



GLOBAL
METHODIST CHURCH

BRAND BOOK

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What is the Global Methodist Church?

Who We Are

The Global Methodist Church is passionately committed to worshipping and praising the Triune God, the Father, the Son, and the Holy Spirit. It is eager to winsomely proclaim the Good News of Jesus Christ as Lord and Savior to all the world. And it is joyfully dedicated to making disciples of all nations, baptizing them in the name of the Father, the Son, and the Holy Spirit.

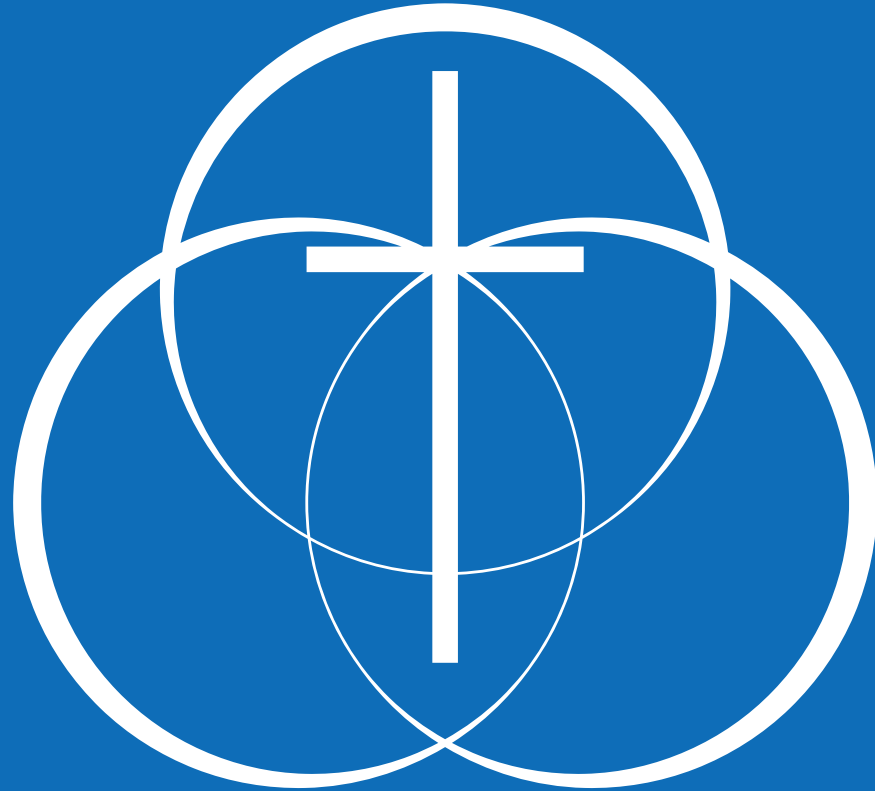
Tagline

Worshipping in Spirit & Truth

The tagline for the Global Methodist Church comes from the most important elements of our message found in John 4:23-24. “But the hour is coming, and now is, when the true worshipers will worship the Father in spirit and truth; for the Father is seeking such to worship Him. God is Spirit, and those who worship Him must worship in spirit and truth.”



THE LOGO

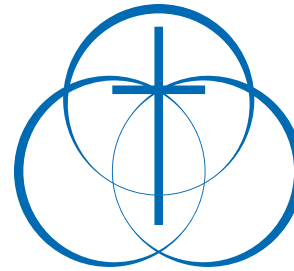


Meaning & Logo Choices

The logo marries the distinctive representation of the cross with the idea of the Trinity, visualized by the three interlocking circles that also make reference to the shape of the globe.

The logo mark and typeset make up the full logo, and there are a total of three logo types to choose from: the logo mark, the horizontal full logo, and the vertical (stacked) full logo.

The vertical (stacked) full logo should be used whenever possible.

