



BRAND GUIDELINES

2020

*How to use the Manchester United Methodist Church brand to
maintain a cohesive identity in all mediums of visual communication*

manchester 

INTRODUCTION

Dear Friends,

More than just the “church on the hill,” Manchester United Methodist Church is all about transforming church and community. Our brand represents our mission and passion to make a difference for Christ. It embodies the growth, openness, and personality of who we are, and often serves as the first impression of Manchester UMC.

The consistent application of a cohesive identity is crucial to supporting the message we carry. Our brand is a tool, and when used correctly and consistently, it ensures that every touch point reinforces the Manchester UMC brand and communicates excellence.

This guide contains constraints, rules, and examples for maintaining a cohesive identity in all aspects of Manchester UMC’s visual communications. Every employee, intern and volunteer plays a part in ensuring that visuals produced inhouse (or with outside vendors) hold fast to these standards.

The Communications Team will provide strategic assistance on any brand standards that are unclear to you. We’re here to help, and we are passionate about our brand.

Grace & Peace,



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OUR LOGO

This is the preferred logo version to be used as the primary Manchester UMC identity in all internal/external situations including web, print advertising and collateral.

To obtain logo files, contact the Communications Department at communications@manchesterumc.org

FULL COLOR LOGO



REVERSED LOGO



LOGO: CLEAR SPACE

Clear space determines the distance between the logo and other content and layout elements. It gives the logo breathing room, ensuring that it stands out among other visual elements on the page/screen. The clear space for our logo is equal to the width of the “m” in Manchester in all directions around the logo.



LOGO: MINIMUM SIZE AND SPECS

The minimum application size for print applications of the logo is 2.5 inches.* Smaller uses of the logo will detract from the overall visual impact and cohesive branding. All logo printing must have a 300 dpi (dots per inch) or more quality.

Digital files with an .eps extension should be used for printed materials. Digital files with a .jpg (for most applications) or .png should be used for on-screen viewing. If you are sending artwork to a vendor, please consult with them for their preferred file format(s) prior to production.**

**Exceptions may be made by the Communications Department for dimensionals such as pens, magnets, etc.*

***All files including the Manchester United Methodist Church brand (name or image) must be approved by the Director of Strategic Communications prior to printing.*



WIDTH 2.5"

ALTERNATE LOGOS

Other acceptable versions of our logo:



Only acceptable for social media



Only acceptable for use on two-color print pieces



Only acceptable for use on black and white print pieces

MINISTRY ICONS

Manchester UMC seeks to ensure consistency with any image or icon used in conjunction with the church. Presenting our brand identity, even across various ministries, builds greater recognition and helps us further our mission of making a difference for Christ. Recognizing that some ministries are significantly outward facing, Manchester UMC will allow icons to help identify those ministries.

Ministry icons must be requested from Communications and approved by the Director of Strategic Communications. Do not create your own icon. Communications will consult with the senior staff. If the ministry logo is approved, Communications will work with the ministry to develop an icon that best represents it. In no case should a ministry icon be used independently of the church branding.

Whenever a ministry icon is required, the ministry name must appear underneath in the church's official font. A descriptive tagline may also be allowed. Icon and font color may vary but should not detract from the church colors. Lastly, the Manchester UMC logotype must be included as the sign-off.

Examples of approved Ministry logos are pictured.



CHILDREN & FAMILIES
manchester umc



SOCIAL JUSTICE
manchester umc



MODERN WORSHIP
manchester umc



YOUTH
manchester umc

INCORRECT USAGE

The Manchester UMC logo should always be presented in a clean, simple manner. Therefore, we ask that you note some of the unacceptable uses below.

1. **DO NOT** stretch or distort the logo.
2. **DO NOT** rotate the logo in any way.
3. **DO NOT** use color variations other than the permissible examples demonstrated on the previous pages.
4. **DO NOT** place the logo over busy backgrounds that decrease its visibility.
5. **DO NOT** add graphical effects or drop shadows to the logo.
6. **DO NOT** add other words in the designated logo space.

When the logo requires variation other than the approved formats that are within these guidelines, separate review and approval is required from the Communications Department.

1



2



3



4



5



6



COLOR PALETTE

Our **primary colors** are the only acceptable colors for the Manchester UMC logo.

