



LOCAL CHURCH
BRAND GUIDE

DOWNLOAD "BRAND KIT" RESOURCES AT [WESLEYAN.ORG](https://www.wesleyan.org)



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THE WESLEYAN CHURCH IDENTITY IS A SEAL OF HOPE AND A PROMISE OF HONESTY. READ ON TO CONTRIBUTE TO ITS STRENGTH.

Our Vision: *Transforming lives, churches, and communities through the hope and holiness of Jesus Christ.*

Your local church partnership can bring a unified message to our communities. Together we are building a more effective brand for The Wesleyan Church (TWC) to share Christ’s love and hope.

Each local church has the freedom to create their own brand. This guide is not a rulebook. It is a tool designed to help those using the TWC brand to communicate consistently across the nations. Following these guidelines we will increase the power of our message, avoid creating confusion, and strengthen the TWC brand identity at all local churches, as well as the denomination.

Thank you for championing the The Wesleyan Church’s brand identity by sharing the vision and message of hope with excellence. Please review and share this guide with anyone responsible for producing materials for or in association with The Wesleyan Church.

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Scripture

OUR HOPE IN CHRIST IS TO BE **MADE NEW**.

The stunning answer to our heart's prayer is found in the promise of being made new in Christ.

A theme of Christ's power to transform our lives is prominent throughout Scripture.

Here's a small sampling of Scripture highlighting this promise.

GOD'S WORD FIRST



2 Corinthians 5:17-18 NCV

If anyone belongs to Christ, there is a new creation. The old things have gone; everything is **made new**! All this is from God. Through Christ, God made peace between us and himself, and God gave us the work of telling everyone about the peace we can have with him.

Ephesians 4:22-24 NIV

You were taught, with regard to your former way of life, to put off your old self, which is being corrupted by its deceitful desires; to be **made new** in the attitude of your minds; and to put on the new self, created to be like God in true righteousness and holiness.

Romans 12:2 NIV

Do not conform to the pattern of this world, but **be transformed** by the renewing of your mind. Then you will be able to test and approve what God's will is—his good, pleasing and perfect will.

Rev. 21:1-5 NIV (Jesus' own words)

Then I saw "a new heaven and a new earth," for the first heaven and the first earth had passed away, and there was no longer any sea. I saw the Holy City, the new Jerusalem, coming down out of heaven from God, prepared as a bride beautifully dressed for her husband. And I heard a loud voice from the throne saying, "Look! God's dwelling place is now among the people, and he will dwell with them. They will be his people, and God himself will be with them and be their God. 'He will wipe every tear from their eyes. There will be no more death' or mourning or crying or pain, for the old order of things has passed away."

He who was seated on the throne said, "**I am making everything new!**" Then he said, "Write this down, for these words are trustworthy and true."

made new

Logos



PRIMARY LOGOS

These are the two variations of the TWC logo that may be used. Download the complete “Brand Kit” at wesleyan.org to learn more about using the TWC brand.

HORIZONTAL LOGO

The horizontal logo is the preferred choice in most designs.

BIG: Center justification and placement bring balance and stability to a design. Great for title slides. When larger and white space is abundant it can dominate the design.

SMALL: The horizontal logo is the most legible at reduced sizes. This makes it an excellent choice for documentation or basic branding where the focus lies elsewhere.

STACKED LOGO

The stacked logo provides versatility. Its left justification and compact width play well with other logos and design elements. This variation is ideal when design space is limited or placement in a corner of the layout is desired.

While highly legible at normal sizes, “The” and “Church” become less legible as the size is reduced.

Tag

MADE NEW TAG

“TWC Made New” artwork has been made available for local churches to download.

If using these official TWC elements, please do not alter the design. The placement, size, and color options are intentional.

DOWNLOAD “BRAND KIT”
RESOURCES AT WESLEYAN.ORG

CUSTOMIZED TAG DESIGN

Like the tag but want a different design? Go for it! Create your own custom “made new” design (font, color, layout). Make it fit your local context.