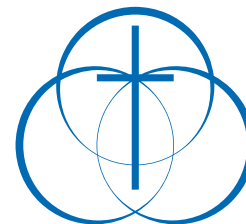


Logo Mark



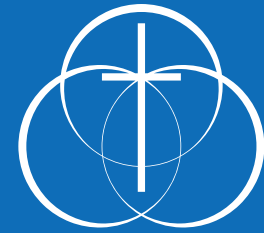
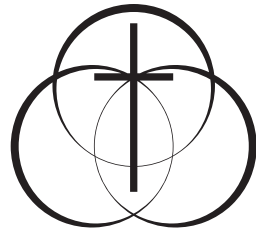
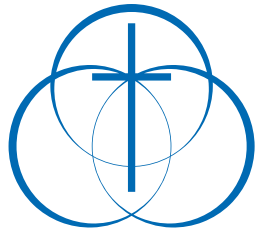
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Horizontal Full Logo



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Vertical Full Logo



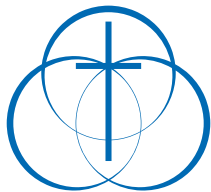
GLOBAL
METHODIST CHURCH



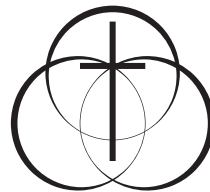
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Sizing & Spacing

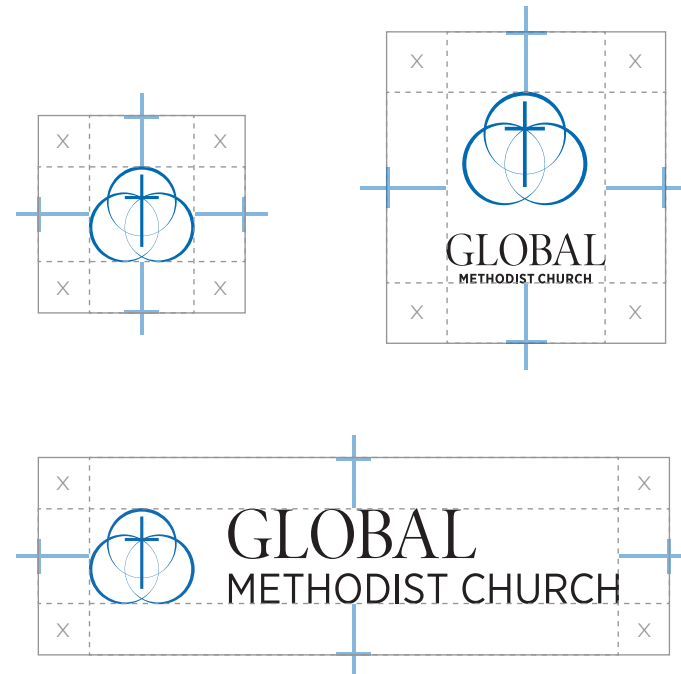
Always leave adequate spacing around any version of the logo. Use the relative height of the lower part of the cross as a guide for how much space is enough.

Always use discretionary breathing room around all design elements, including any logo mark treatment.

Minimum Height

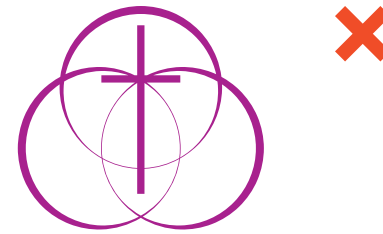


Minimum Spacing

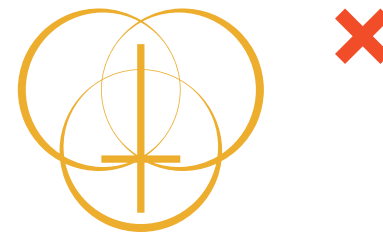


The Devil Is In The Details

Never distort or misuse any version of the Global Methodist Church logo, including incorrect color usage, aspect ratio, effects, and be mindful of more.



