

Brand Guidelines

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OI Our brand



Our brand

AN INTRODUCTION

The Methodist Church is a worldwide community of over 70 million believers. The denomination originated in the mid-eighteenth century.

Today, with more mediums than ever, it's important to have a consistent, cohesive and flexible brand identity that can clearly deliver our message. This digital-first approach will allow our brand to make the most of new opportunities, and future applications.

This guide will highlight the core principles, beliefs and brand values of MCI, walk through the new visual approach of the MCI brand and explain the implementation of this new identity.



Core values

ALL PEOPLE NEED TO BE SAVED

Everyone needs Jesus – we were made for relationship with God

ALL PEOPLE CAN BE SAVED

Everyone and anyone can come to know Jesus – no one is outside of God's love and grace.

ALL PEOPLE CAN KNOW THAT THEY ARE SAVED

Everyone can live rooted in deep relationship with Jesus – the Spirit witnesses with our spirit that we are children of God.

ALL PEOPLE CAN BE SAVED TO THE UTTERMOST

Everyone can grow in faith – there is no limit to what the grace of God can do in us.



02

Visual identity





LOGOTYPE OVERVIEW

We have retained the instantly recognisable icon of the original Methodist Church in Ireland brand, whilst making some very minor adjustments to the shape and form of the icon to allow for optimum performance at all sizes.

The full wordmark should be used in all external communications, and there should be a consideration of space allowed for the application of the wordmark.



Clear area



Minimum size
50mm / 40px

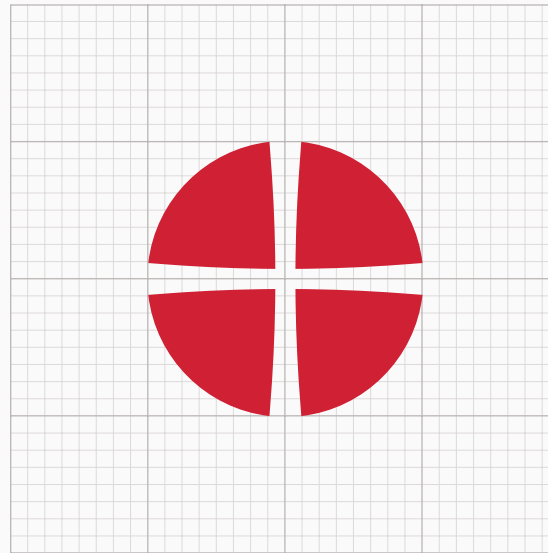


LOGOTYPE

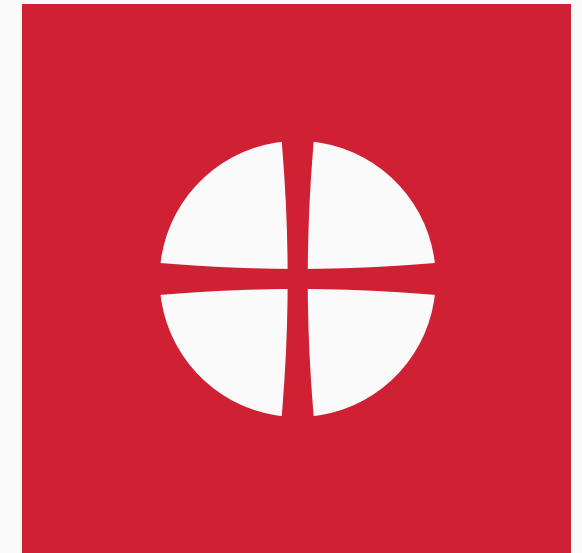
THE ORB

A key part of our visual identity focuses on the orb. This is an international symbol of the Methodist Church, this has been optimised for performance across web, print, social media and smartphone use.

Previously the orb lost clarity in smaller sizes, so this minor change has allowed us to ensure the logo retains focus at any size.



Grid structure



Reversal



LOGOTYPE

APPROVED USAGE

These are some rules to ensure our brand stays strong, clear and consistent.

Use common sense, and always use approved and supplied variations of the logo.

