette is comprised of the primary UMC Red, and various shades derived from it.

NEUTRALS

The neutral palette is designed to offset and compliment the striking nature of the red palette.

ACCENTS

Accent colors are to be used where highlighting or emphasis is needed. These colors are not to be used as body copy.



Application of Color

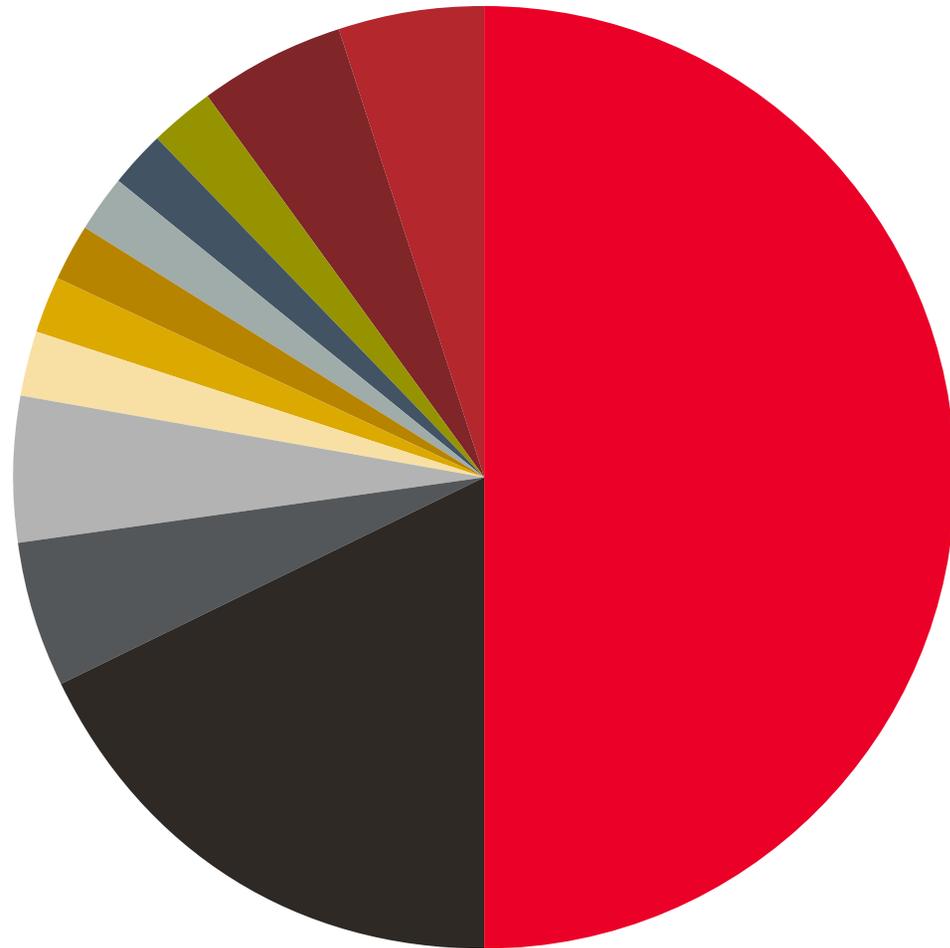
In order to maintain a cohesive aesthetic, the color palette should be applied in a proportionate manner.

Naturally, the red is strikingly more significant than the rest of the palette, so its usage must be purposeful and strategic when used.

That being said, red is the primary color and is to serve as the foundation for the rest of the colors.

The burgundy and the neutrals add depth and breadth to this red, while simultaneously anchoring it.

The complimentary colors should be used in the smallest proportion, in the form of accents.