Approved layouts and colors for official TWC design elements

1



2



3

COLOR OPTIONS

made new dark / light blue

made new light blue

made new dark gray

made new white

DO NOT use unapproved layouts and colors with official TWC design elements



Customize for your ministry



Papyrus and Comic Sans are never good



Church Logos Fonts

Aa

DOWNLOADING FONTS

Alternate free fonts similar to the TWC logo fonts are listed for your convenience at right.

If you desire to use a licensed font matching the TWC logo, they are available for purchase from a third party.

FREE FONTS

Source Sans

Sans serif for display and logos. Alternative to the font Amelia.

Klinik Slab Bold

Klinik Slab is a free alternative display and headline font to replace Caecilia.

OPEN SANS

Web and mobile sans serif. Can be used to replace Trade Gothic.

Open Sans is a clean and modern sans serif typeface available for free. It is especially designed for legibility across print, web, and mobile interfaces.

Free Font Licenses:

Source Sans – [fontsquirrel.com](https://www.fontsquirrel.com)

Klinik Slab – [losttype.com](https://www.losttype.com)

Open Sans – [fontsquirrel.com](https://www.fontsquirrel.com)

LICENSED FONTS

Amelia

Excellent sans serif for display and logos.

Caecilia 85 Heavy

Slab serif for alternate display and headlines

TRADE GOTHIC

Sans serif for alternative display and headlines

Purchase Font Licenses:

myfonts.com/fonts/tipotype/amelia

myfonts.com/fonts/adobe/pmnc-caecilia

myfonts.com/fonts/linotype/trade-gothic

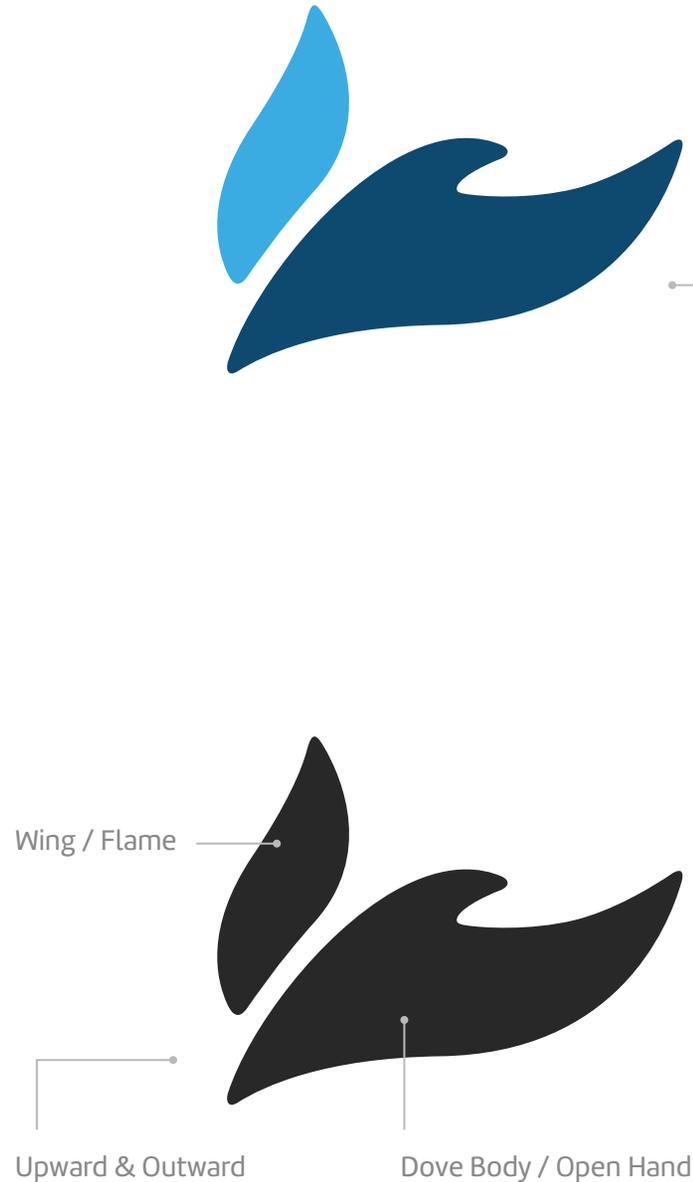
myfonts.com/fonts/adobe/minion

Icon

SYMBOL OF HOPE THE DOVE HAS 30+ YEARS OF BRAND EQUITY AS THE WESLEYAN CHURCH'S HOLINESS SYMBOL.