1. Don't stretch the logo
2. Don't use a colour outside of the approved palette per sub-brand
3. Don't rotate the logo
4. Don't change the approved lockups with different words





BRAND HIERARCHY

Our church is a family, and so our branding reflects this in how our departments are displayed externally and internally.

All departments have brands with full autonomy, but all exist as parts of one larger church family.

For more information on each sub brand please refer to the relevant department brand material.

Parent brands



Sub brands





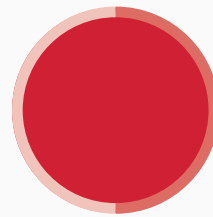
COLOUR

The main MCI brand will use the colours shown on the right.

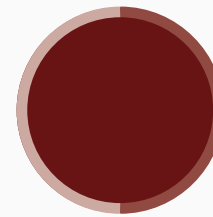
These are the key visual identifiers that a particular resource, piece of content or web page belongs to the MCI parent brand.

There is an additional breakdown of colour palettes per department, which you can find in each department section of this document.

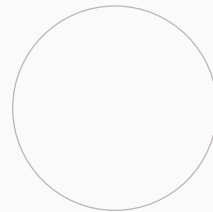
Using the same colour across the board in print, web and social media allows the brand to gain further recognition from something as simple as the use of a certain shade of red.



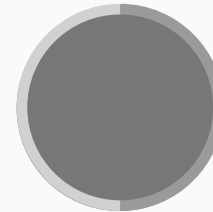
Primary Red
#CE2033
C12 M97 Y77 K3



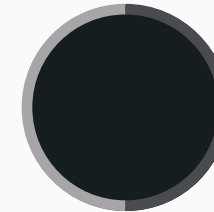
Rich Ruby
#690410
C33 M100 Y87 K53



White
#FAFAFA
C2 M2 Y2 K0



Warm Grey
#777676
C51 M42 Y41 K25



Key Black
#141B1E
C84 M68 Y60 K79



TYPOGRAPHY

How you present
a message is as
important as the
message itself.



TYPOGRAPHY

PRIMARY

Our main typeface is Lato.

Lato is a highly legible, user-friendly and simple typeface to use in multiple applications. It's great for web, for print and for social use.

Using Lato as our key/main font will encourage a level of continuity in our visual output as a brand. It's perfect for every member of the congregation, regardless of age or screen size.

Say hello to Lato!
The quick brown
fox jumps over
the lazy dog.

Clearly legible and distinctive.

Lato is friendly and inviting to read.



TYPOGRAPHY

SECONDARY

Our secondary/tertiary typeface is OC Rey.

OC Rey is a distinctive, visually interesting and appealing typeface with clear lines, interesting serifs and a slight clerical hint.

OC Rey is to be used in “highlight” content – whether calling out a key quote, phrase or a title, it should be used sparingly to attract attention or draw the attention of the audience.

Make it stand
out from the
crowd with
OC Rey.

Graceful and elegant.
OC Rey makes the message clear.



TYPOGRAPHY HIERARCHY

It's important to consider hierarchy when setting type for readability.

Our primary typeface Lato should be used in most applications.

All body copy and titles should be in Lato.

For larger text such as headlines or quotes OC Rey can be used to full effect. Headers should be the largest text on a page.

Title text and subheaders should be considerably smaller and body copy should be the smallest.

An example is shown opposite, however there is no set rule for exact sizing.

Large (48pt)

OC Rey as
a headline

Medium (14pt)
Tracking (Wide 75)

LATO AS A TITLE OR CATEGORY

Medium (14pt)

Lato as a sub headline, this could be an introduction or a highlight made in some text.

Small (11pt)

Velit ut tortor pretium viverra suspendisse potenti. Mattis molestie a iaculis at erat pellentesque adipiscing commodo elit. Dictum at tempor commodo ullamcorper a lacus vestibulum. Tincidunt augue interdum velit euismod. Sodales ut etiam sit amet. Varius quam quisque id diam vel quam elementum. Placerat orci nulla pellentesque dignissim. Ultricies mi eget mauris pharetra et ultrices.