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

ABCDEFGHIJKLMNQRSTU-

VWXYZ abcdefghijklmnopqrstu-

vwxyz 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

ABCDEFGHIJKLMNQRSTU-
VWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

TRADE GOTHIC LIGHT

Aa

ABCDEFGHIJKLMNQRSTU
VWXYZ
abcdefghijklmnopqrstu
vwxyz
1234567890

TRADE GOTHIC LIGHT OBLIQUE

Aa

ABCDEFGHIJKLMNQRSTU
VWXYZ
abcdefghijklmnopqrstu
vwxyz
1234567890

TRADE GOTHIC MEDIUM

Aa

ABCDEFGHIJKLMNQRSTU
VWXYZ
abcdefghijklmnopqrstu
vwxyz
1234567890

TRADE GOTHIC OBLIQUE

Aa

ABCDEFGHIJKLMNQRSTU-
VWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

TRADE GOTHIC BOLD NO. 2

Aa

ABCDEFGHIJKLMNQRSTU-
VWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

TRADE GOTHIC BOLD NO. 2 OBLIQUE



Application: *Sans* Serif Body

HEADLINE

TRADE GOTHIC BOLD CONDENSED NO. 20

LOREM IPSUM AMET SET DOLOR

INTRO TEXT/PULL QUOTE

TRADE GOTHIC CONDENSED NO. 18

RUNT REPED MAXIMPERESTI DITAECU LLACCUSA DOLUPTIANDI
TORERIS DOLORIO NECULLAM DOLORE EVERORESTIA

CAPTION/TERTIARY INFO

ADOBE GARAMOND ITALIC

Lorem ipsum que niendit prempore

BODY COPY (SANS SERIF)

TRADE GOTHIC LIGHT

Lorem ipsum que niendit prempore endament pere vel issi nullab ipsapis experspic totatur accatures ac- cum 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 ac- cum 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 quiberchilliae 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-
VWXYZ abcdefghijklmnopqrstuvwxyz
1234567890*

ADOBE GARAMOND SEMIBOLD ITALIC

Aa ABCDEFGHIJKLMNOPQRSTU-
VWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND BOLD

Aa ABCDEFGHIJKLMNOPQRSTU-
VWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND BOLD ITALIC

Application: Serif Body

HEADLINE

TRADE GOTHIC BOLD CONDENSED NO. 20

LOREM IPSUM AMET SET DOLOR

INTRO TEXT/PULL QUOTE

TRADE GOTHIC CONDENSED NO. 18

RUNT REPED MAXIMPERESTI DITAECU LLACCUSA DOLUPTIANDI
TORERIS DOLORIO NECULLAM DOLORE EVERORESTIA

CAPTION/TERTIARY INFO

ADOBE GARAMOND ITALIC

Lorem ipsum que niendit prempore

BODY COPY (SERIF)

ADOBE GARAMOND REGULAR

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 pratusdaepa 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.



ABOUT

LOGO

HARMONY

MEDIA

MECHANICS

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



UNDERSTANDING THE PARTS

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.

Full Logo

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

In certain situations with limited horizontal space, a more square-oriented version of the logo may be required. In those instances, an approved alternate layout centers the cross and flame above the agency name. This alternate usage applies to the full, internal and external logos.



MECHANICS



EXAMPLE APPLICATION

Internal Audience

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



ABBREVIATION

Full Agency Name

MECHANICS



COMMUNICATIONS

United Methodist Communications

EXAMPLE APPLICATION

External Audience

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



ABBREVIATION
The United Methodist Church

MECHANICS



COMMUNICATIONS
The United Methodist Church

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.



Open Hearts. Open Minds. Open Doors.

The people of The United Methodist Church®

ABBREVIATION

Full Agency Name

THE UNITED METHODIST CHURCH

MECHANICS



Open Hearts. Open Minds. Open Doors.

The people of The United Methodist Church®

COMMUNICATIONS

United Methodist Communications

THE UNITED METHODIST CHURCH

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.



Open Hearts. Open Minds. Open Doors.

The people of The United Methodist Church®

ABBREVIATION

Full Agency Name

THE UNITED METHODIST CHURCH

MECHANICS



Open Hearts. Open Minds. Open Doors.

The people of The United Methodist Church®

COMMUNICATIONS

United Methodist Communications

THE UNITED METHODIST CHURCH

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

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 [1.5 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

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 [1.5 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.



