



St. Luke's
UNITED METHODIST CHURCH



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Brand Attributes

These five brand attributes describe the distinctive character of St. Luke's United Methodist Church. Use these attributes to shape the voice and tone of all St. Luke's communications, particularly in regards to messaging and visual design.

Open
Compassionate
Eclectic
Bold
Deep

Open

We are open for *anyone* regardless of their political views, financial situation, education, gender, sexual orientation and more. We are a safe space to find community and explore faith.

We are open for *families*. We welcome all and help all ages connect and grow.

We are open for *questions, doubts and conversation*. We are always learning, growing, meeting new people and connecting to our community.

Secondary descriptors: Caring, hospitable, accepting and flexible.

Messaging: Use the sample messaging shown to the right as the foundation for copy across various media and platforms. Pull out sections and phrases according to the needs of the situation.

Life is difficult and complicated, but we hold our arms open.

And we invite you to join us. Come, if you're tired and discouraged. Come, if you're passionate and fired up. Come, if you have doubts and questions or hopes and dreams - or all of the above. If you're gay or if you're straight, if you drive a Lexus or a beater, if you're brown, black or white. If your family is large or small. Whoever you are, come say hello. We are *open*.

BELONG YOU BELONG YOU BELONG YO
BELONG YOU BELONG YOU BELONG YO
BELONG YOU BELONG YOU BELONG YO

Compassionate

We care about each other. We strive to be loving and supportive. We care about growing and living out our faith. We care about those in need, those who may be or feel marginalized. We want to hear their stories, and we are changed as a result.

Secondary descriptors: Caring, warm, empathetic and supportive.

Messaging: Use the sample messaging shown to the right as the foundation for copy across various media and platforms. Pull out sections and phrases according to the needs of the situation.

We care about you and your family.

How can we support you in caring for and supporting your children? Do your teenagers have positive influences and a community they can count on? We would love to partner with you to make a difference.

BELONG YOU BELONG YOU BELONG YO
BELONG YOU BELONG YOU BELONG YO
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Eclectic

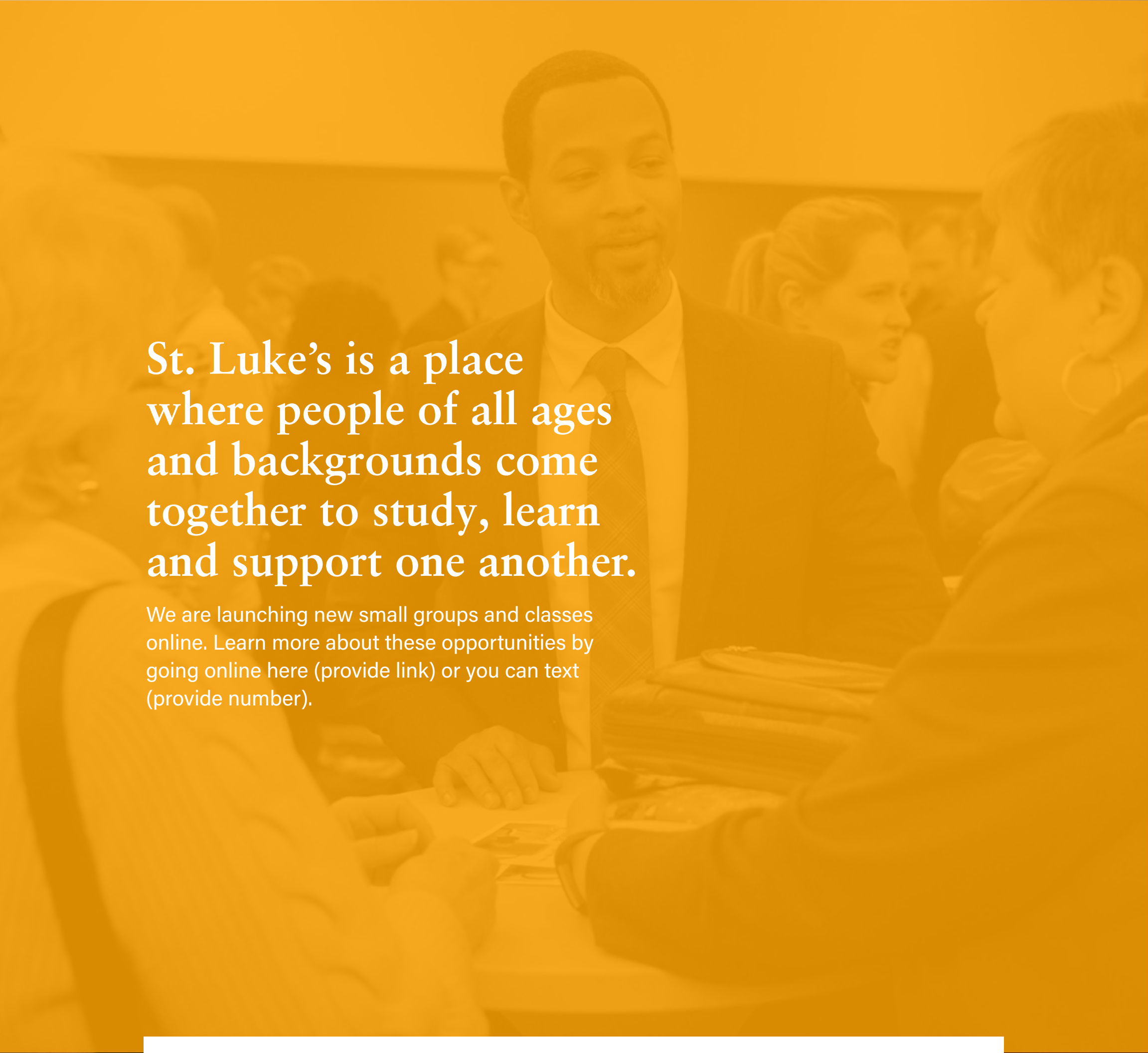
We value a variety of opportunities.

