First Methodist Carrollton
Brand Guidelines

FIRST
METHODIST
CARROLLTON

OUR BRAND

Our brand is our culture and how we are perceived. In other words, our brand is the ideas and feelings people associate with First Methodist Carrollton. In many ways, our brand is beyond what we can control…but how we communicate (with words, images, and experiences) directly affects how we are perceived.

These guidelines help us communicate consistently so that guests and members have a positive, cohesive experience with us every time they encounter some aspect of First Methodist Carrollton. Each ministry has its own personality, but by unifying our logistics and standards, we help our church effectively and consistently engage people well, so we can fill every neighborhood with the good news of God's love.

FIRST METHODIST
CARROLLTON

Our **mission** is to create a community connected to God and others.

Our **vision** is to fill every neighborhood with the good news of God's love.

We **value** relationships, faithfulness, generosity, and grace & truth.

We are **becoming** people who are:

loving & forgiving

intentional & teachable

hopeful & confident

whole & holy

WHO WE ARE

Blue and orange are the official First Methodist colors and we have selected to specific shades to create consistency. First Methodist Blue is Pantone 302C. First Methodist Orange is Pantone Orange 021C.

PRINT & DIGITAL

Pantone Matching System	Four-Color Process	Web or Video Usage
BLUE Pantone 302 C	C=100, M=25, Y=0, K=50	#003366 or R=0, G=51, B=102
ORANGE Pantone Orange 021C	C=0, M=53, Y=100, K=0	#FF5000 or R=255, G=0, B=80

The various ministries of the church - men's, women's, youth, children, etc. - should use the First Methodist Blue and First Methodist Orange. Using other accent colors is acceptable; please get final design approval from Lauren Shirley.

PRIMARY COLOR PALETTE

FIRST METHODIST CARROLLTON LOGO

Adherence to these guidelines will ensure consistency and recognition of the brand. It will help provide clear and consistent communication with our audience.

The official First Methodist Carrollton logo is the primary element of the church's visual identity. Appropriate uses for the logo include print and digital communication such as business cards, emails, envelopes, letterhead, marketing materials, merchandise, publications, and web pages.

The logo should be used on all external print materials, including t-shirts and swag items. All merchandise materials must be approved by Lauren Shirley before ordering.

First Methodist logos can be obtained from the Communications Office. Contact Lauren Shirley for files with transparent backgrounds, vector formats, or specific dimensions. The primary logo used is the stacked version of the logo. The horizontal may be used only with the express consent of the Communications Office.

LOGO

FIRST METHODIST LOGO

Avoid the following unacceptable uses: ❶ Do not stretch, resize or distort any portion of the logo. ❷ Do not crop any portion of the logo. ❸ Do not tilt or rotate the logo. ❹ Do not break apart components in the logo. ❺ Do not alter the relative size of any component of the logo. ❻ The typeface used for the logo has been customized. Do not attempt to recreate the logo using a standard typeface. ❼ Do not create stylized First Methodist text. Use the official logo. ❽ Do not change or swap the colors used in the logo.

LOGO

Avoid the following unacceptable treatments when using the First Methodist logo:

1 Do not use outlines in the logo.   **2** Do not use accent colors in the logo.   **3** Do not apply a gradient or effects to the logo.   **4** Do not apply a tint to the logo.   **5** Do not use a patterned background.   **6** Avoid solid backgrounds with insufficient contrast.   **7** Avoid photograph backgrounds that impair readability.   **8** Do not place the logo in two color on an orange background or blue background, use the one color options.

LOGO

In two color or full color reproduction, the logo uses First Methodist Blue and
First Methodist Orange.

TWO-COLOR REPRODUCTION OPTIONS

Do not use the two-color version on a dark background (see one-color reproduction options).

On a white or light background

LOGO

Photo background

*Photos and illustrations, when used as backgrounds, must contain sufficient contrast
to view both colors in the logo.

For one color use of the logo, use only First Methodist Blue, white or black. Make sure there is enough contrast between the logo and the background color for the logo to be completely readable. The logo can knock out to the predominate text color in the design in certain cases, but final approval must be given by Lauren Shirley.

