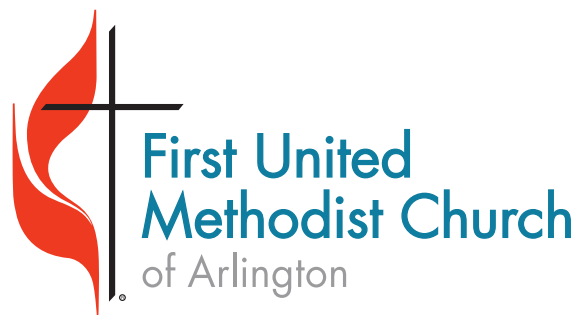




Brand
Guidelines
2010



The Importance Of Branding

It is impossible to overemphasize the importance of brand consistency. Endless studies prove consistency increases awareness and helps cement an emotional connection to a brand. The more single-minded we are, the more powerful the First United Methodist Church of Arlington brand will be. It's that simple.

We created these guidelines so the tenets of the brand are not just in the hearts and minds of a few, but everyone who will touch this brand and share it with the world.

Branding guidelines ensure that the visual design elements of First United Methodist Church of Arlington (FUMC) are applied correctly in every application in which the FUMC logo is identified.

Building the FUMC Brand

A brand is created in the hearts and minds of those we interact with. Brands are an emotional connection.

The importance of building the FUMC brand identity is vital to our success as a church. It reflects the mood and tone to be captured in every piece of communication - advertising, newsletters, brochures, signs, websites, etc. Branding captures the thought that every point of contact that an individual has with FUMC should reflect the same tone. But having the same tone does not necessarily mean that every piece of communications must look the same.



Logo

Core Elements

The First United Methodist Church of Arlington’s logo consists of two elements:

1. United Methodist Church “Cross and Flame”
2. The FUMC logotype

The FUMC logo should not be redrawn, digitally manipulated or altered.

The logo must always be reproduced from a digital master reference. This is available in eps, jpeg, and gif format. Please ensure the appropriate artwork format is used.

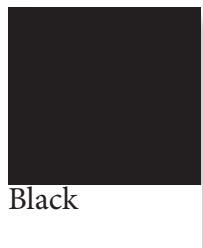
File Formats:

- eps: professional usage
- jpeg: desktop publishing
- gif: digital usage

Color

The logo’s main four colors are shown at left.

Cross and Flame



Black



PANTONE®
185 C

PMS 185
R239 B62 G35
C0 M91 Y100 K0

FUMC logotype



PANTONE®
634 C

R0 G118 B152
C100 M0 Y9 K40



PANTONE®
11 C

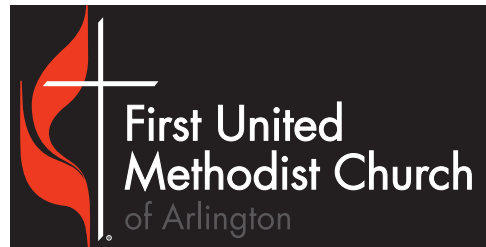
R113 B112 G115
C0 M2 Y0 K68



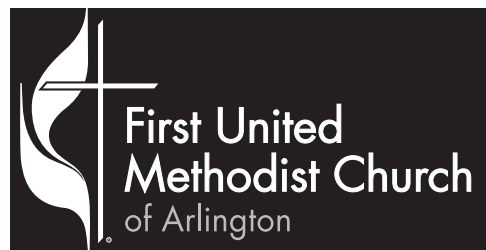
Color Treatment A



Color Treatment B



Color Treatment C



Color Treatment D

Logo

Accessibility

The logo must always have good contrast with the background to ensure maximum impact and accessibility.

Our logo needs to appear on a wide range of applications and can be applied in a number of acceptable color treatments. Pantone 634 (color treatment A) is the primary option and the first choice for reproducing our logo when appearing in color.

On black and white applications (e.g. newspaper advertising) the black version (color treatment B) should be used.

For color printing on a dark background, white type with a red flame may be used (color treatment C).

For single color printing on a black background, the white version (color treatment D) may be used.

Halftone and photographic backgrounds

Where it is necessary to reproduce our logo over a halftone or photographic background, take care that the area around the logo is sufficiently light or dark to make it clearly legible.

Logo

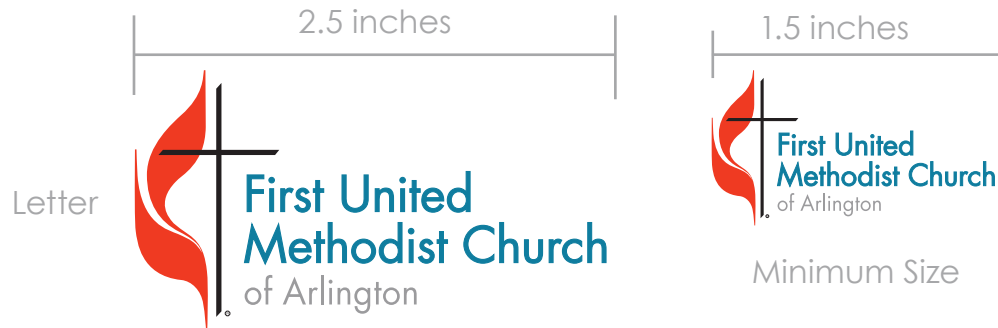
Exclusion Zone

In order to maximize its visual presence the logo requires a surrounding area clear of any other graphic elements or text.

