

<https://www.unitedmethodistwomen.org/brandbook.pdf>

United Methodist Women Brand Guidelines



The emblem of United Methodist Women, the cross and the flame, symbolizes our organization. The cross and flame are ancient symbols of the church and appear on the United Methodist Church emblem. Both symbols remind us of the opportunities and obligations of discipleship.

Paul's words to Timothy have fresh and contemporary meanings, "I remind you to stir into flame the gift of God which is within you." (2 Timothy 1:6). As United Methodist Women, we give our gift of God with others through mission.

As parts of our emblem, the cross and flame remind us of our PURPOSE of growing in our understanding of and willingness to participate in the global ministries of the church. They remind us of our heritage of women who pioneer in service for the church at home and in other countries.

The overall shape of the emblem is also symbolic. Fluid and free flowing, the shape suggests change and mobility. The women who came before us were at the forefront of movements for change. Always aware of the times, we move with ever changing circumstances rather than feeling overwhelmed by them. We are a group of Christian women with many gifts who are unified by one Spirit. We participate in God's mission in all areas of life.



United
Methodist
Women

FAITH • HOPE • LOVE IN ACTION

What's different and what's important?

curves are thinner, more refined
and graduate from thick/thin

text is bottom aligned with emblem to
reinforce the feeling of a flame shape



United
Methodist
Women

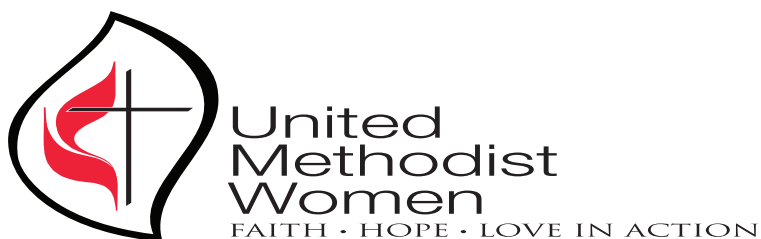
FAITH • HOPE • LOVE IN ACTION

uses official UMC cross/flame

text always appears with emblem

Some things **not** to do, please!

please don't stretch or distort it.



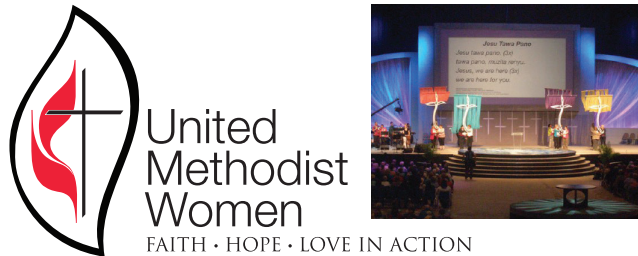
please don't re-color it.



please don't change the font or the proportions.



please don't crowd it.



Ipsu*m* iure*m* nonse*q*ui blaore mod enit amet,
volore magna faccum num nim quam volor
adigna consequi ipsuscinit, commodiamet,
consequisi tetum eughero conse tat utpatum

leave enough white space around the sides, please.
the border below shows the minimum space you
should leave. (but you don't need the black lines!)



please don't lose the white field in the emblem.



please don't combine with old versions of the emblem.



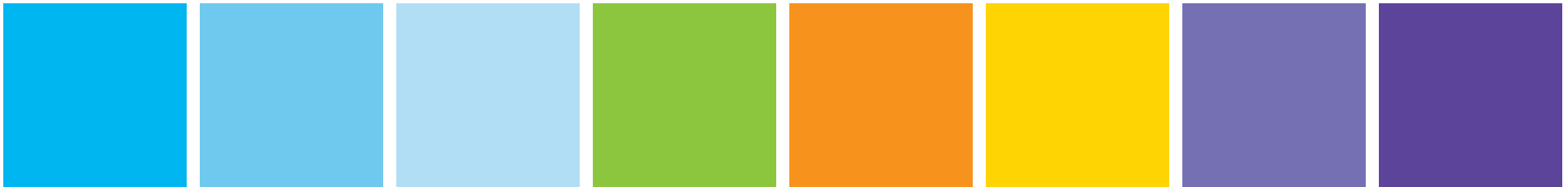
Please don't use these!