The dove embodies hope with its head and wings turned upward and outward, like open hands. One wing represents a purifying flame. The color blue represents water and baptism.

The dove capitalizes on brand equity in this meaningful holiness symbol with modern style, appropriate for audiences of all ages.



Icon Colors:
One wing represents a purifying flame. The dark blue dove body represents water/baptism.

Correct 2-color usage

Acceptable icon color variations (no other colors should be used on the dove):



Church Logos

Dove Icon

HOW TO CORRECTLY USE THE DOVE ICON

The simplicity of the dove icon makes it memorable. Adding too many elements or presenting inconsistently will dilute the icon's effectiveness.

There is flexibility for using the dove with your local church name and/or logo. We learn by seeing. Here are **GOOD** and **BAD** examples for using the dove icon.

PLEASE DO NOT...

place text on the dove



overlap design elements with dove or logo
(see page 9 for good examples)



rotate or reflect the dove



mix or replace with old logo elements



No Fly Zone

Avoid caging the dove with text or objects or obstructing momentum (upward & outward).



DO NOT cage or crowd the dove

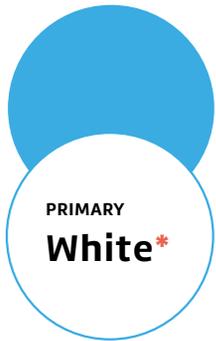


CAN use a circle around dove with negative space as shown here

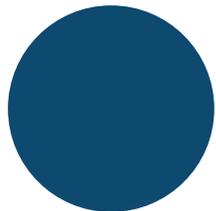


Church Logos

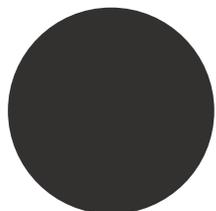
Dove Color



PRIMARY
Light Blue
 RGB 57 171 225
 CMYK 67 15 0 0
 PANTONE 298U



PRIMARY
Dark Blue
 RGB 14 73 111
 CMYK 98 73 33 18
 PANTONE 2955U



PRIMARY
Dark Gray
 RGB 51 49 50
 CMYK 0 0 0 95

ICON COLOR OPTIONS

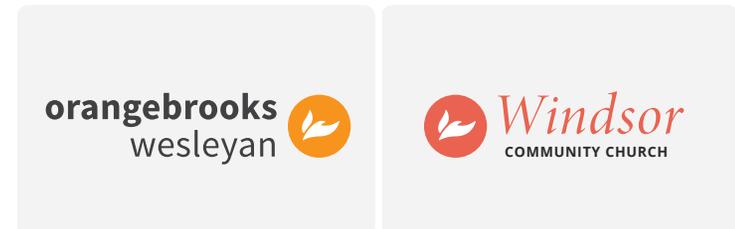
When using the dove icon remain within the brand color palette on this page. These are the acceptable dove color applications.



DO NOT use unapproved colors on dove



CAN use a local church color on the circle, but dove must remain white



CAN change text colors



Church Logos

Tips

LOCAL CHURCH LOGO DESIGN TIPS

Here are some examples of local church logos that maintain the integrity and balance of TWC brand identity.

- 1 Inclusion of the dove icon as a secondary element works in some cases, but not all. Use your good judgment.
- 2 Any font can be used for the church name. Plenty of freedom to be unique. We recommend a clean and simple font.
- 3 When using the branded “Wesleyan Church” text, don’t change the layout (stacked or horizontal).

