UNITED METHODIST COMMUNICATIONS

BRAND STANDARDS

Our mission is to make disciples of Jesus Christ for the transformation of the world.

About

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 it's 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.

Table of Contents

LOGO

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 UMC sub-brands, but by associating all logos under a unified identity and branding system.

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

Content

ABBREVIATION ——————————①
Full Agency Name ——————————②
DENOMINATION NAME ——————————③

---

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 UMC and it's respective agencies, the 'ABBREVIATION' will serve as a quick reference point that will imply the remaining 2 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 it's counterparts.

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.

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.

Mark

MECHANICS

EXAMPLE APPLICATION

ABBREVIATION
Full Agency Name

DENOMINATION NAME

COMMUNICATIONS
United Methodist Communications

THE UNITED METHODIST CHURCH

PANTONE 185 C			
C	0	R	228
M	93	G	0
Y	79	B	43
K	0		
#E4002B			

100% BLACK			
C	0	R	35
M	0	G	31
Y	0	B	32
K	100		
#231F20			

MECHANICS

Establishing a Unit of Measure

MECHANICS

ABBREVIATION

Full Agency Name

DENOMINATION NAME

EXAMPLE APPLICATION

COMMUNICATIONS

United Methodist Communications

THE UNITED METHODIST CHURCH

We are equating the distance from the top of the horizontal portion of the cross and point B of the top of the cross, as 2 units of measure. 1 unit of measure is defined as ⊠ . It must always be in proportion to the logo itself.

Establishing this unit of measure based on a section of the cross will create proportional and cohesive negative space throughout the logo itself, and in conjunction with others.

TOP OF
THE CROSS

Component Spacing

MECHANICS

EXAMPLE APPLICATION

1

SPACING

We utilized our unit of measure (detailed on the previous page) to determine the appropriate distance to set the text from the cross.

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

2

TEXT ALIGNMENT

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.

3

SPACING: SECONDARY

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.

4

TEXT ALIGNMENT: SECONDARY

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
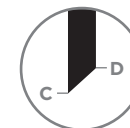
5

SPACING: TERTIARY

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.

VARIATIONS

Full Logo

MECHANICS

EXAMPLE APPLICATION

ABBREVIATION
Full Agency Name

DENOMINATION NAME

COMMUNICATIONS
United Methodist Communications

THE UNITED METHODIST CHURCH

ACCEPTABLE FOR USE WHEN:
You would like to employ the full expression of the logo

Internal Audience

MECHANICS

EXAMPLE APPLICATION

ABBREVIATION
Full Agency Name

COMMUNICATIONS
United Methodist Communications

ACCEPTABLE FOR USE WHEN:
Your primary audience is internal

External Audience

MECHANICS

EXAMPLE APPLICATION

ABBREVIATION
Denomination Name

COMMUNICATIONS
The United Methodist Church

ACCEPTABLE FOR USE WHEN:
Your primary audience is external

Multiple Agencies*

MECHANICS

EXAMPLE APPLICATION

ABBREVIATION
Full Agency Name

ABBREVIATION
Full Agency Name

DENOMINATION NAME

COMMUNICATIONS
United Methodist Communications

GLOBAL MINISTRIES
General Board of Global Ministries

THE UNITED METHODIST CHURCH

REQUIRED FOR USE WHEN:

Listing multiple agencies together

*Contact UMCOM to receive stacked logo files

USAGE

Color Variations

COMMUNICATIONS
United Methodist Communications

THE UNITED METHODIST CHURCH

CHURCH & SOCIETY
General Board of Church and Society

THE UNITED METHODIST CHURCH

GLOBAL MINISTRIES
General Board of Global Ministries

THE UNITED METHODIST CHURCH

COMMUNICATIONS
United Methodist Communications

THE UNITED METHODIST CHURCH
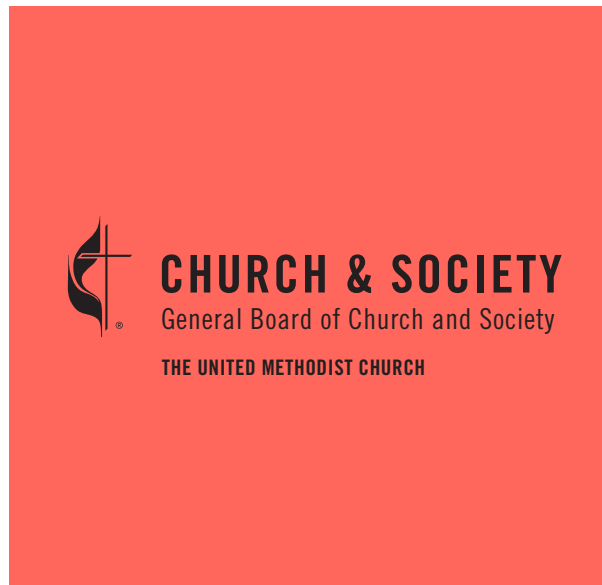
BLACK & WHITE

When not printed in color, the above adaptation at 100% black, with the white stroke around the cross is to be used.

100% BLACK

C	0	R	35
M	0	G	31
Y	0	B	32
K	100		

#231F20

KNOCKED OUT

Logo can be knocked out on solid backgrounds.

Free Space

LOGO WITH DENOMINATION NAME
Full Logo

ABBREVIATION
Full Agency Name

DENOMINATION NAME

COMMUNICATIONS
United Methodist Communications

THE UNITED METHODIST CHURCH

LOGO WITHOUT DENOMINATION NAME
Internal or External Audiences

ABBREVIATION
Full Agency Name

COMMUNICATIONS
United Methodist Communications

There must always be an image-free space surrounding the logo. This space is the minimum area around the logo where no other imagery is allowed. This free space was established to ensure prominence of the logo. It is equal to 3 units of measure extending from the outer most edges of the logo.

1 unit of measure in 3 x 3 cube

Minimum Size

ABBREVIATION
Full Agency Name
THE UNITED METHODIST CHURCH   1/2"

COMMUNICATIONS
United Methodist Communications
THE UNITED METHODIST CHURCH   1/2"

ABBREVIATION
Full Agency Name   1/4"

COMMUNICATIONS
United Methodist Communications   1/4"

WHEN USING THE DENOMINATION NAME

In order to maintain optimum legibility, the logo that utilizes the denomination name cannot be printed or displayed smaller than indicated above. The measurement from the top of 'COMMUNICATIONS' to the bottom of 'THE UNITED METHODIST CHURCH' should be no less than half an inch tall.

WHEN *NOT* USING THE DENOMINATION NAME

In order to maintain optimum legibility, the logo without the denomination name cannot be printed or displayed smaller than indicated above. The measurement from the top of 'COMMUNICATIONS' to the bottom of 'UNITED METHODIST COMMUNICATIONS' (in the internal audience logo) or from the top of 'COMMUNICATIONS' to the bottom of 'THE UNITED METHODIST CHURCH' (in the external audience logo) should be no less than one third of an inch tall.

SPECIALTY PRINTING

Certain printing techniques call for exceptions to the rules. These techniques include but are not limited to foil stamping, embroidery, embossing, etc.

Please contact UMCOM for appropriate files when pursuing atypical printing processes.

Misuse

COMMUNICATIONS
United Methodist Communications

THE UNITED METHODIST CHURCH

DISPROPORTIONATELY STRETCHING

COMMUNICATIONS
United Methodist Communications

THE UNITED METHODIST CHURCH

ADJUSTING THE SCALE/PROPORTION OF ANY COMPONENT

CHURCH & SOCIETY
General Board of Church and Society

THE UNITED METHODIST CHURCH

ADJUSTING THE ALIGNMENT OF ANY COMPONENTS

CHURCH & SOCIETY
General Board of Church and Society

THE UNITED METHODIST CHURCH

ALTERING THE COLOR OF ANY COMPONENT

GLOBAL MINISTRIES
General Board of Global Ministries

THE UNITED METHODIST CHURCH

ADDING ANY SORT OF 'EFFECT'

GLOBAL MINISTRIES

USING THE LOGO WITHOUT THE FULL TITLE

In order to preserve the logo's functionality and identity, it may not be altered in any manner other than indicated in this standards manual. No color alterations, no photographic effects (filters, textures, or drop shadows) no rotating the logo or skewing the proportions, no rearranging the size or scale of any component, and no altering the typeface.