We value much diversity and expression within one church community.

We are multi-dimensional. Unique. And together.

Secondary descriptors: Vibrant, diverse, expressive and energetic.

Messaging: Use the sample messaging shown to the right as the foundation for copy across various media and platforms. Pull out sections and phrases according to the needs of the situation.



St. Luke's is a place
where people of all ages
and backgrounds come
together to study, learn
and support one another.

We are launching new small groups and classes online. Learn more about these opportunities by going online here (provide link) or you can text (provide number).

Bold

We don't want to just be fed; we want to feed. We aren't afraid to say what we believe and *act on it*. We value courage and boldness.

We want to go. To be involved. To serve. To give. To impact change for our community and world. To bring about social justice. These are brave acts.

Secondary descriptors: Passionate, active/activistic, courageous and generous.

Messaging: Use the sample messaging shown to the right as the foundation for copy across various media and platforms. Pull out sections and phrases according to the needs of the situation.

WE CARE ABOUT JUSTICE.

We care about people, their needs and the important issues in our community. What issues are important to you? We want to serve and act with you to make our community a better place. It's what Christ compels us to do.

BELONG YOU BELONG YOU BELONG YO
BELONG YOU BELONG YOU BELONG YO
BELONG YOU BELONG YOU BELONG YO

Deep

We are curious learners.

Within each of us and throughout our world, there are significant issues and perspectives to explore. We're not afraid to embrace complexity and depth. We love to expand our views. We treasure art, music and other God-given gifts and aesthetics.

Secondary descriptors: Thoughtful, intellectual, seeking, observing and appreciative.

Messaging: Use the sample messaging shown to the right as the foundation for copy across various media and platforms. Pull out sections and phrases according to the needs of the situation.

Stressed? Confused? Worn out?

We're here to help you navigate the challenges and complexities of life. Together, side by side. With hope. With courage. We can embrace whatever comes next.



Audience

St. Luke's is focused to connect with greater numbers of young adults and families in the community. This profile was developed based on data found in the GLOO Insights platform.