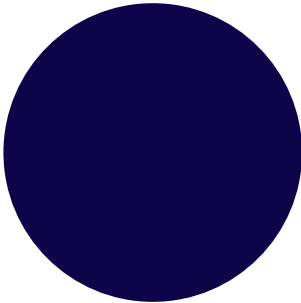
They should also be dominant when creating any public-facing materials. Using these colors dominantly in our communications reinforces our logo, builds brand awareness and aids in brand recall.

Our **accent colors** are colors that complement our primary colors. The secondary palette should be considered for collateral pieces, to support our primary colors where a wider palette is appropriate.

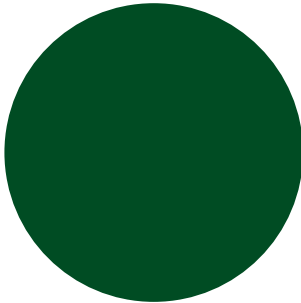
CMYK and Pantone colors are used for print materials.

RGB and Hex #s are used for digital design, websites, tablets, mobile and video.

PRIMARY

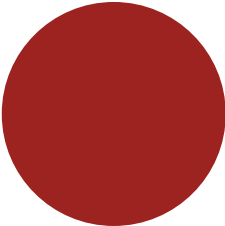


PMS: 2765c
CMYK: 100, 100, 9, 57
RGB: 16, 2, 73
HEX: #201547

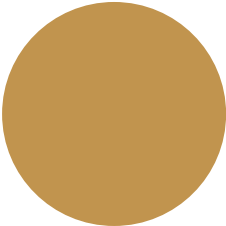


PMS: 357c
CMYK: 92, 18, 94, 61
RGB: 0, 76, 35
HEX: #215732

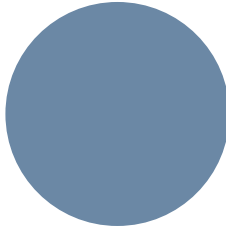
ACCENT



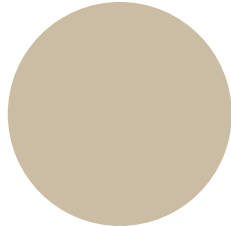
CRIMSON
CMYK: 25, 97, 100, 22
RGB: 157, 37, 32
HEX: #9D2520



GOLDENROD
CMYK: 24, 41, 80, 3
RGB: 192, 147, 78
HEX: #C0934E



SLATE BLUE
CMYK: 63, 41, 23, 0
RGB: 108, 137, 166
HEX: #6C89A6



DARK SAND
CMYK: 21, 21, 37, 0
RGB: 203, 191, 163
HEX: #CBBFA3

TYPOGRAPHY: PRIMARY FONT

Manchester UMC uses the Avenir font family as our primary font in a number of weights.

These varying weights have been selected for optimum legibility and to create visual hierarchy throughout the designs.

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

AVENIR

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPOGRAPHY: SECONDARY FONT

Didot, a serif font, is used as our secondary typeface to complement Avenir when appropriate.

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Aa

DIDOT

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

TYPOGRAPHIC HIERARCHY

Using the following fonts in various sizes and weights creates contrast between typographic sections or elements.

Header 1 Avenir Next Heavy

Header 2 Didot Regular

Header 3 Didot Italic

Header 4 Avenir Next Bold

Body copy Avenir Next Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate

EMAIL AUTO SIGNATURE

Consistent and clear email signatures are among the best ways to promote Manchester UMC. Just think of the thousands of emails we send out every year. If we all use the same font and auto signature, we'll keep a consistent brand look in front of every recipient - it's like advertising for free!

The senior staff has approved a standard font and auto signature for Manchester UMC emails. We automatically push the new standard to all Manchester UMC staff computers. You don't have to do anything; the font and template automatically become your Outlook default.

The font is Arial 11 pt. It's the closest to our official church font, Avenir, which unfortunately is not supported by Outlook.

- The auto signature includes our church's tag line, which we want to promote as much as possible. The green color is the closest possible to our brand standard green.
- The template does not include our logo or other graphics. That's because many email systems process these as attachments or block them by default.
- We have included links to our website and social media platforms to promote them as much as possible.