STACKING

Agencies Only: Vertical*

COMMUNICATIONS
United Methodist Communications

CHURCH & SOCIETY
General Board of Church and Society

HIGHER EDUCATION & MINISTRY
General Board of Higher Education and Ministry

GLOBAL MINISTRIES
General Board of Global Ministries

THE UNITED METHODIST CHURCH

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.

Contact UMCOM for logo files when stacking multiple agencies

Agencies Only: Horizontal*

COMMUNICATIONS
United Methodist Communications
THE UNITED METHODIST CHURCH

HIGHER EDUCATION & MINISTRY
General Board of Higher Education and Ministry

GLOBAL MINISTRIES
General Board of Global Ministries

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 2 lines of text. In case A, that is the 'ABBREVIATION' while in case B, the longer line of text is the 'FULL AGENCY NAME.'

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

Contact UMCOM for logo files when stacking multiple agencies

SUBBRANDS

Content

Subbrand ————————————— ①
A MINISTRY OF Full Agency Name ————— ②

DENOMINATION NAME ————————— ③

---

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 'A MINISTRY OF Full Agency Name' (2). To account for this, we are reducing the size of the subbrand text by 1 pt.

②

A MINISTRY OF 'FULL AGENCY NAME'

This element takes on all the same characteristics as the Agency logo, with the exception that it is prefaced by 'A MINISTRY OF' to provide proper context.

③

'DENOMINATION NAME'

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

Mark

MECHANICS

EXAMPLE APPLICATION

Subbrand
A MINISTRY OF Full Agency Name

DENOMINATION NAME

UMC Giving
A MINISTRY OF United Methodist Communications

THE UNITED METHODIST CHURCH

PANTONE 185 C			
C	0	R	228
M	93	G	0
Y	79	B	43
K	0		

#E4002B

100% BLACK			
C	0	R	35
M	0	G	31
Y	0	B	32
K	100		

#231F20

SUPPORTING BRANDS

Mechanics

1	**2**	**3**	**4**	**5**
TITLE A	**TITLE B**	**TITLE C**	**DENOMINATION NAME**	**FREE SPACE**
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.	This element takes on all the same characteristics as the Agency logo, with no exceptions.	This element takes on all the same characteristics as the Agency logo, with no exceptions.	This element takes on all the same characteristics as the Agency logo, with no exceptions.	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.
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.	If 'TITLE B' and 'TITLE C' are not needed, 'DENOMINATION NAME' moves into 'TITLE B' space and takes on 'TITLE B' characteristics.	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).	Denomination name can live in 'TITLE B' and 'TITLE C' sections with certain rules (see respective mechanics).	This graphic she 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.

Example Applications

Homelessness Ministry
West Michigan Conference

THE UNITED METHODIST CHURCH

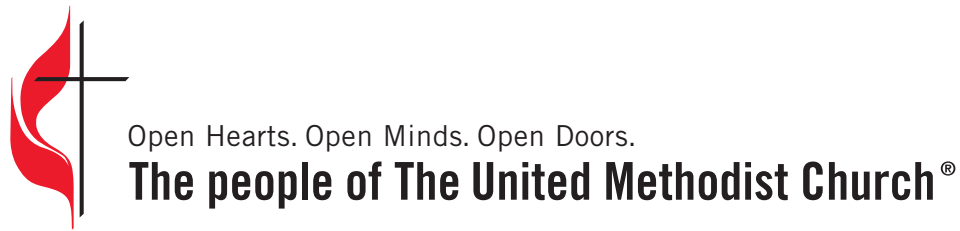WEST**MICHIGAN**CONFERENCE

Kingswood
The United Methodist Church

KINGSWOOD

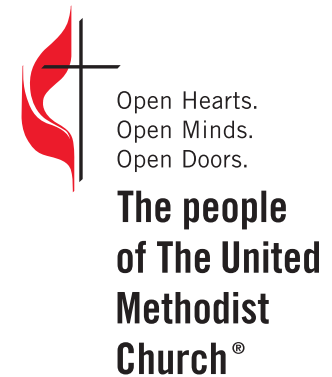**Connectional Table**
The United Methodist Church

BRAND PROMISE

Mark

STANDARD VERSION

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

DIGITAL VERSION

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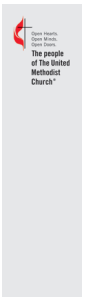**The people
of The United
Methodist
Church**®

The Brand Promise can be used on it's own, as it is here, or used in conjunction with Agency logos.