Common Behavior Patterns

- Use technology in everyday life
- Take chances and live spontaneously
- Look for different cultural experiences
- Strong online presence
- Trendsetters in their social circles
- Do not define or express themselves via their religion

Shared Pain Points, Fears & Stressors

- Feeling consumed by technology
- Direction in life
- Keeping up
- Work stressors

Universal Goals, Wishes, & Dreams

- To experience new things in life
- To be a catalyst for discovery about the world and themselves
- To feel their life is meaningful and within their control
- To share their opinions and point of view

Diverse

Educated

Tech savvy

30-45 year olds with kids

In a 5-mile radius of St. Luke's

The Logo

Anatomy

St. Luke’s logo should be used in all internal and external communications. The logo should never be used in ways outside of what is shown in this guide. It is composed of the following three elements:

- 1. The logomark (or just “mark”): this is the cross icon.
- 2. The logotype (or just “type”): this is the church name, “St. Luke’s United Methodist Church.”
- 3. The tagline “open for you.”

Clearspace

Make sure to always leave a consistent amount of clearspace around the logo to avoid crowding and to ensure legibility. The clearspace minimum (“x”) is always equivalent to the height of the “k” in “Luke’s.”



Logo Files

Lock-ups

Separate components of the full logo may be used for strategic purposes such as building intrigue, stirring conversation and more. For example, in pieces like T-shirts or coffee mugs, the logotype (the name) may be alone on the front and the mark on the back. These variations should not be used for reconstructing the lock-up of the logo in a new way (lock-up refers to the way all the components fit together).

Different file types are available of the logo variations shown:

- **EPS:** for professional printing.
- **JPG:** have non-transparent backgrounds; are good for printing and digital use.
- **PNG:** have transparent backgrounds; are good for Microsoft applications, web and digital use.