(Or any other old versions)

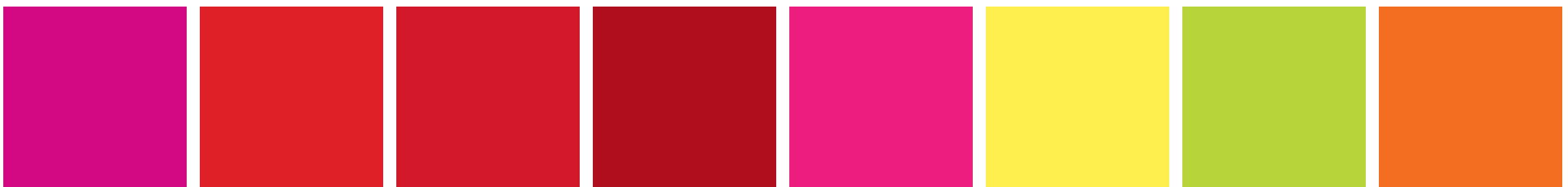


color

We like to use bright, energetic colors that reflect the energy of the United Methodist Women members! (Not all at the same time, of course!)



C 85	C 50 M 3 Y 2	C 28 M 2 Y 1	C 50 Y 100	M 50 Y 100	M 14 Y 100	C 60 M 60	C 77 M 87
R 0 G 182 B 241	R 115 G 200 B 236	R 178 G 221 B 243	R 141 G 198 B 63	R 247 G 148 B 29	R 255 G 214 B 0	R 118 G 112 B 179	R 9 3 G 68 B 155
HEX: #00b6f1	HEX: #73c8ec	HEX: #b2ddf3	HEX: #8dc63f	HEX: #f7941d	HEX: #ffd600	HEX: #7670b3	HEX: #5d449b



C 6 M 100 Y 1 K 6	C 8 M 100 Y 100 K 10	C 3 M 100 Y 90	M 100 Y 90 K 30	M 95 Y 16	M 2 Y 80	C 33 Y 96	M 70 Y 100
R 210 G 3 B 130	R 201 G 28 B 35	R 230 G 29 B 48	R 177 G 15 B 31	R 237 G 42 B 127	R 255 G 238 B 80	R 183 G 212 B 59	R 243 G 112 B 33
HEX: #d20382	HEX: #c91c23	HEX: #e61d30	HEX: #b10f1f	HEX: #ed2a7f	HEX: #fee50	HEX: #b7d43b	HEX: #f37021

the color bar

Sometimes we use a “color bar” in conjunction with the logo—across the bottom of the page, slide or resource front or back cover.

The logo should be far left, with the top of the emblem breaking the plane of the top of the color bar. The top of the bar should align with the top of the cross and there should be roughly the same amount of space to the left and bottom.



the inverted color bar

Sometimes we invert the page, with a bold color up top and white at the bottom. Only use the more saturated end of the color palette for this. The bottom of the color box should align with the top of the cross. The left edges should align. There should be a white border on all sides.

The type should be white over color, and bolder. This is Helvetica Neue 55 Roman, and the headline is Helvetica Neue 75 bold.



photography

The inverted layout works well with photography, too!



Photos by Paul Jeffrey

always credit
the photographer!

selection of photography

We like to use photos of real members and projects that are supported by United Methodist Women.

We avoid using stock photography whenever possible.



United Methodist Women Members Stacie Hawkins, Megan Waddle, Tonya Murphy. Photography by Kristina Krug.



Diverse Natural Women with Beautiful Smiles.
iStock Photo File #10668925 Photography by Randy Plett.

selection of photography

We use photographs that celebrate the dignity and worth of all people.
(Including their names in the captions if possible.)

We avoid using photographs that might be considered exploitative of or demeaning to the subject.



Ngoy Wa Ngoy Euphrasi, 17, pauses as she works in a field as part of a youth training program funded by United Methodist Women. The project is located in Kamina, in the Democratic Republic of the Congo, and mixes academic education and agricultural training. Photography by Paul Jeffrey.



Image taken from a child sponsoring organization's tv commercial.

