

# BRAND GUIDELINES

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FIRST UNITED METHODIST CHURCH OF WINTER PARK

**For specific brand questions, contact:**

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FIRST UNITED METHODIST CHURCH  
WINTER PARK

# FIRST UMC OF WINTER PARK OVERVIEW

## Two approved forms for writing our church name:

1. First United Methodist Church of Winter Park
2. First UMC of Winter Park

Note: We are moving away from FUMCWP.

## First UMC of Winter Park Logo

There are 2 iterations of our church logo.

1. Words beneath the anchor (see right):



FIRST UNITED METHODIST CHURCH  
WINTER PARK

2. Words to the right of the anchor (see right):



FIRST UNITED METHODIST CHURCH  
WINTER PARK

**Logo font:** Whitney

## Color Guide:

### Light blue

C=50 R=115  
M=25 G=153  
Y=0 B=198  
K=10

### Dark blue

C=100 R=0  
M=68 G=47  
Y=0 B=101  
K=52

Note: Use CMYK color for print  
and RGB color for digital use.

Can be represented in black or white aswell. (see below)



FIRST UNITED METHODIST CHURCH  
WINTER PARK

White and black logos must be represented with a solid color background.

# CO-BRANDING

The following guidelines show how each ministry brand should function or look in conjunction with the First UMC of Winter Park brand.



*Free Space*  
Approved Ministry Logo  
or  
Ministry Name

## 1. First UMC of Winter Park Logo

## 2. FREE SPACE\*

The free space shows where your ministry logo or ministry name will go. This is not necessary, but available should you need it. Marketing and Communications Ministry will provide this image for each ministry.

## Examples:



Congregational Care

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# VISION BRAND

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## Vision Logo:

**Font:** Freight Sans Pro (via Adobe Typekit)

## Font Color:

PURPLE

Pantone 7679 C

C=77 R=89

M=90 G=59

Y=22 B=121

K=8



## Mark:

The word "vision" can be replaced with other events or phrases as long as the mark is not distorted and stays proportional. Words must be centered within the logo, using the font Avenir, Freight Sans Pro, or Arial in purple. (see examples below)



## Vision:

A vibrant family built on God's grace, who share a passion for the Word of God, living and serving in the image of Jesus the Christ.

## Mission:

To make disciples of all people.

# VIBRANT FAMILY

## STYLE GUIDE

**Name of Pillar:** Vibrant Family

If mentioning a singular person in this pillar he/she is a vibrant family member.

**Pillar Logo:**

**Font:** Freight Sans Pro (via Adobe Typekit)

**Font Color:**

PURPLE

Pantone 7679 C

C=77 R=89

M=90 G=59

Y=22 B=121

K=8

**Mark:**

Logo with words: (All lower case)

Logo without words:



Words can be written across this logo using the font Avenir, Freight Sans Pro, or Arial in white.

Avenir is available for free download

Freight Sans Pro is available via Adobe Typekit

**Messaging:**

- We are energized and we are growing.
- We understand that life is filled with beautiful moments but also messy times.
- One of our duties is to equip others to serve, not simply equip them. We do this by providing our community with opportunities for connection and engagement.
- Our vibrant family is one that offers support and prayer for all.

**Action Statement:**

We encourage you to be a vibrant family member who includes, equips, cares, and supports each other.

# GRACIOUS HOSTS

## STYLE GUIDE

**Name of Pillar:** Gracious Hosts - This pillar is always plural  
If mentioning a singular person in this pillar he/she is a gracious host.

### Pillar Logo:

**Font:** Freight Sans Pro (via Adobe Typekit)

### Font Color:

GREEN

Pantone 7724 C

C=86

M=20

Y=77

K=5

R=3

G=142

B=99

### Mark:

Logo with words: (All lower case)



Logo without words:



Words can be written across this logo using the font Avenir, Freight Sans Pro, or Arial in white.  
Avenir is available for free download  
Freight Sans Pro is available via Adobe Typekit

### Messaging:

- Built on God's grace, we are acting as gracious hosts to all.
- We are founded on the knowledge that God's love and mercy is not earned by anyone, but is given to us by God.
- We pursue intentional relationships with all people, knowing that everyone is at a different point in their faith journey.
- The relationships we develop cling to the principle that God gave us His grace first.