Primary Full Logo



Secondary Full Logo



Full Name + Tag



Full Name



Name



Mark + Full Name



Mark + Name + Tag



Mark + Name



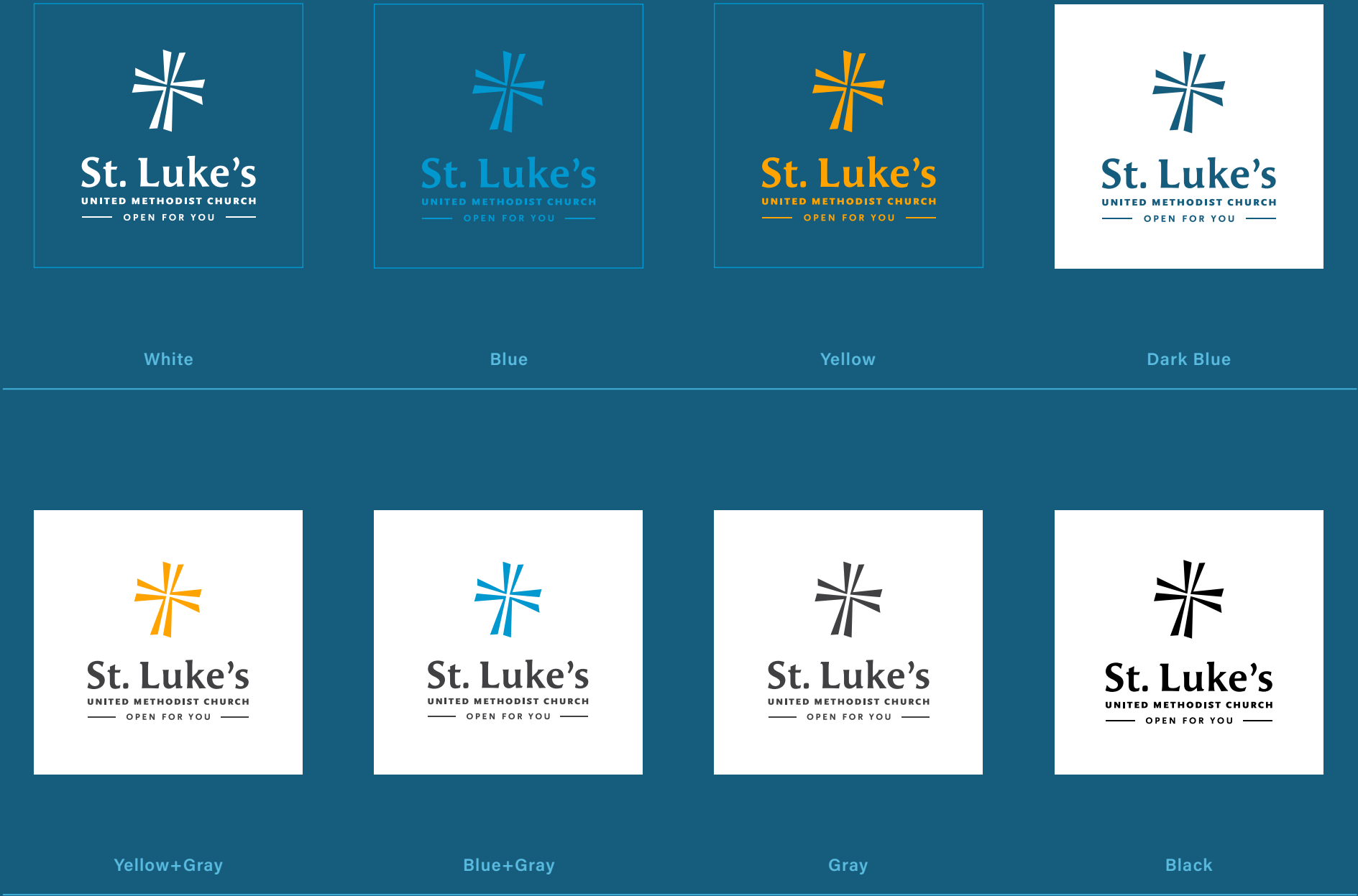
Mark

Logo Files

Color Variations

The logo may be used in the color variations shown to the right. Be sure to use the appropriate color space and file type:

- Pantone (PMS) files should be used for professional, offset printing.
- CMYK files may be used for both professional and in-house/nonprofessional color printing.
- RGB files should be used for all digital media.
- Black & white files should be used for black and white printing or if the color version will not show up on a background.



Ministry Logos

Ministry logos should be used in communication materials specific to their respective ministries. Follow the same lock-up and color guidelines outlined for the church logo. Ministry logos should never be used in ways outside of what is shown in this Visual Identity Guide.

Make sure to always leave white space around a ministry logo to avoid crowding, so that it can be viewed properly. Shown here is an example of an appropriate lock-up for a ministry logo.

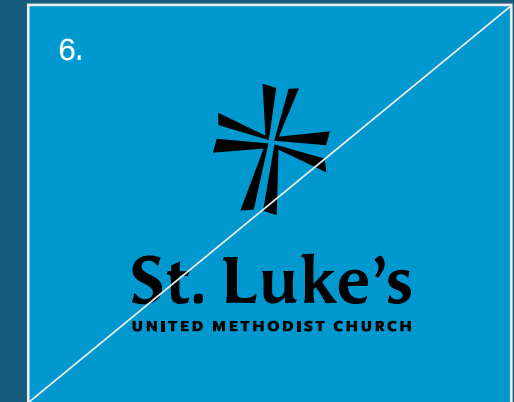
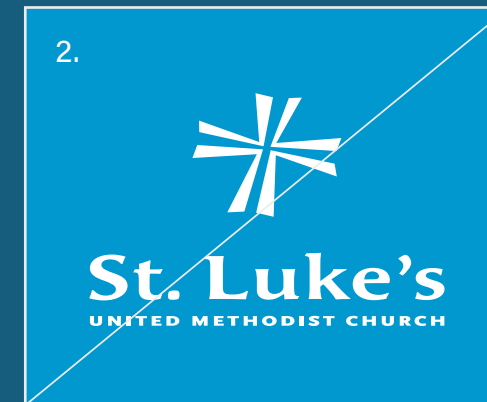


