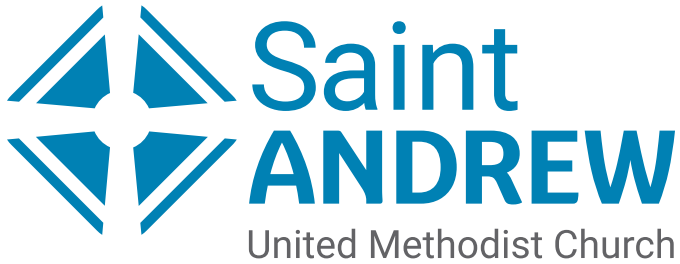


# BRAND GUIDELINE



# What is “brand”?

Brand is more than just a logo. Brand is perception. Brand is reputation. Brand is what distinguishes one organization from another. Brand is what others come to expect from a business or organization.

## THE ST. ANDREW BRAND IS...

- what people think of when they hear “St. Andrew Methodist Church” and is based on facts and perception.
- what differentiates St. Andrew from other area churches.
- something that need to be carefully and purposefully managed.

## WHY IS IT SO IMPORTANT TO MANAGE BRAND?

Providing clear guidelines and direction for those who interact with the St. Andrew brand will ensure cohesive messaging and consistent usage of the logo, colors, and fonts.

# The Foundation

## UNITED METHODIST CHURCH MISSION

*Making disciples of Jesus Christ for the transformation of the world.*

## VISION

St. Andrew’s mission is to be *an open community growing in the ways of Jesus, sent out daily to share the healing love of God.*

## CORE VALUES

- We are unapologetically Christ-centered and Biblically based.
- We encourage and provide for spiritual growth.
- We provide fellowship—a sense of belonging to a community where relationships are valued.
- We have a compelling call to share faith with and equip the next generation.
- We offer hospitality, making room for those who want to be a part of our open community.
- We provide and support compassionate outreach ministries.

# The Colors

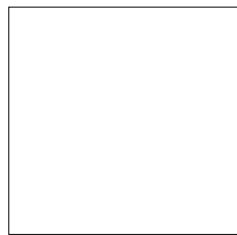
Two colors are at the core of the St. Andrew color palette—St. Andrew blue and white—and must be the main colors for any official, formal St. Andrew materials such as letterhead or business cards. Other colors, including those below, may be used on flyers, announcements, digital displays, presentations, etc. It is important to keep contrast and readability in mind when using these colors. Therefore, St. Andrew Blue, Eggplant, Green, and Dark Gray should not be used directly with each other. White and Light Gray can be used as either background or text colors with all of the other colors.

## COLOR PALETTE



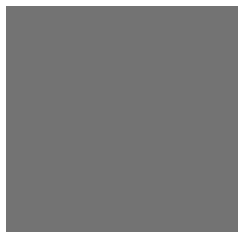
### ST. ANDREW BLUE

HEX: #136799  
RGB: 19 103 153  
CMYK: 96 34 13 3



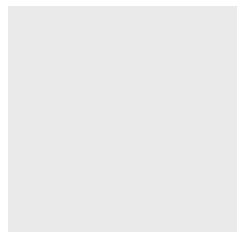
### WHITE

HEX: #FFFFFF  
RGB: 255 255 255  
CMYK: 0 0 0 0



### DARK GRAY

HEX: #737373  
RGB: 115 115 115  
CMYK: 0 0 0 72



### LIGHT GRAY (PRINT)

HEX #E3E3E3  
RGB: 227 227 227  
CMYK: 6 6 0 19



### GREEN (PRINT)

HEX: #71A739  
RGB: 113 167 57  
CMYK: 32 0 66 35



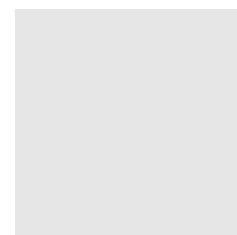
### EGGPLANT

HEX: #421D53  
RGB: 66 29 83  
CMYK: 20 65 0 67



### GREEN (WEB)

HEX: #406D22  
RGB: 64 109 34  
CMYK: 41 0 69 57



### LIGHT GRAY (WEB)

HEX #DEDEDE  
RGB: 222 222 222  
CMYK: 0 0 0 13

# The Logo



Burgundy logo for use on white or light colored backgrounds



White logo for use on color backgrounds (shown here on blue)



For use when color isn't an option



A more vertical logo for profile photos on social media accounts or other uses that require a logo that takes up less horizontal space



Icon to be used only as the website favicon



Don't change the color of the logo.



Don't stretch or distort the logo.

## ALWAYS REMEMBER

- Only use the **official logo** with **official colors** as shown on the previous page.
- **Never stretch or skew the logo.** If you need to resize the logo, hold down the shift key while you resize to constrain the proportions.
- **Give the logo some breathing room.** Never put text or images directly next to the logo. Leave about 25% of the height of the logo as padding around the logo on all four sides.