### Action Statement:

We encourage you to be a gracious host who invites others in their faith journey and grows in community together.

# PASSIONATE SEEKERS

## STYLE GUIDE

**Name:** Passionate Seekers - This pillar is always plural  
If mentioning a singular person in this pillar he/she is a passionate seeker.

### Pillar Logo:

**Font:** Freight Sans Pro (via Adobe Typekit)

### Font Color:

BLUE

Pantone 660 C

C=86 R=3

M=47 G=121

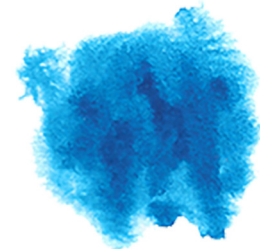
Y=0 B=191

K=0

### Mark:

Logo with words: (All lower case)

Logo without words:



Words can be written across this logo using the font Avenir, Freight Sans Pro, or Arial in white.

Avenir is available for free download

Freight Sans Pro is available via Adobe Typekit

### Messaging:

- We are passionate seekers who share a passion for the Word of God.
- Unified in our drive to become stronger Christ followers, we fully embrace what Jesus asks us to be and what Jesus asks us to do.
- Relying on scripture, acting through God's grace, and working together, we continually seek.

### Action Statement:

We encourage you to be a passionate seeker who finds God's grace and matures in faith.

# CHRIST-LIKE SERVANTS

## STYLE GUIDE

**Name:** Christ-like Servants - This pillar is always plural  
If mentioning a singular person in this pillar he/she is a Christ-like servant.

### Pillar Logo:

**Font:** Freight Sans Pro (via Adobe Typekit)

### Font Color:

GOLD

Pantone 1365 C

C=0 R=253

M=37 G=173

Y=87 B=58

K=0

### Mark:

Logo with words:

"C" in Christ must be capital. Other words are lower case.

"like" is never capitalized

Logo without words:



Words can be written across this logo using the font Avenir, Freight Sans Pro, or Arial in white.

Avenir is available for free download

Freight Sans Pro is available via Adobe Typekit

### Messaging:

- Living and serving in the image of Jesus the Christ is our motive as Christ-like servants.
- As Christ followers, we act based on His example.
- Our aim is to experience a life full of Christ's love.
- Ultimately, we serve to make a difference in the lives of others – whether in our homes, in our community, or around the world!
- We leave the security of our comfort zones, meet people where they are, and live out the call of Christ in our daily lives.

### Action Statement:

We encourage you to be a Christ-like servant who serves neighbors both near and far.



# PILLAR COLORS STYLE GUIDE

Ministries within each pillar are expected to use only their main pillar color (purple, green, blue, or gold) when referring to their ministry. These colors should often be used to enhance ads or to border photos or visuals.

**Example:**

Mission and Outreach Ministry use the gold from the Christ-like servants pillar to create a “weServe” logo for their 2018 Mission Trip Luncheon.

The logo for "weServe" features the word "we" in a lowercase, sans-serif font, followed by "Serve" in a larger, bold, lowercase, sans-serif font. The entire logo is rendered in a gold color.

# — LOGO DON'TS —

## First UMC of Winter Park Logo



FIRST UNITED METHODIST CHURCH  
WINTER PARK

Do not stretch logo



FIRST UNITED METHODIST CHURCH  
WINTER PARK



Words must be  
connected to anchor

## Vision Logo



Text must be purple  
and centered for  
vision logo

## Pillar Logo



Text must be white  
and centered for all  
pillar logos



must be capital "C"

## For specific brand questions, contact:

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Or email [alignment@fumcwp.org](mailto:alignment@fumcwp.org)