ONE-COLOR REPRODUCTION OPTIONS

On a light background

On a dark background

On a mid-tone background

When using the logo, it should be surrounded with clear space to ensure its visibility and readability.

No graphic elements should invade this zone.

Allow for as much space as the height and width of the icon, as shown in the example.

LOGO

To ensure legibility, the First Methodist logo should never be reproduced at sizes smaller than 1.25 inches wide in print.

MINIMUM SIZE

.4554"

1.25"

Digital reproduction of both logos should always be clearly visible. Utilize proper resolution so that edges do not become pixelated or blurry.

MINIMUM SIZE

32.792 px

90 px

INAPPROPRIATE RESOLUTION

The Adobe Garamond Pro and Avenir font families have been chosen as the primary typefaces for First Methodist communications. The two typefaces allow for flexibility and creative expression in text and display. Additional fonts can be used for headlines and accents; please get approval from Lauren Shirley before final printing or advertising is done.

AVENIR

Roman (used for body text content)
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghikjlmnopqrstuvwxyz 1234567890

Medium (used for body text, subheaders and highlighting)
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghikjlmnopqrstuvwxyz 1234567890

Heavy (used for headers, subheaders and highlighting)
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghikjlmnopqrstuvwxyz 1234567890

TYPOGRAPHY

ADOBE GARMOND PRO

Regular (used for body text content)
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghikjlmnopqrstuvwxyz 1234567890

Italic (used for body text content)
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghikjlmnopqrstuvwxyz 1234567890

Bold (used for headers, subheaders and highlighting)
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghikjlmnopqrstuvwxyz 1234567890

Bold Italic (used for body text content, header and highlighting)
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghikjlmnopqrstuvwxyz 1234567890

Lunar Blossom

Regular (used for headlines and accents only, use sparingly)
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghikjlmnopqrstuvwxyz 1234567890

OUR VOICE

We want the church voice to be consistent, regardless of who is writing. First Methodist Carrollton's voice is friendly and straightforward. It is engaging and inspires action. One way to think of our voice is to compare what it is with what it isn't. First Methodist's voice is:

- Casual and fun, but not sloppy
- Confident and instructive, but not commanding
- Simple and helpful, not aloof or abstract

OUR WORDS

All writing should be:

Accessible - Explain things so guests and new members feel included.

Accurate - Make sure the facts are correct. Double check names, numbers, and spellings.

Brief - Get to the point quickly.

Consistent - Copy and grammar will conform with the guidelines outlined in the following pages.

Engaging - Share stories rather than facts and figures. People learn through storytelling.

Inspirational - Find ways to include and reflect our mission, vision, and values.

Practical - Include all relevant information (who, what, when, where, why, how, etc.).

*It is important to proof your copy before it is published and have at least one other person, preferably who is not familiar with the text, proof for errors.

COMMAS

Use the Oxford comma: a list of three things should have two commas.

Yes: The event will feature games, food, and prizes.

No: The event will feature games, food and prizes.

APOSTROPHES

To show ownership or contractions.

Yes: FAQs, DVDs, The dog's collar, 30s, etc.

No: FAQ's, DVD's, 30's, 1950's, etc.

HYPHENATION

Avoid ending a line with a hyphenated word, even if it means re-writing the sentence. Hyphenated words kill readability, especially as widows.

Do not break up First Methodist on two lines.

BULLETED COPY

Our style is to create inside hanging indents when we have bulleted copy with turnover lines:

• Our publications need tender, loving care. Our publications need tender, loving care. Our publications need tender, loving care. Our publications need tender, loving care. Our publications need tender, loving care.

• Our publications need tender, loving care. Our publications need tender, loving care. Our publications need tender, loving care. Our publications need tender, loving care. Our publications need tender, loving care.

Not:

• Our publications need tender, loving care. Our publications need tender, loving care. Our publications need tender, loving care. Our publications need tender, loving care.