# The Fonts

## HEADLINE FONT

**Roboto Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdedghijklmnopqrstuvwxyz**

**1234567890**

## BODY FONT

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdedghijklmnopqrstuvwxyz

1234567890

*Roboto Light Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdedghijklmnopqrstuvwxyz*

*1234567890*

**Roboto Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdedghijklmnopqrstuvwxyz**

**1234567890**

## "FOR FUN" FONT

*Damion*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdedghijklmnopqrstuvwxyz*

*1234567890*

## USAGE GUIDELINES

For letters or memos use the body fonts (Roboto Light, Italic, and Bold). Only use the headline font (Roboto Black) for headlines on flyers (for programs or events, for example) or in presentations. The “for fun” font is for headline use on casual and informal flyers, event announcements, or presentations.

## DOWNLOAD FONTS

1. To download the free, open source fonts, visit [www.google.com/fonts](http://www.google.com/fonts) and select Roboto and Damion.
2. Click “download your collection” link at the top and a zip file containing the fonts will be saved to your computer.
3. Install the fonts by opening the zip file and then dragging the fonts into your fonts folder or right click on each font and then select “install.”

## FONTS AND CANVA

1. Be creative with fonts on flyers/events but...
2. Use the same fonts for the same types of events (example: for youth ministries materials; for recurring events materials).
3. For body copy, use a font that’s similar to Roboto Light.
4. Or, brand fonts can be uploaded to Canva for with the Canva for Work (paid version).

## Example

HEADLINE: Roboto Black .....

HEADLINE: Damion .....

DATE: Roboto Bold .....

BODY: Roboto Light .....

**SOUNDS**  
*of the Season*

Sunday  
December 10  
5:30-8:30 pm

Sounds of the Season begins with a meal as a church family and then continues with performances by children, youth, and adults from our congregation.

# Usage Examples

## SHIRTS



See the suggested shirt colors below. Work with the shirt print shop on selecting colors that work best with the logo you want to use.



Shirt colors with the St. Andrew blue logos:

- White
- Light gray/heather
- Light yellow/cream
- Pastels



Shirt colors with the St. Andrew white logos:

- Dark gray
- Dark blue
- Burgundy
- Or other dark colors

## EMAIL SIGNATURE

**Chris Danielson**

Lead Pastor  
St. Andrew United Methodist Church  
4703 North 50 West  
West Lafayette, IN 47906  
(765) 497-7755  
andrew-umc.org



## BUSINESS CARD



**Chris Danielson**

Lead Pastor

(765) 497-7755  
chris@andrew-umc.org  
[andrew-umc.org](http://andrew-umc.org)

4703 North 50 West  
West Lafayette, IN 47906

## NAME TAG



**Chris Danielson**  
Lead Pastor

# Storytelling

Part of managing our brand includes how information is communicated. Sharing emotional, humorous, and meaningful stories is a powerful way to expose others to the impact St. Andrew has on the congregation and community. Stories do the hard work of inspiring others to get or stay involved. Stories can be told through news stories, social media, photography, and video. Here are helpful tips for each.

## NEWS STORIES

- Spread the word through stories told local media. Share story ideas with WLFI (online form: [www.wlfi.com/about-us/contact-us](http://www.wlfi.com/about-us/contact-us)), Star City ([news@starcitybroadcasting.com](mailto:news@starcitybroadcasting.com)), and the Journal and Courier (email a reporter directly: [www.jconline.com/contact/staff](http://www.jconline.com/contact/staff)).
- Be sure to answer the “why should I care?” question for the reporter. Do the work for them. For example, connect the idea to current news (i.e. *“The church is collecting donations to help victims of a recent toronado.” “Members of the congregation are volunteering their time to put together care packets for local homeless people.” “St. Andrew hosts welcome event for Purdue University students.”*).

## SOCIAL MEDIA

- Share the joys and experiences of the church and the congregation through social media, but be certain it remains faithful to our brand.
- Build relationships with followers by creating a diverse range of content about the the church, ministries, events, and people.
- Always protect the privacy of people in photos—especially anyone under 18 years of age. Only mention them when relevant and use their first names only. NEVER tag them in posts without first getting their permission.

## PHOTOGRAPHY AND VIDEO

- When taking photos, think about the story each image can tell. Real moments evoke real emotions. They are compelling, conveying the mission of St. Andrew with sincerity.
- Photos and videos are a perfect way to demonstrate the diversity of our congregation, ministries, programs, and events.
- When taking photos of minors, consider taking photos where they can't be identified--from behind, close up on an activity they are doing, etc.

## ST. ANDREW WEBSITE

- When taking photos, think about the story each image can tell. Be sure to share the breadth of all the great stories happening inside the church and beyond with the congregation members.
- Consider a guest blog once per month. A congregation member can write their story about "My St. Andrew" (what's their St. Andrew story) or why they are involved in a particular ministry. It's a great way to engage members and allow them to have a voice. It's also a great feature for potential members who may visit the website when looking for a new church home.