For rules on stacking the Brand Promise with one or more Agency logos, please review the subsequent section.

REQUIRED FOR USE WHEN:

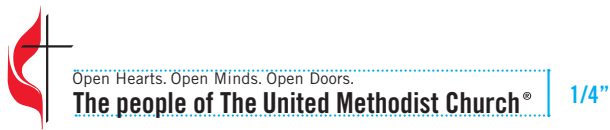*Using Brand Promise logo in a digital ad space that requires narrower width.*
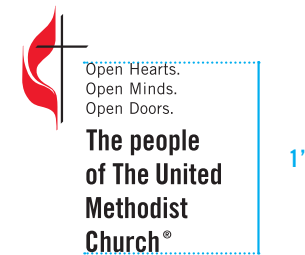
Example context ⟶

Minimum Size

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

1/4"

DIGITAL VERSION

Open Hearts.
Open Minds.
Open Doors.

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

1"

STANDARD BRAND PROMISE

In order to maintain optimum legibility, the Brand Promise cannot be printed or displayed smaller than indicated above. The measurement from the top of 'Open Hearts. Open Minds. Open Doors.' to the bottom of 'The people of The United Methodist Church' should be no less than a quarter inch tall.

DIGITAL BRAND PROMISE

In order to maintain optimum legibility, the Brand Promise cannot be printed or displayed smaller than indicated above. The measurement from the top of 'Open Hearts.' to the bottom of 'Church' should be no less than one inch tall.

STACKING WITH AGENCIES

Brand Promise + Agency Logo: Horizontal

MECHANICS

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

ABBREVIATION
Full Agency Name
DENOMINATION NAME

EXAMPLE APPLICATION

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

COMMUNICATIONS
United Methodist Communications
THE UNITED METHODIST CHURCH

Brand Promise + *Multiple* Agency Logos: Horizontal*

MECHANICS

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

ABBREVIATION
Full Agency Name

DENOMINATION NAME

ABBREVIATION
Full Agency Name

DENOMINATION NAME

EXAMPLE APPLICATION

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

COMMUNICATIONS
United Methodist Communications

THE UNITED METHODIST CHURCH

GLOBAL MINISTRIES
General Board of Global Ministries

THE UNITED METHODIST CHURCH

*Contact UMCOM for logo files when stacking multiple agencies

Brand Promise + Agency Logo: Vertical

MECHANICS

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

ABBREVIATION
Full Agency Name

DENOMINATION NAME

EXAMPLE APPLICATION

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

COMMUNICATIONS
United Methodist Communications

THE UNITED METHODIST CHURCH

Brand Promise + *Multiple* Agency Logos: Vertical*

MECHANICS

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

ABBREVIATION
Full Agency Name

ABBREVIATION
Full Agency Name

DENOMINATION NAME

EXAMPLE APPLICATION

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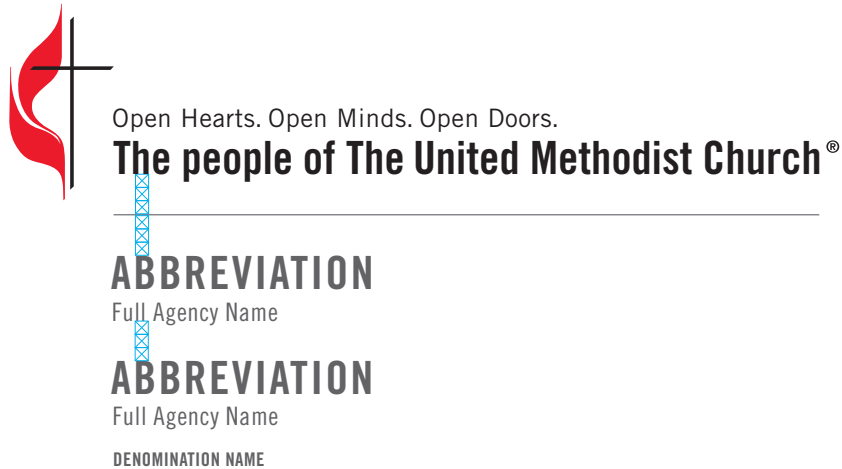**The people of The United Methodist Church**®