ABBREVIATION

Full Agency Name

THE UNITED METHODIST CHURCH

VERTICAL STACK



Open Hearts. Open Minds. Open Doors.

The people of The United Methodist Church®

ABBREVIATION

Full Agency Name

THE UNITED METHODIST CHURCH

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 publicfacing 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

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



Subbrand

Full Agency Name

THE UNITED METHODIST CHURCH

MECHANICS



Techshop

United Methodist Communications

THE UNITED METHODIST CHURCH

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.



Open Hearts. Open Minds. Open Doors.

The people of The United Methodist Church®

SUBBRAND NAME • AGENCY NAME

MECHANICS



Open Hearts. Open Minds. Open Doors.

The people of The United Methodist Church®

TECHSHOP • UNITED METHODIST COMMUNICATIONS

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.



Open Hearts. Open Minds. Open Doors.

The people of The United Methodist Church®

MINISTRY NAME • FULL AGENCY NAME

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



 ¼ INCH

MINIMUM SIZE

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.

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 USE ANOTHER ABBREVIATION



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 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



BRAND PROMISE + FULL LOGO, STACKED HORIZONTALLY



INTERNAL AUDIENCE LOGO



BRAND PROMISE + FULL LOGO, STACKED VERTICALLY



EXTERNAL AUDIENCE LOGO

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



BRAND PROMISE + FULL LOGO, STACKED VERTICALLY



EXTERNAL AUDIENCE LOGO

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



BRAND PROMISE + FULL LOGO, STACKED VERTICALLY



EXTERNAL AUDIENCE LOGO

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

General Board of Higher Education and Ministry



FULL LOGO



BRAND PROMISE + FULL LOGO, STACKED HORIZONTALLY



INTERNAL AUDIENCE LOGO



BRAND PROMISE + FULL LOGO, STACKED VERTICALLY



EXTERNAL AUDIENCE LOGO

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

General Council on Finance and Administration



FULL LOGO



BRAND PROMISE + FULL LOGO, STACKED HORIZONTALLY



INTERNAL AUDIENCE LOGO



BRAND PROMISE + FULL LOGO, STACKED VERTICALLY



EXTERNAL AUDIENCE LOGO

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

United Methodist Communications, English



FULL LOGO



BRAND PROMISE + FULL LOGO, STACKED HORIZONTALLY



INTERNAL AUDIENCE LOGO



BRAND PROMISE + FULL LOGO, STACKED VERTICALLY



EXTERNAL AUDIENCE LOGO

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

United Methodist Communications, Spanish



FULL LOGO



BRAND PROMISE + FULL LOGO, STACKED HORIZONTALLY



INTERNAL AUDIENCE LOGO



BRAND PROMISE + FULL LOGO, STACKED VERTICALLY



EXTERNAL AUDIENCE LOGO

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





ABOUT

LOGO

HARMONY

MEDIA

MECHANICS

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.



Conference Name
The United Methodist Church

MECHANICS



West Michigan Conference
The United Methodist Church

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.



Open Hearts. Open Minds. Open Doors.

The people of The United Methodist Church®

MINISTRY NAME • CONFERENCE NAME

MECHANICS



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.



Church Name

Supporting Info

THE UNITED METHODIST CHURCH

Free Space

MECHANICS



Kingswood Church

Dunwoody, Georgia

THE UNITED METHODIST CHURCH

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.



Open Hearts. Open Minds. Open Doors.

The people of The United Methodist Church®

MINISTRY NAME • CHURCH NAME

MECHANICS



Open Hearts. Open Minds. Open Doors.

The people of The United Methodist Church®

HOMELESSNESS MINISTRY • KINGSWOOD CHURCH

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.

