



THE **wesleyan** CHURCH

BRAND GUIDE

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



# Brand Identity

**THE WESLEYAN CHURCH IDENTITY IS A SEAL OF HOPE AND A PROMISE OF HONESTY. BY FOLLOWING THESE GUIDELINES, YOU REAP THE BENEFITS OF THE WESLEYAN CHURCH IDENTITY AND CONTRIBUTE TO ITS STRENGTH.**

As partners in the global Wesleyan community, we all work to advance the vision of transforming lives, churches, and communities through the hope and holiness of Jesus Christ. By working together, our church communities can build a powerful brand for The Wesleyan Church (TWC) with a unified approach to messaging.

**Please review and share this guide with anyone responsible for producing materials for or in association with The Wesleyan Church.**

These tools will help us present the organization with a consistent voice. Using the brand standards guide, we will increase the power of our message while deviation may create confusion and dilute the brand identity. Your understanding and cooperation of the brand elements presented here are essential to the success of our efforts.

Thank you for championing the The Wesleyan Church's brand identity by sharing the vision and message of hope with excellence.

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# Scripture

## GOD'S WORD FIRST

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

**The Wesleyan quadrilateral is a model of how John Wesley conceived of the task of theology:**

Scripture  
Tradition  
Reason  
Experience

The Wesleyan quadrilateral represents a helpful model for conceptualizing the way Christians make decisions in relationship to Scripture along with other factors that affect their decision-making process, including church tradition, critical thinking, and relevant experience.

## THEME SCRIPTURES



### 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*

# Message

**“MADE NEW” IS A CONVERSATIONAL WAY TO SHARE OUR KEY MESSAGE OF CHRIST’S TRANSFORMATIONAL HOPE AND HOLINESS.**

This shorthand helps us begin a conversation with hope, in a language people use. It is broad, memorable, and flexible in application.

## *made **new***

*my marriage **made new***  
*my family **made new***  
*my dreams **made new***  
*my trust **made new***  
*my mind **made new***  
*my heart **made new***

*Our conversation begins with hope.*

## *made **new** in Christ*

*lives **made new***  
*churches **made new***  
*communities **made new***

*Our vision lives here.*

# Icon

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

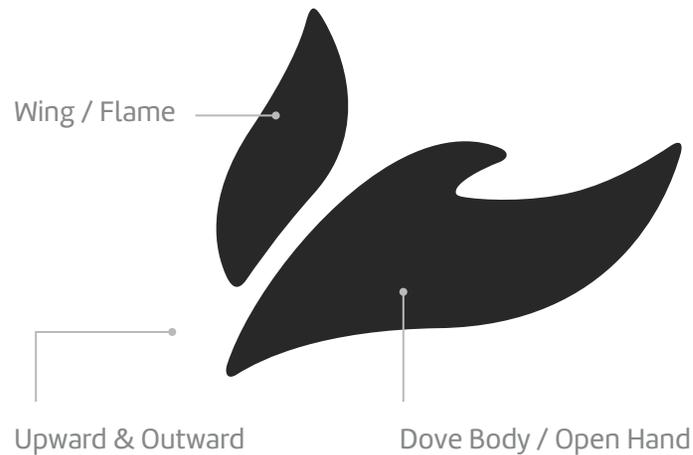
The dove embodies hope with its head turned upward and outward, like open hands. One wing represents a purifying flame. The color blue represents water and baptism.

The dove capitalizes on brand equity in this meaningful holiness symbol with modern style, appropriate for audiences old and new.



Correct 2-color usage.

Acceptable variations of one-color and a gradient version are below:



# Logos



## PRIMARY LOGOS

These are the only two variations of the logo that may be used. Media kit available at [wesleyan.org](http://wesleyan.org).

## STACKED LOGO

The stacked logo is the most versatile version. Its left justification and compact width play well with other logos and design elements. This variation is ideal when design freedom is limited horizontally 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.

## HORIZONTAL LOGO

**The horizontal logo is the preferred choice** when white space is abundant and it can dominate the design. Center justification and placement bring balance and stability to a design. Great for title slides.

