CENTRAL

UNITED METHODIST CHURCH

BRAND GUIDE

BRAND IDENTITY

Please review and share this guide with anyone responsible for producing materials for or in association with Central United Methodist Church of Florence, South Carolina.

Using the brand guide, we will create a consistent voice while eliminating confusion. Your understanding and usage of the brand elements presented in this brand guide are essential to the success of our efforts.

Thank you for your cooperation with our brand identity and in sharing our message of following Jesus by loving God and loving neighbor.

SCRIPTURE

A theme of loving God and others in order to follow Jesus is prominent in Scripture.

THEME SCRIPTURES

Matthew 16:24 NRSV
Then Jesus told his disciples, "If any want to become my followers, let them deny themselves and take up their cross and follow me."

Matthew 22:36-40 NRSV
"Teacher, which commandment in the law is the greatest?" He said to him, "'You shall love the Lord your God with all your heart, and with all your soul, and with all your mind.' This is the greatest and first commandment. And a second is like it: 'You shall love your neighbor as yourself.' On these two commandments hang all the law and the prophets."

Mark 1:17 NRSV
And Jesus said to them, "Follow me and I will make you fish for people."

Luke 10:27 NRSV
He answered, "You shall love the Lord your God with all your heart, and with all your soul, and with all your strength, and with all your mind; and your neighbor as yourself."

MISSION

Our mission statement at Central United Methodist Church of Florence, South Carolina is "Following Jesus by loving God and loving neighbor."

This mission helps us begin to act out God's love through our own journey of following Jesus and interacting with others.

Follow Jesus. Love God. Love Neighbor.

The mission statement should be printed all on one line if possible. To see usage with the logo, see the Logos section of this brand guide.

Follow Jesus. Love God. Love Neighbor.

The mission statement can be stacked, but should be left-justified, right-justified, or centered based on the logo placement and text around it.

When written in text, the mission statement should be phrased as a full sentence as follows (italicized can be changed as needed):

Central UMC aims to follow Jesus by loving God and loving neighbor.

MISSION

COLOR OPTIONS
The mission statement may be used only in the color options below.

1
Follow Jesus. Love God. Love Neighbor.

Follow Jesus. Love God. Love Neighbor.

Follow Jesus. Love God. Love Neighbor.

Follow Jesus. Love God. Love Neighbor.

2
Follow Jesus.
Love God.
Love Neighbor.

Follow Jesus.
Love God.
Love Neighbor.

Follow Jesus.
Love God.
Love Neighbor.

Follow Jesus.
Love God.
Love Neighbor.

ICON

Central United Methodist Church of Florence, South Carolina is located in the heart of downtown Florence and is easily recognizable by our dome. The dome sits above our historical sanctuary and is seen for miles by those traveling to downtown. The dome was built in 1913 when the current church building was contructed. Not only is the dome visible during the day, but the light it shows at night has given many hope and courage throughout the years.

Excerpt from *Under This Cross*:
To many an airman, to patients on hospital beds, and to all the good people of Florence, South Carolina, a certain golden cross high in the air glows through the night as a landmark, a symbol of hope, and a reminder to look upward toward Christ.

Correct 2-color usage.

Acceptable variations of one-color version are below:

LOGOS

These are the only two variations of the logo that may be used. Brand kit available by request through the church office.

CENTRAL
UNITED METHODIST CHURCH

STACKED LOGO
The stacked logo is the preferred choice when white space is abundant and it can dominate the design. The logo is center-justified and brings balance to a design.

CENTRAL
UNITED METHODIST CHURCH

HORIZONTAL LOGO
The horizontal logo is the most legible at reduced sizes. It is a great choice for basic branding where the focus needs to be on other design elements.

LOGOS

Do not deviate size and placement of dome icon with text

Customized Goudy Old Style Bold Font
All Caps "Central"

Customized Raleway Font
All Caps "United Methodist Church"

CENTRAL
UNITED METHODIST CHURCH

CENTRAL
UNITED METHODIST CHURCH

CONTROL AREA

Do not crowd the logo or place other elements inside the control.

The control area measurement is equal to four times the height/width of the "E" in Methodist. This applies to all variations of the logo.

LOGOS

COLOR OPTIONS

Below are the only acceptable color options for both variations of the logo (in addition to the two-color option used throughout this guide).

CENTRAL
UNITED METHODIST CHURCH

CENTRAL
UNITED METHODIST CHURCH

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UNITED METHODIST CHURCH

CENTRAL
UNITED METHODIST CHURCH

MINIMUM SIZE

Follow these guidelines to ensure legibility when reproducing at minimum size.

CENTRAL
UNITED METHODIST CHURCH

1.5" wide

CENTRAL
UNITED METHODIST CHURCH

1" wide

LOGOS

MISSION STATEMENT

The Mission Statement may be used in this layout in combination with the logo. The placement, size, and color are intentional. Do not change the font, size, or placement. Do not use the mission statement with the horizontal logo.

CENTRAL
UNITED METHODIST CHURCH
Follow Jesus. Love God. Love Neighbor.