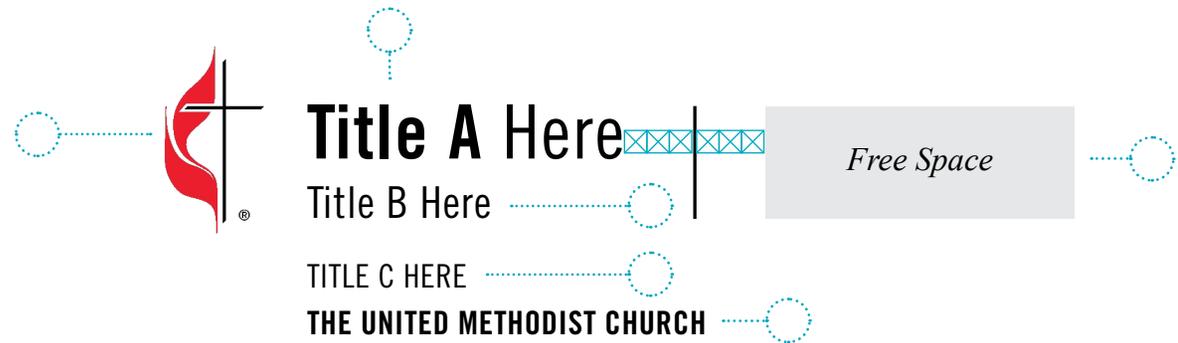
4 TITLE C

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 corresponding 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 adaptations 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.



Title A Here
Title B Here

Free Space

TITLE C HERE
THE UNITED METHODIST CHURCH

UNDERSTANDING THE PARTS



United Methodist Insurance
Property & Casualty Coverage for Your Ministry
THE UNITED METHODIST CHURCH

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.



Open Hearts. Open Minds. Open Doors.

The people of The United Methodist Church®

ORGANIZATION NAME

MECHANICS



Open Hearts. Open Minds. Open Doors.

The people of The United Methodist Church®

UNITED METHODIST INSURANCE

EXAMPLE APPLICATION

IV. 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.



ABOUT

LOGO

HARMONY

MEDIA

MECHANICS

Brand Promise Logo Mechanics

A New Unit of Measure

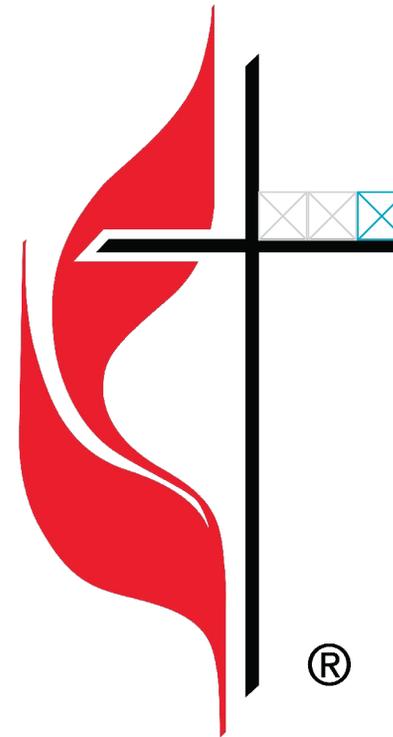
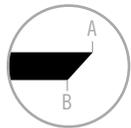
While the Brand Promise was designed to work in harmony with the other logos, it does have one significant difference. The Brand Promise features a cross and flame that is proportionately larger than the cross and flame used on all the other logos.

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

The Brand Promise was built from the bottom up.

1

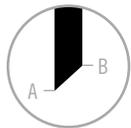
The baseline of “The people of The United Methodist Church” is vertically aligned to 1 BP unit of measure ↑ from the height of the right-most point (B) of the bottom of the cross.

(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.)