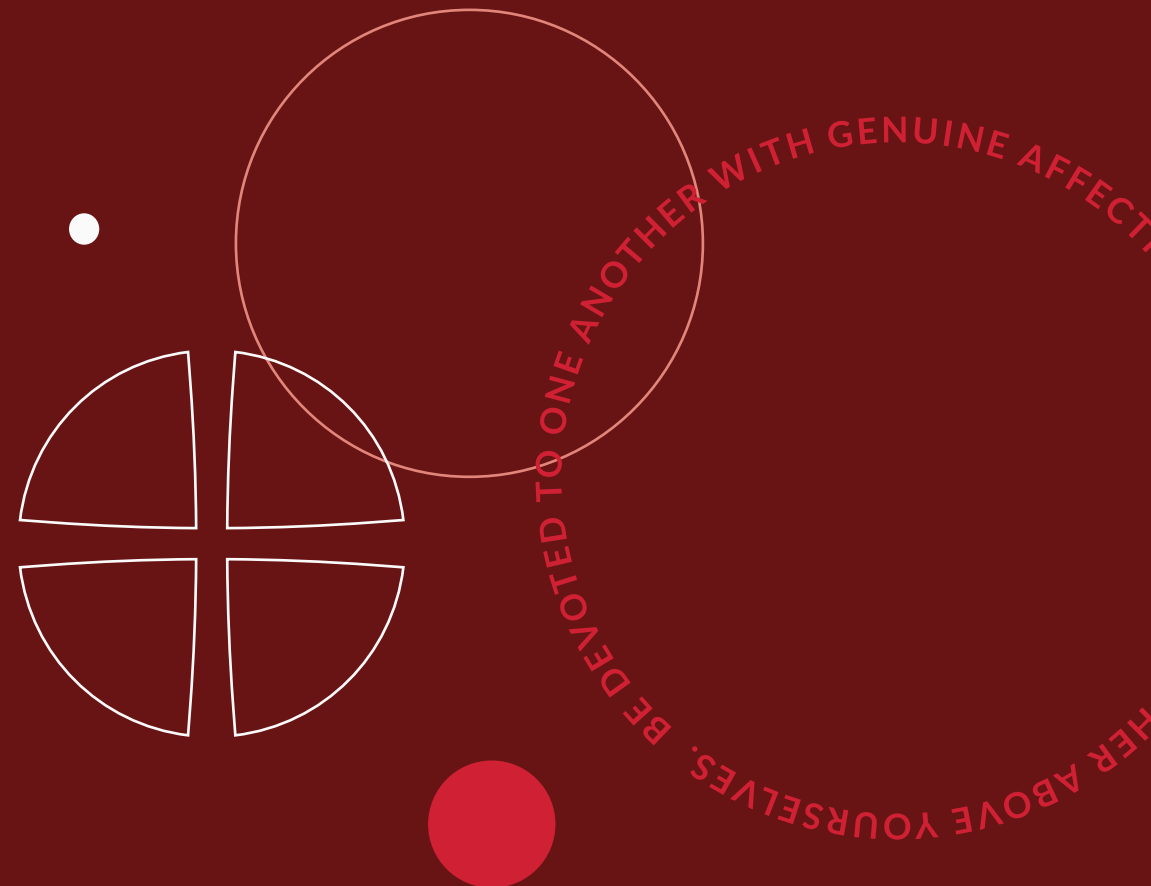
GRAPHIC DEVICE HIERARCHY

Part of the visual strategy is the implementation of graphic devices.

These are visual aids which can be used in various applications to recall the brand in a natural, visually engaging way. There are three key visual/graphic devices that use circular shapes, inspired by the orb.

These devices play a role in keeping our brand at the forefront of our content and output, and when used correctly can emphasize the brand values and vision.

This circular visual metaphor maintains the connection with the overall brand.





01 Primary—Internal

Using the orb communicates visually that The Methodist Church is being represented at the highest level.



02 Secondary—External

Any form of messaging can be used in a circular format (either as text or in a circular shape or mask) as a shared graphic among all parts of the Methodist community.



APPLICATION PHOTOGRAPHY

Our photography and videography should be bright, warm and sharp.