LOGOS

MISUSE

The logo should only be used according to guidelines established in this guide. **Do not:**

Use unapproved layouts

Stretch or condense

LOGOS

MISUSE

The logo should only be used according to guidelines established in this guide. **Do not:**

Use unapproved colors

Use unapproved fonts

Add elements within control area

Add, separate, or use incomplete mark
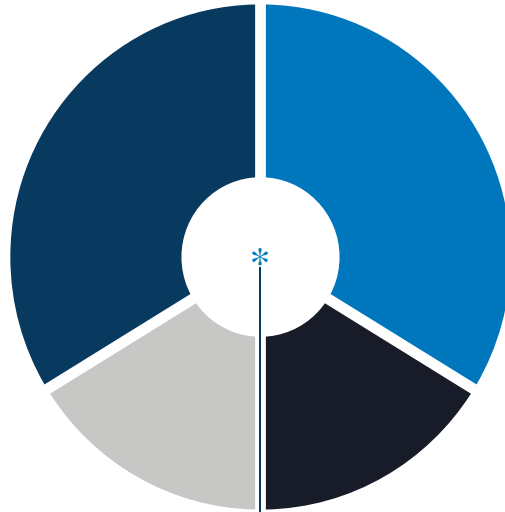
COLORS

DARK BLUE

Pantone 2955C
CMYK 100, 41, 0, 22
RGB 0, 119, 200
HEX #003865

Text usage:
Main headers
Don't use on large
amounts of copy or URL
links and buttons

LIGHT BLUE

Pantone 3005C
CMYK 100, 45, 0, 60
RGB 0, 56, 101
HEX #0077c8

Text usage:
Secondary headers
URL links and buttons
Don't use on large amounts
of copy

NEUTRAL GRAY

Pantone Cool Gray 3C
CMYK 8, 5, 7, 16
RGB 200, 201, 199
HEX #C8C9C7

DARK GRAY

Pantone 532C
CMYK 33, 26, 0, 84
RGB 28, 31, 42
HEX #1c1f2a

Text usage:
Text and body copy
Avoid using pure black

*White should be used as a dominate color in Central UMC branding. White space is important for balance and allows for breathing room for the eye. It should be considered in all designs.

FONTS

Raleway
Sans serif for display and large headers as well as web and mobile

Raleway is used across our branding for large headers and displays, as well as mobile and web usage. It's many **contrasts** and *styles* provide flexibilty. It should never be used for large bodies of text.

Goudy
Primary serif body font (display as needed)

Goudy is a highly readable typeface and can be used for small or large amounts of copy. The **contrast** and *different styles* of Goudy work as body copy or display (as needed).

Adobe Garamond Pro
Web and mobile serif font

Used on website and mobile site for both headers and bodies of copy. (built-in font on website builder Squarespace)

Download and purchase font licenses:
myfonts.com/fonts/bitstream/goudy-old-style/
fonts.google.com/specimen/Raleway

IMAGES

Images used in promotional materials, websites, or other outlets should be high quality images that capture the essence of Central UMC's brand.

PEOPLE
Images of real people should be used instead of stock photos. The images should have the person (or people) in focus.

NATURE AND OBJECTS
Photos of nature or objects can be used when needed in blog posts, backgrounds, or other promotional materials. The images should be clean, high quality shots. Stock images are acceptable if needed.

JOURNALISTIC
When writing articles, posting blog or social media posts, creating videos, or using other forms of storytelling, images should be used to create a narrative and share a moment with viewers.

Download free commercial-use, high-quality images:
pixabay.com
unsplash.com
When the artist name is provided, it is preffered that credit is given to the artist for the use of their work.

IMAGES

COLOR OVERLAYS

While we prefer images with bright, bold colors, sometimes a color overlay can add a calming or warming tone to an image. Use sparingly.

Original Image

Warm Overlay - Orange to Red

Cool Overlay - Dark to Light Blue

BLACK AND WHITE

Images may be used in black and white on promotional materials. Black and white images are clean and classic, and allow the brand colors to be the stars of the design.

CHURCH NAME

The church name can only be used in the variations as listed and described below. This applies to all print and digital uses.

CENTRAL UNITED METHODIST CHURCH OF FLORENCE, SOUTH CAROLINA
This is the legal name of the church. It should be written in full at least once (preferably the first mention) in any article or press release about or including the church.

CENTRAL UNITED METHODIST CHURCH
This is appropriate when the full legal name has already been stated, or when the audience is local and location is obvious.

CENTRAL UMC
This is acceptale in articles, press releases, blog posts, etc. where space may be limited and the audience is local and location is obvious. This is also acceptable if the full legal name has already been used in the same piece.

CENTRAL
This should only be used internally such as on flyers, post cards, bulletin articles or Realm posts where the audience is church members only. This should not be used in outside media outlets such as newspapers, magazines, etc. as we want to always be associated with The United Methodist Church.

CONTACT

If you have any questions or would like to request a brand package for Central United Methodist Church of Florence, South Carolina, please contact:

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