Typography (fonts)

The primary typeface that we use is Helvetica Neue.

You are looking at it right now.

This is Helvetica Neue 35 Thin. **This is Helvetica Neue 75 bold.**

If you don't have Helvetica, an acceptable substitute is Arial. (But not in the logo!)

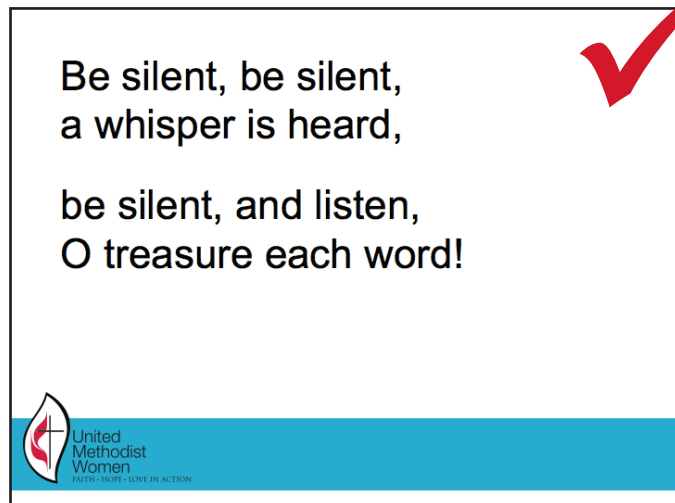
Helvetica:

The organized unit of United Methodist Women shall be a community of women whose purpose is to know God and to experience freedom as whole persons through Jesus Christ; to develop a creative, supportive fellowship; and to expand concepts of mission through participation in the global ministries of the church.

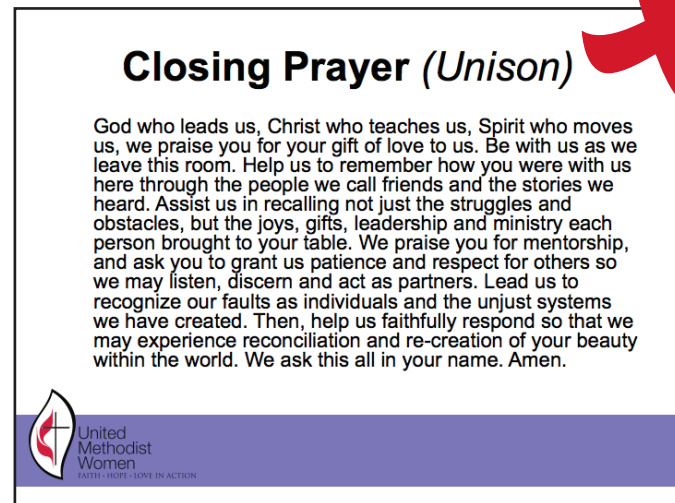
Arial:

The organized unit of United Methodist Women shall be a community of women whose purpose is to know God and to experience freedom as whole persons through Jesus Christ; to develop a creative, supportive fellowship; and to expand concepts of mission through participation in the global ministries of the church.

Slide guidelines (use any of the bright colors from our palette for the color bar!)



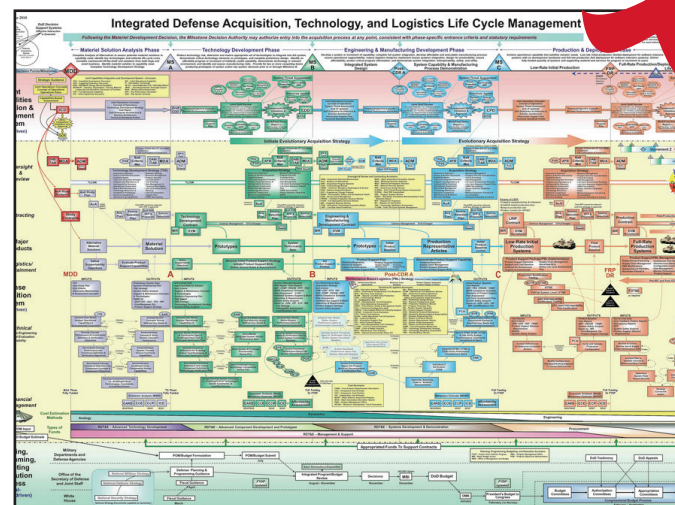
Try to keep song/hymn lyrics and liturgies/readings on the top half of slides. (If the screens are low and people are standing to sing they can't see the bottom half!)