The minimum exclusion zone is equal to the width of the flame of the “Cross and Flame.” Always allow at least this amount of clear space around the logo. It is important that this rule is observed and the exclusion zone is maintained at all times.

The recommended minimum clearance is to protect the logo. The logo will appear on many different applications and formats and this will help give it clarity and presence. This is not a placement guide. It is a minimum only.





Logo

Recommended Sizing

Logo size consistency is important when producing a wide range of communications.

Size Format

Shown here are the recommended sizes for reproductions across the three most common paper sizes.

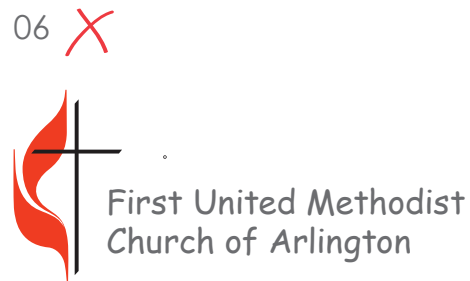
- Letter (8.5 x 11 inches): 2.5 inches**
- Legal (8.5 x 14 inches): 3.5 inches**
- Ledger (11 x 17 inches): 4.5 inches**

Minimum Size

Our logo must be clearly visible and reproduced consistently. For this reason a minimum size has been established. The size is 1.5 inches across the width of the logo.

Alternative size

The logo is reduced or enlarged proportionately to accommodate alternative sizes. It must never be compressed or expanded but always scaled up or down **in proportion.**



Logo

Do's and Don'ts

01 Proper Size and Format
The logo is larger than the minimum width of 1.5 inches

02 Compressed
The logo should always be scaled up or down in proportion

03 Cropped
Do not cut off any part of the Cross and Flame or FUMC logotype

04 Rotated
Do not rotate the logo

05 Recolored
Do not change the colors of the logo

06 Font
Do not change the font of the logo

07 Substitution
Do not substitute the Cross and Flame for the FUMC logo



Come Worship. Stay Learn. Go Serve.

Come Worship.
Stay Learn.
Go Serve.

Come Worship. Stay Learn. Go Serve.

Tagline

Tagline Positioning

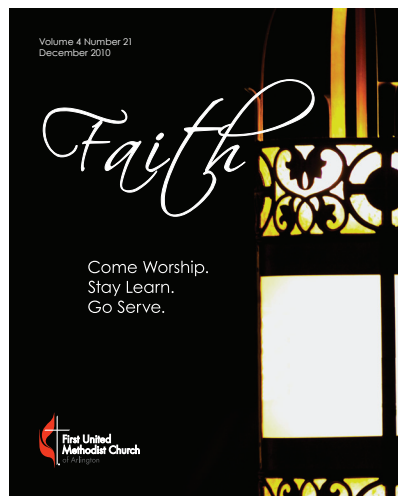
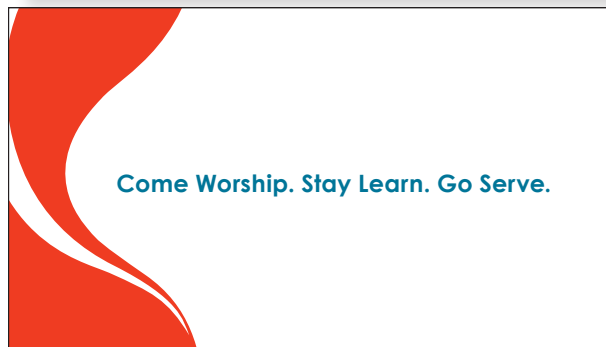
Our tagline “Come Worship. Stay Learn. Go Serve” helps reinforce our brand vision.

Use of the tagline is encouraged whenever possible, but not required.

The tagline should always be written in Century Gothic, using white on darker background and black or Pantone 634 C on lighter backgrounds.

The tagline may be used in a variety ways. If used in conjunction with the logo it should be centered beneath it, aligned to the same width.

If using the tagline alone, it should be stacked and left aligned or written in a single, unbroken line.



Color

Palette

The core color palette is show opposite (middle row). It should be used on all our communications.

A set of tonally darker and lighter colors have been developed in order to support the three core colors. They should be used in various combinations with the core colors to add depth and variety.

Minimal color usage is often the most effective.



Lighter Palette



Core Palette



Darker Palette

For headlines:

Century Gothic (Regular)

ABCDEFabcdef

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstu vwxyz

0123456789

For body copy:

Bookman Old Style (Regular)

ABCDEFabcdef

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstu vwxyz

0123456789

Typefaces

Print:

For continuity and simplicity, we use only two typefaces in our print communications.

Where Bookman Old Style is unavailable, Times must be used. However it is preferable to use Bookman Old Style as body copy in all communications. This is a universally available typeface.

This applies to business documents, correspondence, promotional materials, displays, signs, and other media.

Typefaces

Web:

To ensure maximum visibility and consistency in our website, we have chosen a “web safe” font. Verdana is a well established font available on nearly every computer. This ensures messaging will be displayed in the font intended.

Verdana (Regular)

ABCDEFabcdef
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
0123456789