FirstName LastName

Job Title

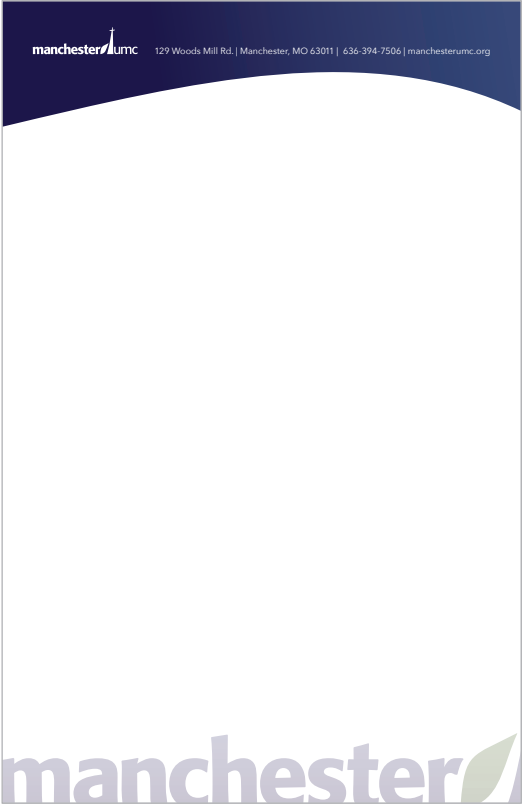
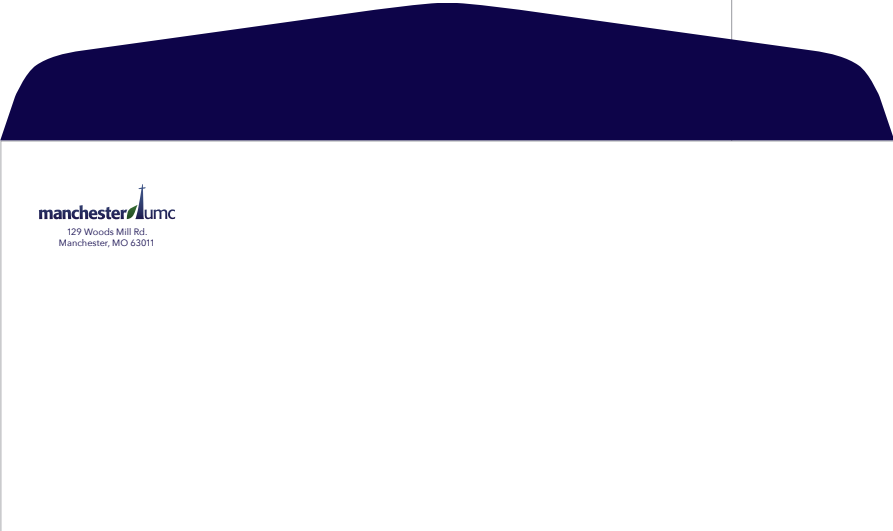
Manchester United Methodist Church
129 Woods Mill Rd. | Manchester, MO 63011
T 636-200-XXXX

www.manchesterumc.org

[Twitter](#) | [Facebook](#) | [YouTube](#) | [Instagram](#)

Making a difference for Christ in the world.

STATIONERY SUITE



LITERATURE LAYOUT TEMPLATE - BROCHURE

CHILDREN & FAMILY MINISTRIES

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 636-994-7566 | manchesterumc.org

Welcome!

Welcome to Manchester United Methodist Church. We offer many ways for children and families to grow in faith and knowledge of God. Our children and families are ALWAYS welcome, safe, and loved by our staff, volunteers, and by God. We hope you will join us as we continue to educate these wonderful ever growing minds on their faith journeys.

SUNDAY MORNINGS (9-30 SUNDAY SCHOOL)

- 2-year olds** - Explore our "Spark House" curriculum
- 3 and 4-year olds** - Adventure into our "Deep Blue" curriculum
- Kindergarten** - "Beginner's Bible" curriculum
- 1st and 2nd grades** - Adventure into our "Deep Blue" curriculum
- 3rd grade** - Curriculum based on their new "Deep Blue" Children's Bible
- 4th and 5th grades** - Dive into our rotational "Deep Blue" curriculum featuring art, cooking, science, games, missions, spiritual practices, and storytelling/drama.

During second semester, 1st-5th grade students learn the Lord's Prayer, and its meaning for our church as they prepare for their future in Confirmation. We look forward to seeing you on Sunday morning for Sunday school!

OREN WORSHIPPING WITH PARENTS/GUARDIANS

When that attend worship with parents/guardians, we have "Parent Visitor" bags available, as well as personalized notes/packets. These developmentally appropriate notes/packets will enhance your child's worship experience and guide understanding of the service.

*Welcome Center in the Narthex (lobby) for pickup of personalized worship materials.

PRAYGROUND

PRAYground is designed to help children participate in quiet play while still listening to the sermon. It is available during worship at both the 9:30 and 11 a.m. services.