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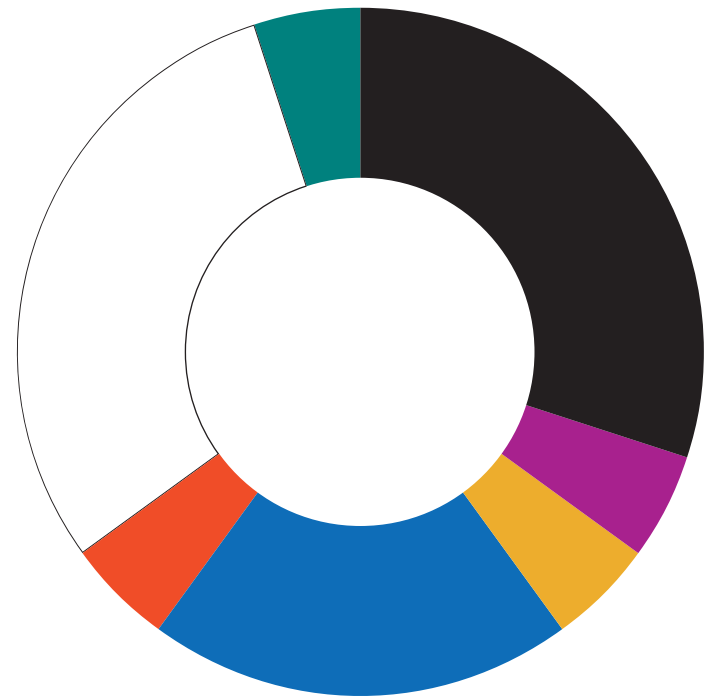


THE COLOR PALETTE

A primarily Ebony Black, Pure White, and Lapis color palette allows the brand to communicate clearly & stand strong in any culture or language.

Blue is the primary or *hero* color because it is often subconsciously associated with hospitals, relief efforts, orphanages, and more outside of the church, making brand adoption that much easier.

Supporting colors are a combination of up-and-coming colors in the Western world, as well colors currently popular in Asia (Royal Purple & Scarlet) and meaningful colors in Africa (Royal Purple & Gold).



Lapis

Pantone 300 U&C

CMYK: 93, 55, 0, 0

RGB: 0, 109, 182

HEX: 006db6

Pure White

White

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

HEX: fffffff

Dove

**Pantone Warm
Gray 1 U&C**

CMYK: 13, 13, 17, 0

RGB: 220, 212, 204

HEX: dcd4cc

Royal Purple

Pantone 248 U&C

CMYK: 37, 100, 0, 0

RGB: 165, 24, 144

HEX: a51890

Gold

Pantone 2007 U&C

CMYK: 1, 31, 91, 5

RGB: 224, 165, 38

HEX: e0a526

Ebony Black

Pantone Black U&C

CMYK: 0, 0, 0, 100

RGB: 0, 0, 0

HEX: 000000

Grayscale

Scarlet

Pantone Black U&C

CMYK: 0, 85, 95, 0

RGB: 249, 56, 34

HEX: f93822

Sage

Pantone 7718 U&C

CMYK: 100, 0, 44, 30

RGB: 0, 118, 114

HEX: 007672

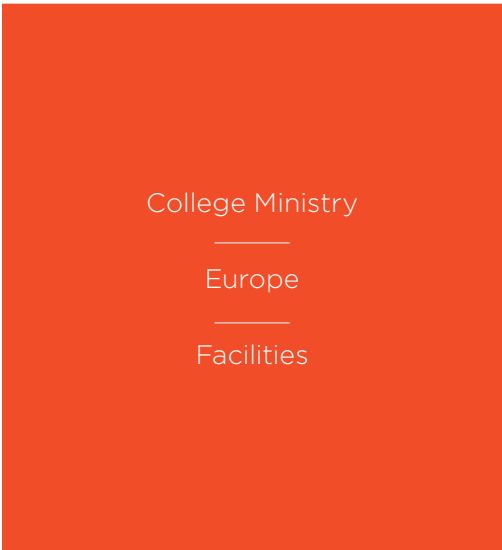
Supporting Colors & Correlation

The supporting color palette for the Global Methodist Church can be applied in many different ways.