MECHANICS

BOTTOM OF
THE CROSS



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

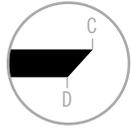
3

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

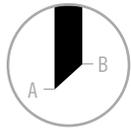
Component Alignment and Spacing

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

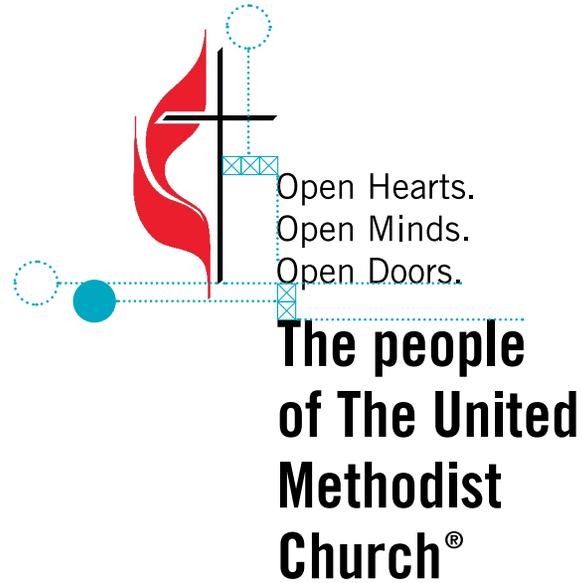


MECHANICS

Component Alignment and Spacing

2

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



MECHANICS

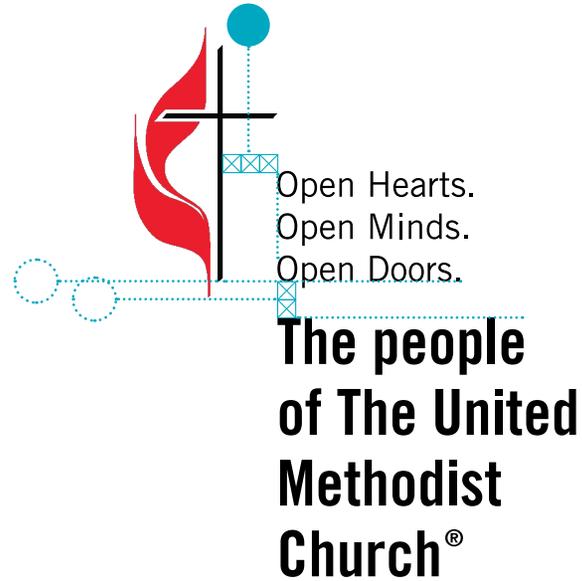
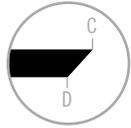
Component Alignment and Spacing

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



ABOUT

LOGO

HARMONY

MEDIA

MECHANICS

Agency Logo Mechanics

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.



ABBREVIATION

Full Agency Name

THE UNITED METHODIST CHURCH



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.



ABBREVIATION

Full Agency Name

THE UNITED METHODIST CHURCH 3

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.



ABBREVIATION

Full Agency Name

THE UNITED METHODIST CHURCH

MECHANICS

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.



MECHANICS



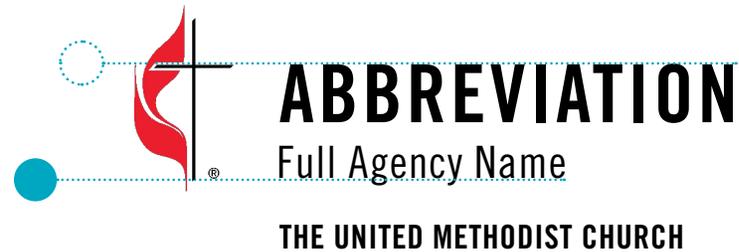
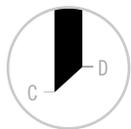
Component Alignment