Our PRAYground space is in the front of the sanctuary with activities geared towards 3 year olds through 2nd grade. However, friends 3 years old through 5th grade are welcome to participate. This space is near the front of the worship space so all participants can see and hear everything that is going on.

One of our goals in Children's Ministry is to create an environment where families are encouraged to worship together, children are welcome in worship, and all family members' faiths are fueled at their individual levels. This also allows families to learn liturgical flow and teach proper worship behavior.

MANCHESTER UMC'S FRIENDSHIP CLASS

Friendship Class is a Sunday school program for members and visitors (high school - adulthood) with developmental delays. This group meets two Sundays per month from 11 a.m. - noon in room 219.

BIKE REHAB MINISTRY

BICYCLE ART

Beginning in July 2017, some creative volunteers began using parts from retired bicycles to make lamps, signs, hanging, table, wall, and home for a suggested donation to the ministry.

CONTACT US

To learn more, donate, or volunteer, contact Autumn Dennis, Director of Mission, 314-394-7566, autumn.dennis@manchesterumc.org

To acquire a bicycle, bike art, or help create bike art, contact Alison Gaffney, Bike Rehab Ministry, 314-889-5861, noahame@bad.com

Visit our website: manchesterumc.org/bikerehab

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 636-994-7566 | manchesterumc.org

Manchester United Methodist Church is an inclusive community of people who love Christ deeply, worship him passionately, and serve him boldly, not more so, visit manchesterumc.org.

OUR VISION

To bring hope of comfort to people in need through bikes.

OUR MISSION

To repair, refurbish, and distribute bikes to people in need through bikes.

WAYS TO PARTICIPATE

Donate your Used Bikes - Have an extra bike in your garage or basement? Please bring it to our ministry. We can use it to help someone in need. We accept all types of bikes, including mountain, road, hybrid, and utility bikes. We also accept bicycle helmets, bike locks, bike lights, and other accessories.

Volunteer - Please bring your time and skills to our ministry. We need help with everything from bike repair to bike distribution. We are currently seeking volunteers for the following positions:

- Adults** - Help with bike repair and distribution.
- Kids** - Help with bike distribution and fundraising.
- Community Service Hours** - Complete your service hours by volunteering with us.
- Visit Us During Our Repair Hours** - Come to our ministry and see how we work. We are currently seeking volunteers for the following positions:

BIKE REPAIR WORKSHOPS

Provide your own used bike to our ministry. We will provide you with the tools and materials to repair your bike. We are currently seeking volunteers for the following positions:

REPAIRING A BIKE

- Check out the location of the bike repair workshop.
- Please bring your own tools and materials to the workshop.
- Please bring your own tools and materials to the workshop.
- Please bring your own tools and materials to the workshop.
- Please bring your own tools and materials to the workshop.

WEEKLY EVENTS

- Monday 5:00pm
- Thursday 8:00pm
- Saturday 9:00am

LITERATURE LAYOUT TEMPLATE - FLYER

**FAITH COACHES:
TAKE THE NEXT STEP!**

Are you ready to get plugged in at Manchester UMC, but just not sure where to start? Or, are you simply overwhelmed by all the great ministry opportunities? Don't worry...we are here to help! Our team of Faith Coaches has been equipped with great tools, an in-depth knowledge of our ministries, and, most importantly, the gift of encouragement to help you discover the Next Step on your faith journey!

For more information, or to meet with a Faith Coach, please visit manchesterumc.org/faith-coaches.



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**A NIGHT IN BETHLEHEM
THE MIRACLE OF JESUS**
Fri., Dec. 13: 5:30-8:30 p.m.

Be transported back to Bethlehem, where the citizens can't stop talking about Jesus' birth! Experience hands-on multisensory activities as you visit the Bakery, Fisherman's Pier, Spice Shoppe, Carpenter Shoppe, and so much more. Help the Wise Men find baby Jesus in the stable and enjoy LIVE animals.

Tickets: \$5 per child (children 1 and under are free). Register online at manchesterumc.org/Bethlehem.



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BUY BRIDGE BREAD!
Available On Weekends

A simple way to support God's work is to buy Bridge Bread, located in the lobby. Freshly baked bread and sweet rolls that your family will love are on sale. All sales go to supporting the employment of folks coming out of homelessness. You can even place advance orders for your events. Stop by the lobby table one week prior.

To learn more, visit the Bridge Bread table or the Information Center. Find us online at manchesterumc.org/bridge-bread.



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