Supporting colors could be assigned to a particular ministry area within your church. For example, Gold for women's ministry, Royal Purple for children's ministry, and Sage for men's ministry.

These colors could also correspond to geographical regions. For example, Royal Purple for Asia & Asian countries, Gold for Africa & Africa countries, Sage for North America, and Scarlet for Europe.

Consider the potential for the supporting palette based on your needs and apply them at your discretion in a consistent way.



BRAND **TYPOGRAPHY**

The same typefaces used by the Global Methodist Church typeset & full logo—Poynter Narrow Display Regular & Gotham Narrow Light—should be used for headings or special callouts, such as pull quotes or other text-based design elements.

All types, levels & treatments of body copy should be in Gotham. Use the specific font that works best with your design, and always be consistent throughout whatever any piece.

If Gotham is unavailable, you can use Montserrat as the first choice for a replacement or if a serif is necessary, please use EB Garamond.

Headings & Emphasized Type

Poynter Narrow Display Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+=~"?'/

Gotham Narrow Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+=~"?'/

Primary Fonts

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+=~"?'/

Gotham Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+=~"?'/

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+=~"?'/

Gotham Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+=~"?'/

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+=~"?'/

Gotham Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+=~"?'/

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+=~"?'/

Gotham Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+=~"?'/

Supplemental Fonts

Franklin Gothic Light

Frankling Gothic Italic

Frankling Gothic Regular

Frankling Gothic Italic

Frankling Gothic Medium

Frankling Gothic Medium Italic

Frankling Gothic Bold

Frankling Gothic Bold Italic

Garamond Light

Garamond Light Italic

Garamond Regular

Garamond Regular Italic

Garamond Medium

Garamond Medium Italic

Garamond Bold

Garamond Bold Italic

Download
Franklin Gothic

Download
Garamond

Type Usage

To the right is an example of how the various typographic elements can fit together to create a hierarchy. The specifics associated are below.

Major Headline Font | 30 pt
Poynter Narrow Display Regular & Gotham Narrow Light | all caps
kerning = optical | leading = 1.5x type size

Minor Headline Font | 14 pt
Gotham Bold | sentence case, caps
kerning = optical | leading = 1.5x type size

Sub Heading Font | 12 pt
Gotham Medium Italic | sentence case
kerning = optical | leading = 1x type size

Body Font | 10 pt
Gotham Light | sentence case
kerning = optical | leading = 1.5x type size

Pull Quote | 18 pt
Poynter Narrow Display Regular Italic | sentence case
kerning = optical +40 | leading = 1.2x type size

Pull Quote Author | 10 pt
Poynter Narrow Display Regular | all caps
kerning = optical | leading = 1.5x type size

MAJOR HEADLINE FONT

Minor Headline Font

Sub heading font

Body font. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat sample@emailaddress.org non proident, sunt in culpa qui

MAJOR HEADLINE FONT

Minor Headline Font

Body font. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur sint.

This is a sample pull quote. Lorem ipsum dolor sit amet.

JOHN DOE

THE PHOTOGRAPHY







Photography Selection, Treatment & Usage

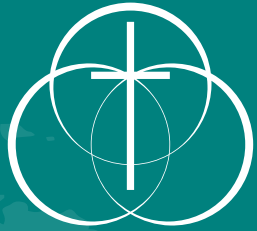
Photography should be generated by the Global Methodist Church or their partners whenever possible.

The photography should be full color, bright, bold, and make use of good lighting.

The subject of photographs should either be people or places / locations. The photography can serve to showcase the diversity of people, practices, and geographic locations that make up the Global Methodist Church.