COMMUNICATIONS
United Methodist Communications

GLOBAL MINISTRIES
General Board of Global Ministries

THE UNITED METHODIST CHURCH

*Contact UMCOM for logo files when stacking multiple agencies

STACKING WITH SUPPORTING BRANDS

Brand Promise + Supporting Brand

MECHANICS

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

TITLE X • TITLE Y

NOT FREE SPACE

EXAMPLE APPLICATION

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

HOMELESSNESS MINISTRY • WEST MICHIGAN CONFERENCE

Contact UMCOM for logo files when stacking multiple agencies

TYPOGRAPHY

Headlines

TRADE GOTHIC CONDENSED NO. 18

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRADE GOTHIC CONDENSED NO. 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRADE GOTHIC CONDENSED NO. 18 OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRADE GOTHIC CONDENSED NO. 20 OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRADE GOTHIC *CONDENSED*

We have chosen to utilize Trade Gothic Condensed as the typeface of all agency and subbrand logos. It's condensed weight keeps the logos from becomming disproportionately long. This font is currently used by UMC, and thus will limit the number of new variables that are introduced.

APPLICATION

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

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

PURCHASE

Trade Gothic is available through several online vendors. Our recommendation would be through myfonts.com.

Visit:
www.myfonts.com/fonts/linotype/trade-gothic/buy.html

Body Copy: Sans Serif

TRADE GOTHIC LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRADE GOTHIC MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRADE GOTHIC BOLD NO. 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRADE GOTHIC LIGHT OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRADE GOTHIC OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRADE GOTHIC BOLD NO. 2 OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRADE GOTHIC

The non-condensed weight of Trade Gothic was chosen to complement the condensed version used in headlines and all logos.

APPLICATION

The above weights can be used in body copy, pull quotes and miscellaneous information, when a sans serif font is preferred.

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

PURCHASE

Trade Gothic is available through several online vendors. Our recommendation would be through myfonts.com.

Visit:
www.myfonts.com/fonts/linotype/trade-gothic/buy.html

Body Copy: Serif

ADOBE GARAMOND REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND SEMIBOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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.

APPLICATION

The above weights can be used in body copy, pull quotes and miscellaneous information, when a serif font is preferred.

Adobe Garamond can be used in print and on the web. When necessary (on the web), it can be substituted with Georgia.

PURCHASE

Adobe Garamond is available through several online vendors. Our recommendation would be through myfonts.com.

Visit:
www.myfonts.com/fonts/linotype/adobe-garamond/buy.html

Sample Usage

HEADLINE: TRADE GOTHIC BOLD CONDENSED NO. 20

INTRO TEXT/PULL QUOTE: TRADE GOTHIC CONDENSED NO. 18

CAPTION/TERTIARY INFO: ADOBE GARAMOND ITALIC

BODY COPY: ADOBE GARAMOND REGULAR

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 ex-perspic totatur accatures accum qui volor secab invelitium versperum simenda volecullam delent aut evel in es et aut is ditaquunt.

LOREM IPSUM

Etus denda necti doluptae voluptatia sequi adis ut es audaectem abo. Ehenienis sin plaborpor sitas et volupta verferro.

LOREM IPSUM

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

Facimus re, et liqui nullenti doloriam, sum et porendanto beatur aut duntia que landam as estio eum aceprer ibuscit volest.