Our people should be front and centre, showcasing the warmth and welcoming nature of the Church.







03

Brand application

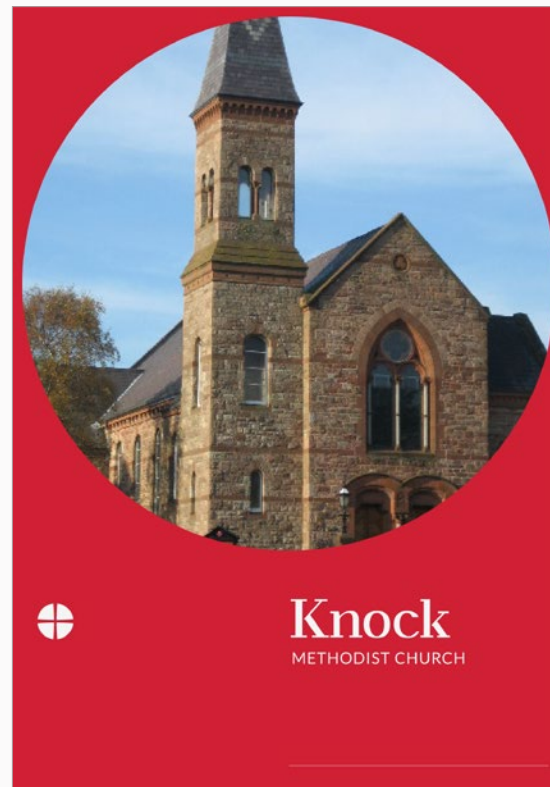




APPLICATION CHURCH LEVEL



Device used on staff lanyards



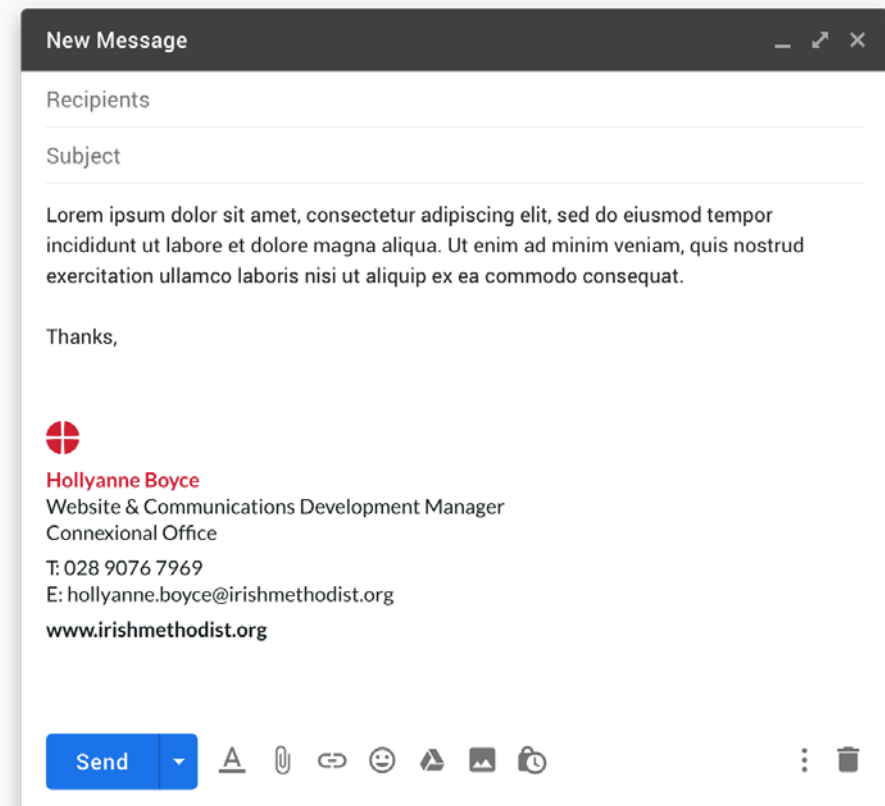