A GLOBAL BRAND



GLOBAL
METHODIST CHURCH



글로벌
감리 교회



ГЛОБАЛЬНАЯ
МЕТОДИСТСКАЯ ЦЕРКОВЬ



ÉGLISE MÉTHODISTE
MONDIALE



IGREJA METODISTA
GLOBAL



IGLESIA METODISTA
GLOBAL

Duplication & Translation

Reference the same spacing & sizing indicated through the English version of the Global Methodist Church logo.

When crafting a version of the logo in another language, please ensure the translation is correct and use appropriate spacing. Use the same amount of space between any add-ons (country name or tagline) & the full logo as there is space between lines of text that make up the full logo.

The word that translates to “Global” should be treated in Poynter Narrow Display Regular and given more visual weight by size even if the weight ratio between “Global” and “Methodist Church” needs to be adjusted.



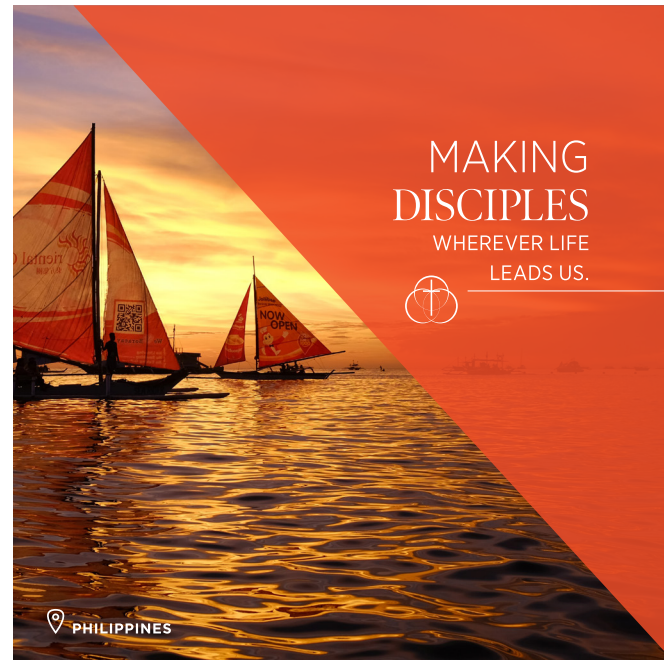
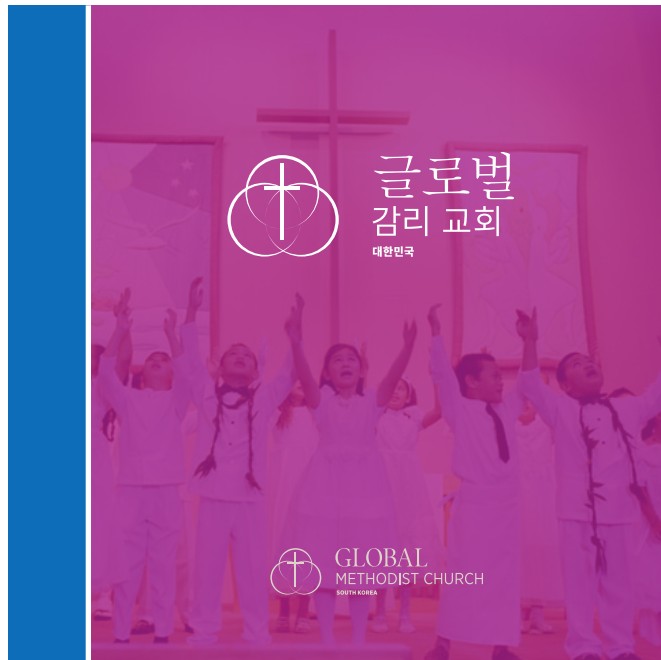
BRINGING THE BRAND TO LIFE

Take care, and be thoughtful & intentional when applying the brand to a promotional item. The brand can be applied to anything pertinent to the Global Methodist Church in the digital or physical realm, such as t-shirts, coffee mugs, bible covers, signage, digital presentations, social media images, and so much more.





Signage



Social Media Imagery