• Our publications need tender, loving care. Our publications need tender, loving care. Our publications need tender, loving care. Our publications need tender, loving care.

ORPHANS

Orphans are unsightly short lines left at the top of a page or column of text. (See widows.)

WIDOWS

As the Bible says, care for the widows.
Please don't leave them standing on a line all by themselves.   [shown for effect only]

USING ! AND ?

! One is enough, thank you!!!
? See "!"

SMART QUOTES

Don't use inch and foot marks in place of "smart quotes" and apostrophes.

Yes: "He wasn't ready to kern."

No: "He wasn't ready to kern."

PUNCTUATION

Goes inside the smart quotes.

TO CAPITALIZE OR NOT TO CAPITALIZE…
Capitalize pronouns for God.
Don't capitalize the words biblical or scriptural (or their derivatives).

QUOTING SCRIPTURE
Yes:

Whatever you do, work at it with all your heart, as working for the Lord, not for men… 1 Corinthians 3:13 NIV

No:

Whatever you do, work at it with all your heart, as working for the Lord, not for men… 1 Cor 3:13

WHAT GRADE ARE WE IN?
We are in first grade, not First Grade.

NUMBERS
Spell out numbers from one to ten. Use numerals for numbers higher than ten.

SPACES
We use only one space after a period at the end of a sentence.

SHOWING TIME
First Methodist style is to use p.m. or a.m. When showing time do not include :00 for a time on the hour. Use "space dash space" between the times if it includes both a.m. and p.m. A single dash between numbers is preferred. It increases readability to show the time in as succinct a manner as possible.

Yes:
7 a.m. - 2 p.m.
8:15 a.m. - 2 p.m.
1-2 p.m.

No:
7:00 a.m. - 2:00 p.m.
8:15 AM to 2:00 PM
1:00 PM–2:00 PM

DATES
Always include day of the week and date. On dates do not add "th" "nd" or "st" after the numeral for the date.

Yes
Friday, January 29
Monday - Friday, June 3-7

No
Monday thru Friday: June 3rd thru 7th
January 29th

DUBYA, DUBYA, DUBYA
Always include the First Methodist Carrollton web address (firstchurch.net) in your communications. It gives people a way to find out more about your event or how to contact the church.

We do not use the www before the web address; firstchurch.net is all that is needed.

PHONE NUMBERS
Dots, not dashes

Yes: 469.766.8841

No: 469-568-1240

WHO ARE WE?
Yes:
First Methodist Carrollton, First Methodist, FMC
No:
First Church, First UMC, FUMCC, FUMC, FUMC Carrollton and First Methodist Church.

Use First Methodist Carrollton for identification where address, phone and contact info is included.

<div align="center">

First Methodist Carrollton
2201 E. Hebron Pkwy., Carrollton, Texas 75010
firstchurch.net | 469.568.1240

</div>

EMAIL
We read email without hypens or capital letters.

Yes: email: lshirley@firstchurch.net

No: e-mail: LShirley@FirstChurch.Net

Email signatures:

Name
Title
First Methodist Carrollton
469.468.1240 | firstchurch.net

example:

Lauren Shirley
Communications & Technical Director
First Methodist Carrollton
469.568.1240 | firstchurch.net

USING OUR BRANDING ELEMENTS

Language, photography, and layouts should be simple, approachable, authentic, and welcoming. Avoid jargon, "church speak," and clutter.

Use Adobe Garamond Pro and Avenir fonts for main body copy and church information.

Use First Methodist Blue.

Don't stretch photography or artwork to make it fit.

Always include day of the week, date, and time of your event.

Logo on all external communications.

Web address on all external communications.

JOIN US FOR FIRST CONNECTIONS

Get acquainted with staff and members and learn more about the church on **Sunday, February 9 at 2 p.m.**

❖ FIRST METHODIST
CARROLLTON

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2201 E. Hebron Pkwy., Carrollton, Texas 75010
firstchurch.net | 469.568.1240

FIRST
METHODIST
C A R R O L L T O N