The horizontal logo is the most legible at reduced sizes. It can stand alone but doesn’t demand as much attention at smaller sizes. This makes it an excellent choice for documentation or basic branding where the focus lies elsewhere.

# Logos

## ANATOMY OVERVIEW

The word “Wesleyan” is emphasized because that’s what makes our brand unique. The size of the dove is balanced with the boldness of the word “Wesleyan.” The placement of the dove above the “y” is intentional and should not be modified. Do not “type out” the logotype in Amelia font—it has been customized.

### CONTROL AREA

Do not crowd the logo or place other elements inside the control area.

The control area measurement (“x”) is equal to double the height/width of the “e” in Wesleyan. This applies to all variations of the logo.

### COLOR OPTIONS



Customized Amelia Bold font  
Lowercase “Wesleyan”

Amelia Regular font  
Capitalized “THE” and “CHURCH”



### No Fly Zone

Avoid caging the dove with text or objects or obstructing momentum.

Momentum is upward and outward

# Logos

1



## MADE NEW TAG

The “Made New” key message or tag may be used in these layouts. The placement, size, and color are intentional. Do not change the font, size, or placement. *Do not use the tagline with the stacked logo.*

## COLOR OPTIONS

*made new* dark / light blue

*made new* light blue

*made new* dark gray

*made new* white

2



3



Correct tag placement below horizontal logo



# Logo

## CORRECT MINIMUM SIZE

Follow guidelines to ensure legibility, when reproducing at minimum size.



## MISUSE

The logo should only be used according to the guidelines established in this document. **Do not:**

### Use unapproved layouts



### Stretch or condense



### Use unapproved colors



### Add elements within control area



### Use unapproved fonts



### Add, separate, or use incomplete mark



# Color

**NEUTRAL**  
RGB 231 231 231  
CMYK 8 6 6 0

**PRIMARY**  
**Dark Blue**  
RGB 14 73 111  
CMYK 98 73 33 18

**ICON usage:**  
“The Wesleyan Church” word mark  
and the body of the dove

**TEXT usage:**  
Avoid using on body copy.  
Limited use on secondary headers  
and web buttons with white text.

**PANTONE 2955U**

**PRIMARY**  
**White\***

**PANTONE 298U**

**PRIMARY**  
**Light Blue**  
RGB 57 171 225  
CMYK 67 15 0 0

**ICON usage:**  
One wing represents a purifying flame.  
The color blue represents water/baptism.

**TEXT usage:**  
• Secondary headers  
• URL links and buttons  
• Avoid on large amounts of body copy

**NEUTRAL BLUE**  
RGB 188 230 251  
CMYK 24 0 0 0

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

**TEXT usage:**  
Text and body copy  
Avoid using pure black

\* White symbolizes hope and prurity. Use as the most dominate color in TWC branding. This design guide is an example of this principle.

# Fonts

## QUICK GUIDE BRAND FONTS

### DISPLAY

Amelia

### ALTERNATE

Caecilia (Slab Serif)

Trade Gothic (Sans)

### BODY

Amelia Regular (Sans)

Minion Pro (Serif)

### WEB FONT

Open Sans

# Aa

#### Download and purchase font licenses:

[myfonts.com/fonts/typotype/amelia](https://myfonts.com/fonts/typotype/amelia)

[myfonts.com/fonts/adobe/pmnc-caecilia](https://myfonts.com/fonts/adobe/pmnc-caecilia)

[myfonts.com/fonts/linotype/trade-gothic](https://myfonts.com/fonts/linotype/trade-gothic)

[myfonts.com/fonts/adobe/minion](https://myfonts.com/fonts/adobe/minion)

**(Free)** [opensans.com](https://opensans.com)

## Amelia

Excellent sans serif  
for display

### Caecilia 85 Heavy

**Slab serif for alternate display  
and headlines**

**Amelia Regular is the serif body font.** Variations of the typeface may be used sparingly within the body text: Light, Italics, Oblicua, and Bold. The **contrast** and *different styles* of Amelia work as body copy and display.