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

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

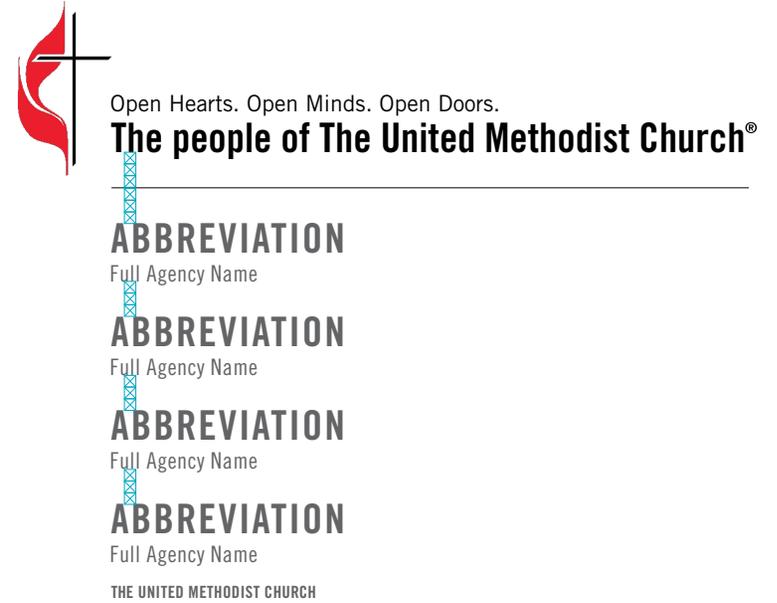
Vertical Stack

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



ABOUT

LOGO

HARMONY

MEDIA

MECHANICS

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.



Subbrand

Full Agency Name

THE UNITED METHODIST CHURCH



MECHANICS

Components

2 FULL AGENCY NAME

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



MECHANICS

Components

3 DENOMINATION NAME

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



MECHANICS



Supporting Brands Logo Mechanics

(MINISTRIES, CONFERENCES, AND ALL OTHERS)



Components

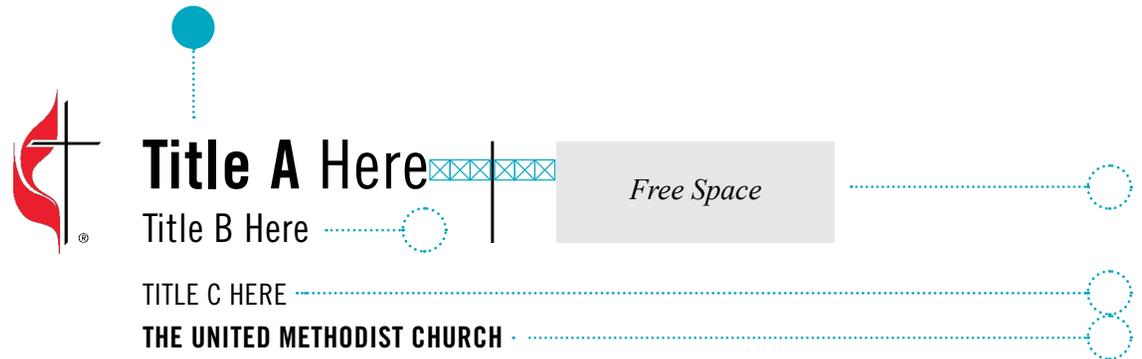
[Component alignment ↑](#) and [component spacing ↑](#) both mimic agency mechanics, and are not covered again in this section.

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.



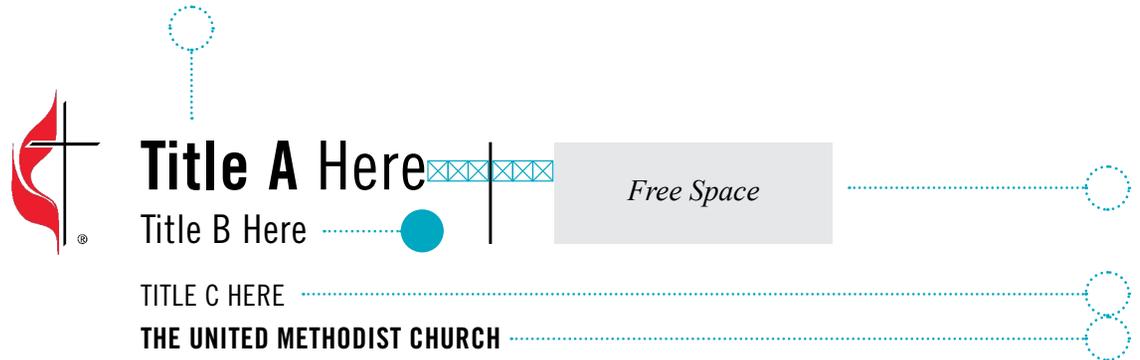
MECHANICS

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.