Leaflet/Poster examples





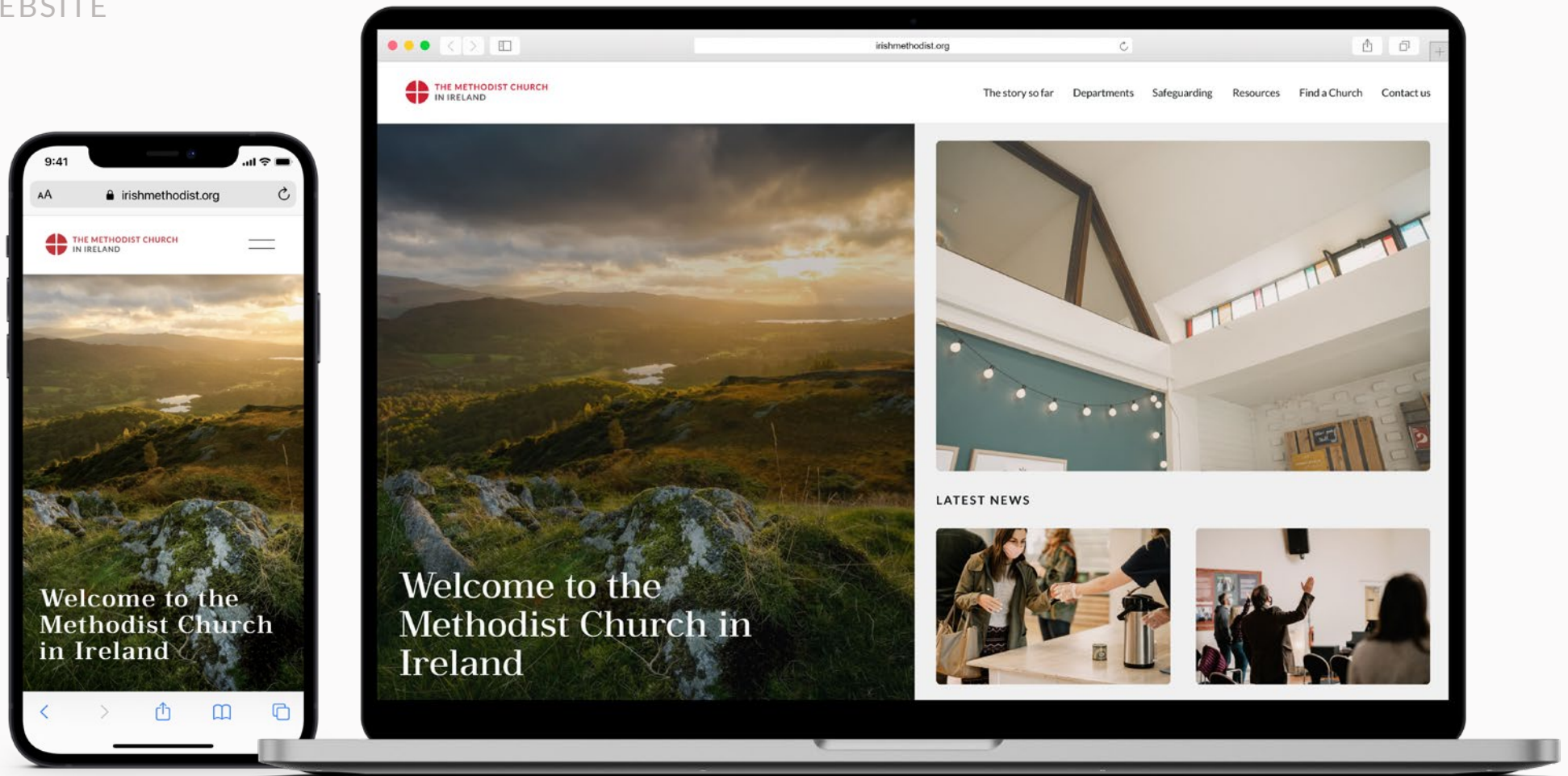
APPLICATION EMAIL SIGNATURE

An example of an email signature that should be created for any Methodist Church in Ireland staff account.





APPLICATION WEBSITE





For brand queries, please contact:
website@irishmethodist.org