### TRADE GOTHIC

**Sans serif for alternative display  
and headlines**

**Minion Pro is the primary serif body font.** It's a highly readable typeface, combining aesthetic and versatility of digital technology, yielding flexibility and typographic control, whether for lengthy text or display settings.

### OPEN SANS

**Web and mobile sans serif**

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.

# Image



## PHOTOGRAPHY STANDARDS

Imagery used should capture the essence of the TWC brand. When possible it is preferred that images are macro in nature with either the foreground or background being in focus with the other being out of focus.

### KEY WORDS

Hopeful  
Honest



### PEOPLE

People are the heart of TWC's brand. So it makes sense to use photography of real people and not stock photography. Photography of people should promote family and togetherness. Use close-up shots for a dramatic effect and to emphasize the personalities and vibrance of the story.

### ENVIRONMENTAL

Environmental photography should feature bold, clean shots. Focus on a single or group of key elements to keep things simple. Capture the texture of a moment's detail.

### JOURNALISTIC

Storytelling images bring the viewers into a moment and create a narrative without words.

# Image



## TEXTURES & EFFECTS

Imagery used should capture the essence of TWC brand. When possible it is preferred that images are macro in nature with either the foreground or background being in focus with the other being out of focus.

### KEY WORDS

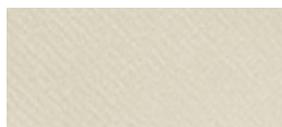
Hopeful  
Honest



TEXTURE 1  
Canvas



TEXTURE 2  
Cross-hatch



TEXTURE 3  
Paper Variations



ORANGE / RED

DARK BLUE / LIGHT BLUE



### GRADIENT OVERLAYS

A gradient **soft light** transparency layer on top of a color image can create an atmosphere of energy or calm. Use sparingly (a little goes a long way).

### BLACK & WHITE

It's classy and clean. Black and white images allow the brand colors to shine in a layout.

### EFFECTS

Images make great texture. Place a color **overlay** on top of a desaturated image (black/white). Reduce the image transparency to 70–85% until you achieve the desired effect. Add white text for high impact (Trade Gothic No.2 shown).

Use these brand colors only



# Image



## ILLUSTRATIONS

Illustrations are an excellent tool for sharing concepts and emotions. The muted colors and subtle textures add a layer of interest but are no substitute for a strong idea.

### STYLING

- Vector icons with simple lines
- Typography
- Subtle textures add depth
- Saturated/muted colors set mood

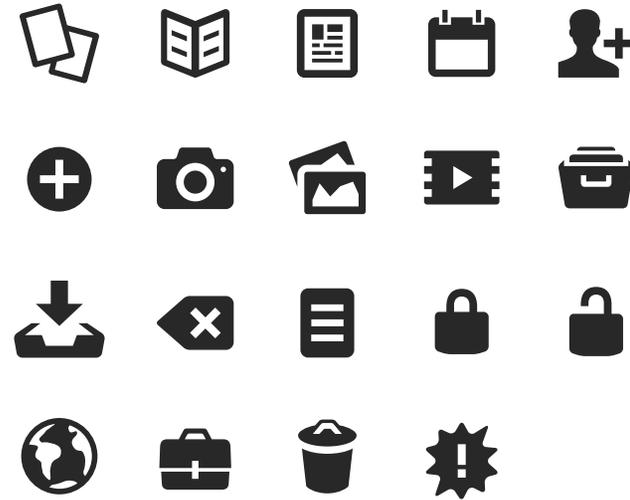


### ILLUSTRATION + PHOTO

The appropriate image can make a great texture or background for an illustration.

Adding transparency effects to the illustration layer may create some nice results. (Keep it subtle.)

# Icons



## WEB ICONS

Entypo Glyph Set (284 glyphs)  
Designed by Daniel Bruce (<http://danielbruce.se/>)  
and released for the Web design community.

This freebie has been brought to you by SmashingMagazine.com. You can freely use it for both your private and commercial projects, including software, online services, templates, and themes. The icons may not be resold, sublicensed, rented, transferred, or otherwise made available for use.

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