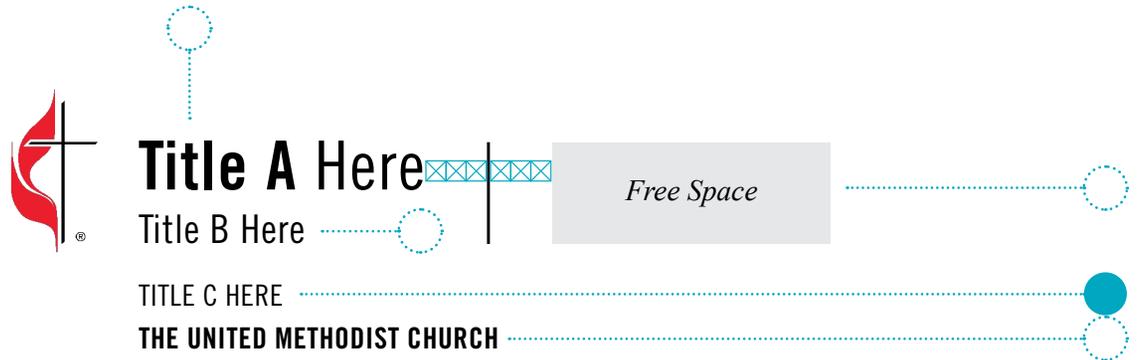


MECHANICS

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).



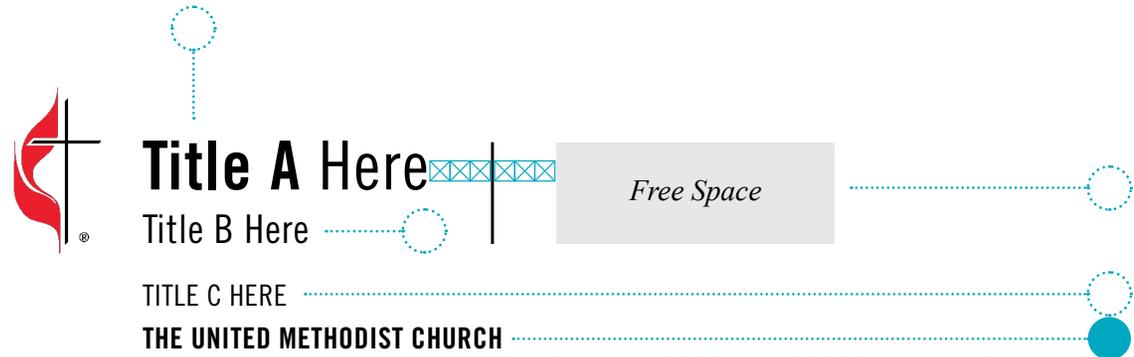
MECHANICS

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).



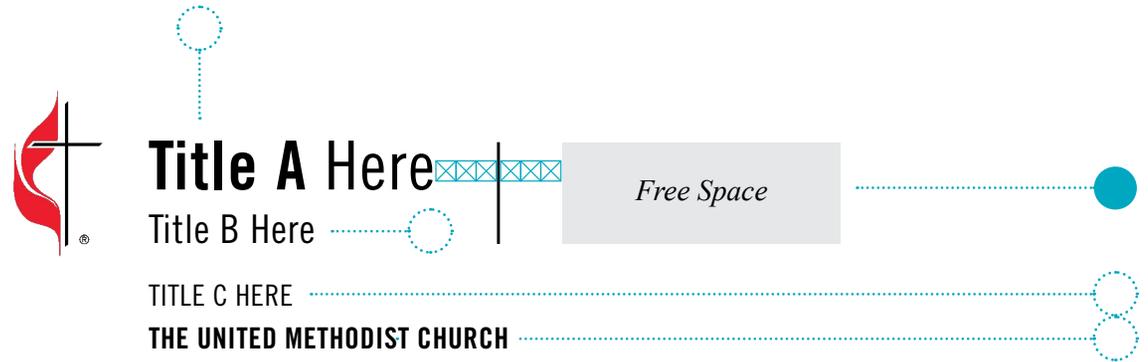
MECHANICS

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



THANK YOU