AGENCIES

Agencies Currently Adopting the New System

HIGHER EDUCATION & MINISTRY
General Board of Higher Education and Ministry

THE UNITED METHODIST CHURCH

CHURCH & SOCIETY
General Board of Church and Society

THE UNITED METHODIST CHURCH

FINANCE & ADMINISTRATION
General Council on Finance and Administration

THE UNITED METHODIST CHURCH

COMMUNICATIONS
United Methodist Communications

THE UNITED METHODIST CHURCH

GLOBAL MINISTRIES
General Board of Global Ministries

THE UNITED METHODIST CHURCH

HIGHER EDUCATION & MINISTRY

Agency Logo

01   FULL LOGO

HIGHER EDUCATION & MINISTRY
General Board of Higher Education and Ministry

THE UNITED METHODIST CHURCH

02   INTERNAL AUDIENCE LOGO

HIGHER EDUCATION & MINISTRY
General Board of Higher Education and Ministry

03   EXTERNAL AUDIENCE LOGO

HIGHER EDUCATION & MINISTRY
The United Methodist Church

Agency Logo with Brand Promise

04   HORIZONTAL STACK WITH BRAND PROMISE

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

05   VERTICAL STACK WITH BRAND PROMISE

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

CHURCH & SOCIETY

Agency Logo

01 FULL LOGO

CHURCH & SOCIETY
General Board of Church and Society

THE UNITED METHODIST CHURCH

02 INTERNAL AUDIENCE LOGO

CHURCH & SOCIETY
General Board of Church and Society

03 EXTERNAL AUDIENCE LOGO
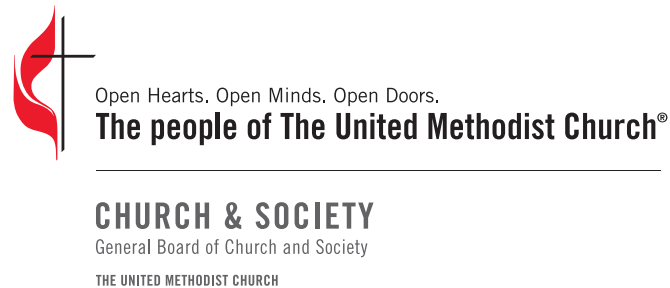

CHURCH & SOCIETY
The United Methodist Church

Agency Logo with Brand Promise

04   HORIZONTAL STACK WITH BRAND PROMISE

05   VERTICAL STACK WITH BRAND PROMISE

FINANCE & ADMINISTRATION

Agency Logo

01   FULL LOGO

FINANCE & ADMINISTRATION
General Council on Finance and Administration

THE UNITED METHODIST CHURCH

02   INTERNAL AUDIENCE LOGO

FINANCE & ADMINISTRATION
General Council on Finance and Administration

03   EXTERNAL AUDIENCE LOGO

FINANCE & ADMINISTRATION
The United Methodist Church

Agency Logo with Brand Promise

04   HORIZONTAL STACK WITH BRAND PROMISE

05   VERTICAL STACK WITH BRAND PROMISE

COMMUNICATIONS

Agency Logo

01   FULL LOGO

COMMUNICATIONS
United Methodist Communications

THE UNITED METHODIST CHURCH

02   INTERNAL AUDIENCE LOGO

COMMUNICATIONS
United Methodist Communications

03   EXTERNAL AUDIENCE LOGO

COMMUNICATIONS
The United Methodist Church

Agency Logo with Brand Promise

04   HORIZONTAL STACK WITH BRAND PROMISE

05   VERTICAL STACK WITH BRAND PROMISE

Collateral: Business Card

TEMPLATE

EXAMPLE APPLICATION

COMMUNICATIONS
United Methodist Communications
THE UNITED METHODIST CHURCH

FIRST LAST
Job Title, *Additional Title Component if applicable*

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TOLL FREE	555.555.5555	f	facebookpage

COMMUNICATIONS
United Methodist Communications
THE UNITED METHODIST CHURCH

LARRY HOLLON
General Secretary

EMAIL	lhollon@umcom.org	**URL**	umcom.org
PHONE	615.742.5410	**ADDRESS**	810 12th Avenue South
			Nashville, TN 37203-4704

GLOBAL MINISTRIES

Agency Logo

01 FULL LOGO

GLOBAL MINISTRIES
General Board of Global Ministries

THE UNITED METHODIST CHURCH

02 INTERNAL AUDIENCE LOGO

GLOBAL MINISTRIES
General Board of Global Ministries

03 EXTERNAL AUDIENCE LOGO

GLOBAL MINISTRIES
The United Methodist Church

Agency Logo with Brand Promise

04   HORIZONTAL STACK WITH BRAND PROMISE

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

GLOBAL MINISTRIES
General Board of Global Ministries

THE UNITED METHODIST CHURCH

05   VERTICAL STACK WITH BRAND PROMISE

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

GLOBAL MINISTRIES
General Board of Global Ministries

THE UNITED METHODIST CHURCH

THANK YOU