Don't put too much text on a single slide. This is too much.



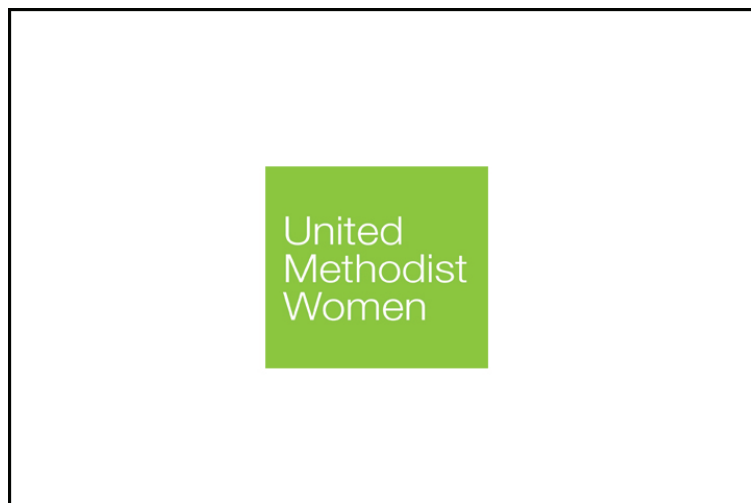
Make sure to secure rights and include copyright information!



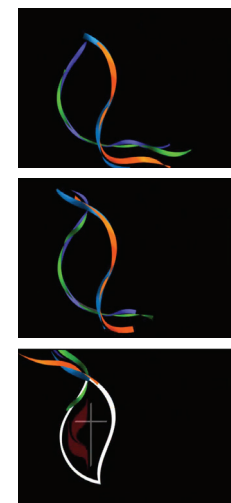
Believe it or not this is an actual slide. Please don't do this.

Video guidelines

Opening screen (static):



Closing screen (animated):



Lower thirds (static) (or reverse out if background requires)



Bug (livestreams only)



How to write about United Methodist Women

United Methodist Women Editing Guidelines

1. United Methodist Women is treated as a singular noun. Women who are part of United Methodist Women are “members of United Methodist Women,” “a member of United Methodist Women” or “United Methodist Women members,” “United Methodist Women member.” INCORRECT: United Methodist Woman.
2. We do not use “UMW” in publications unless it’s part of a website address like: “www.umwonline.org”
3. As of January 2013 United Methodist Women is no longer be called the “Women’s Division.” Please use “United Methodist Women” in all instances (unless speaking of the past).
4. Mission Giving is United Methodist Women’s primary source of fundraising and is always capitalized. And we signify supported projects with “Mission Giving-supported” or “United Methodist Women-supported.” Program Book, Prayer Calendar, National Mission Institutions, and Reading Program should also always be capitalized.
5. Use “mission” in all references to United Methodist Women’s mission work. (Some refer to this work at “missions,” but this represents a dated approach to work in communities that doesn’t reflect our current focus on solidarity.)
6. Do not use the phrase “mission to,” but rather “mission with” when referring to United Methodist Women’s work with women, children, youth and other marginalized communities.
7. Always use the word “children” and not “kids” unless “kids” is part of a project name.
8. “United Methodist Women’s Social Network” is the correct reference for our social network. Use the full name on first reference and “social network” on other references.

9. Use “United Methodist Women’s Reading Program” on first reference to the Reading Program or related books, and “Reading Program” on other references.
10. Do not use the word “on” with dates. CORRECT: “United Methodist Women’s Assembly will take place April 30-May 2.” INCORRECT: “Opening worship for Assembly on April 30 will include a variety of worship style.”
11. Use the most updated version of the *Associated Press Stylebook* when editing all United Methodist Women content.

United Methodist Women Spell Check:

Harriett Jane Olson, General Secretary and CEO of United Methodist Women. (note two t’s in Harriett)