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What is the Global Methodist Church?

Who We Are

The Global Methodist Church is passionately committed to worshipping and praising the Triune God, the Father, the Son, and the Holy Spirit. It is eager to winsomely proclaim the Good News of Jesus Christ as Lord and Savior to all the world. And it is joyfully dedicated to making disciples of all nations, baptizing them in the name of the Father, the Son, and the Holy Spirit.

Tagline

Worshiping in Spirit & Truth

The tagline for the Global Methodist Church comes from the most important elements of our message found in John 4:23-24. “But the hour is coming, and now is, when the true worshipers will worship the Father in spirit and truth; for the Father is seeking such to worship Him. God is Spirit, and those who worship Him must worship in spirit and truth.”
THE LOGO
The logo marries the distinctive representation of the cross with the idea of the Trinity, visualized by the three interlocking circles that also make reference to the shape of the globe.

The logo mark and typeset make up the full logo, and there are a total of three logo types to choose from: the logo mark, the horizontal full logo, and the vertical (stacked) full logo.

The vertical (stacked) full logo should be used whenever possible.
Sizing & Spacing

Always leave adequate spacing around any version of the logo. Use the relative height of the lower part of the cross as a guide for how much space is enough.

Always use discretionary breathing room around all design elements, including any logo mark treatment.
Never distort or misuse any version of the Global Methodist Church logo, including incorrect color usage, aspect ratio, effects, and be mindful of more.
A primarily Ebony Black, Pure White, and Lapis color palette allows the brand to communicate clearly & stand strong in any culture or language.

Blue is the primary or hero color because it is often subconsciously associated with hospitals, relief efforts, orphanages, and more outside of the church, making brand adoption that much easier.

Supporting colors are a combination of up-and-coming colors in the Western world, as well colors currently popular in Asia (Royal Purple & Scarlet) and meaningful colors in Africa (Royal Purple & Gold).
Lapis
Pantone 300 U&C
CMYK: 93, 55, 0, 0
RBG: 0, 109, 182
HEX: 006db6

Pure White
White
CMYK: 0, 0, 0, 0
RBG: 255, 255, 255
HEX: ffffff

Dove
Pantone Warm Gray 1 U&C
CMYK: 13, 13, 17, 0
RBG: 220, 212, 204
HEX: dcd4cc

Royal Purple
Pantone 248 U&C
CMYK: 37, 100, 0, 0
RBG: 165, 24, 144
HEX: a51890

Gold
Pantone 2007 U&C
CMYK: 1, 31, 91, 5
RBG: 224, 165, 38
HEX: e0a526

Ebony Black
Pantone Black U&C
CMYK: 0, 0, 0, 100
RBG: 0, 0, 0
HEX: 000000

Grayscale

Scarlet
Pantone Black U&C
CMYK: 0, 85, 95, 0
RBG: 249, 56, 34
HEX: f93822

Sage
Pantone 7718 U&C
CMYK: 100, 0, 44, 30
RBG: 0, 118, 114
HEX: 007672
Supporting Colors & Correlation

The supporting color palette for the Global Methodist Church can be applied in many different ways.

Supporting colors could be assigned to a particular ministry area within your church. For example, Gold for women’s ministry, Royal Purple for children’s ministry, and Sage for men’s ministry.

These colors could also correspond to geographical regions. For example, Royal Purple for Asia & Asian countries, Gold for Africa & Africa countries, Sage for North America, and Scarlet for Europe.

Consider the potential for the supporting palette based on your needs and apply them at your discretion in a consistent way.
The same typefaces used by the Global Methodist Church typeset & full logo—Poynter Narrow Display Regular & Gotham Narrow Light—should be used for headings or special callouts, such as pull quotes or other text-based design elements.

All types, levels & treatments of body copy should be in Gotham. Use the specific font that works best with your design, and always be consistent throughout whatever any piece.

If Gotham is unavailable, you can use Montserrat as the first choice for a replacement or if a serif is necessary, please use EB Garamond.

### Headings & Emphasized Type

**Poynter Narrow Display Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()_+=~"?/

**Gotham Narrow Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()_+=~"?/
Primary Fonts

**Gotham Light**
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & ( ) _ + = " ? /

**Gotham Light Italic**
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & ( ) _ + = " ? /

**Gotham Book**
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & ( ) _ + = " ? /

**Gotham Book Italic**
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & ( ) _ + = " ? /

**Gotham Medium**
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & ( ) _ + = " ? /

**Gotham Medium Italic**
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & ( ) _ + = " ? /

**Gotham Bold**
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & ( ) _ + = " ? /

**Gotham Bold Italic**
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & ( ) _ + = " ? /

Supplemental Fonts

**Franklin Gothic Light**
**Franklin Gothic Italic**
**Franklin Gothic Regular**
**Franklin Gothic Italic**
**Franklin Gothic Medium**
**Franklin Gothic Medium Italic**
**Franklin Gothic Bold**
**Franklin Gothic Bold Italic**

Download Franklin Gothic

Download Garamond
To the right is an example of how the various typographic elements can fit together to create a hierarchy. The specifics associated are below.

Major Headline Font | 30 pt
Poynter Narrow Display Regular & Gotham Narrow Light | all caps
kerning = optical | leading = 1.5x type size

Minor Headline Font | 14 pt
Gotham Bold | sentence case, caps
kerning = optical | leading = 1.5x type size

Sub Heading Font | 12 pt
Gotham Medium Italic | sentence case
kerning = optical | leading = 1x type size

Body Font | 10 pt
Gotham Light | sentence case
kerning = optical | leading = 1.5x type size

Pull Quote | 18 pt
Poynter Narrow Display Regular Italic | sentence case
kerning = optical +40 | leading = 1.2x type size

Pull Quote Author | 10 pt
Poynter Narrow Display Regular | all caps
kerning = optical | leading = 1.5x type size
THE PHOTOGRAPHY
Photography should be generated by the Global Methodist Church or their partners whenever possible.

The photography should be full color, bright, bold, and make use of good lighting.

The subject of photographs should either be people or places / locations. The photography can serve to showcase the diversity of people, practices, and geographic locations that make up the Global Methodist Church.
Duplication & Translation

Reference the same spacing & sizing indicated through the English version of the Global Methodist Church logo.

When crafting a version of the logo in another language, please ensure the translation is correct and use appropriate spacing. Use the same amount of space between any add-ons (country name or tagline) & the full logo as there is space between lines of text that make up the full logo.

The world that translates to “Global” should be treated in Poynter Narrow Display Regular and given more visual weight by size even if the weight ratio between “Global” and “Methodist Church” needs to be adjusted.
Take care, and be thoughtful & intentional when applying the brand to a promotional item. The brand can be applied to anything pertinent to the Global Methodist Church in the digital or physical realm, such as t-shirts, coffee mugs, bible covers, signage, digital presentations, social media images, and so much more.
Signage

Social Media Imagery