Sample Ministry Logo

Logo Use

Keep your logo clearly recognizable by using it properly and consistently. Here are several examples of incorrect logo use:

1. Do not stretch the logo vertically.
2. Do not stretch the logo horizontally.
3. Do not rearrange any of the logo parts/pieces in ways outside of the standards given in this document.
4. Do not modify any lettering or typeface in the logo type.
5. Do not “stylize” the logo with added effects.
6. Do not recolor the logo.
7. Do not skew/slant the logo.
8. Do not place the color version on a complicated background or a background that reduces its legibility (in this scenario, use the white version of the logo).
9. Do not add any extra elements to the logo.



Brand Colors

Color Library

St. Luke’s color palette has been selected to reflect the character of your church. Continual use of this color palette is an important part of building brand consistency with the logo and the overall identity.

Tints of any of these colors may be used to create distinction in text and further range of the overall color palette. Adjust the intensity of colors according to the tone of voice desired. The Pantone (PMS) colors should only be used for professional, offset printing. The CMYK formulas are for both professional and in-house printing. Use RGB and HTML formulas in digital media.

Color Ratios

Observe the samples shown to the right to ensure that St. Luke’s brand colors are used with consistent variation and harmonious distribution. Use a combination of white and blue, accented with yellow, most frequently. To add variety, other combinations may be explored; in these instances, ensure a balance between the energetic colors (blue and yellow) by incorporating a strong presence of neutrals (white, black and gray).

Color Library

| | | | | | |
|--|--|---|--|--|--|
| <div>Dark Blue PMS 7700 C CMYK 84 17 0 57 RGB 22 92 125 HTML 165C7D</div> | | <div>Bright Blue PMS 2192 C CMYK 91 17 0 0 RGB 0 152 207 HTML 0098CF</div> | | <div>Yellow PMS 137 C CMYK 0 36 100 0 RGB 255 163 0 HTML FFA300</div> | |
| <div>Black PMS Black (formerly Neutral Black) CMYK 65 66 68 82 RGB 17 17 17 HTML 111111</div> | | <div>Gray PMS 7540 C CMYK 67 54 46 40 RGB 65 64 66 HTML 414042</div> | | | |

Sample Color Ratios

Typography

The consistent use of recognizable, signature typefaces is a powerful way to build awareness and recognition of your church.

For all external communication and design pieces, use the typefaces Sabon and Acumin. Make typographic decisions according to the tone of voice desired. The examples to the right show how these two typefaces may be used in varying forms to create a distinctive voice.

Sabon is available in four styles, and its highly legible design makes it well-suited for long-form text. Sabon’s classic elegance also makes it a good choice for communication in more formal, intellectual and sacred contexts. Acumin comes in an extensive range of options, including several condensed widths. This makes it very versatile and appropriate for a variety of contexts. The condensed, bold styles are especially useful when urgent and action-inspiring communication is desired. The standard-width styles are great for everyday communication.

Acumin and Sabon may be used separately in some occasions, but a blend of both is encouraged. When combined, their juxtaposition of contrasts can create a distinctive expression of St. Luke’s that is both modern and sacred, unified and diverse. For guidelines and examples of text hierarchy using both Acumin and Sabon, see the following page.

Bold

Acumin Extra Condensed Bold

Activist Voice

Sacred

Sabon Italic

Sacred Voice

O P E N

Acumin Bold

Everyday Voice

Sabon

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Sabon type specimen

Acumin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Acumin type specimen

Text Hierarchy

Here are a few guidelines for formatting documents to support your visual identity:

- 1. Use Sabon or Acumin for headlines.
- 2. For clear subheads, use Acumin.
- 3. Use Sabon or Acumin for short passages of text like quotes.
- 4. Good spacing can make a big difference in the readability of your document. Always make sure there is plenty of space between sections of content.
- 5. Use Acumin or Sabon for body copy and longer passages of text. To keep your body copy easy to read in print documents, use sizes 9-12 pts.



Visual Style

Secondary Assets

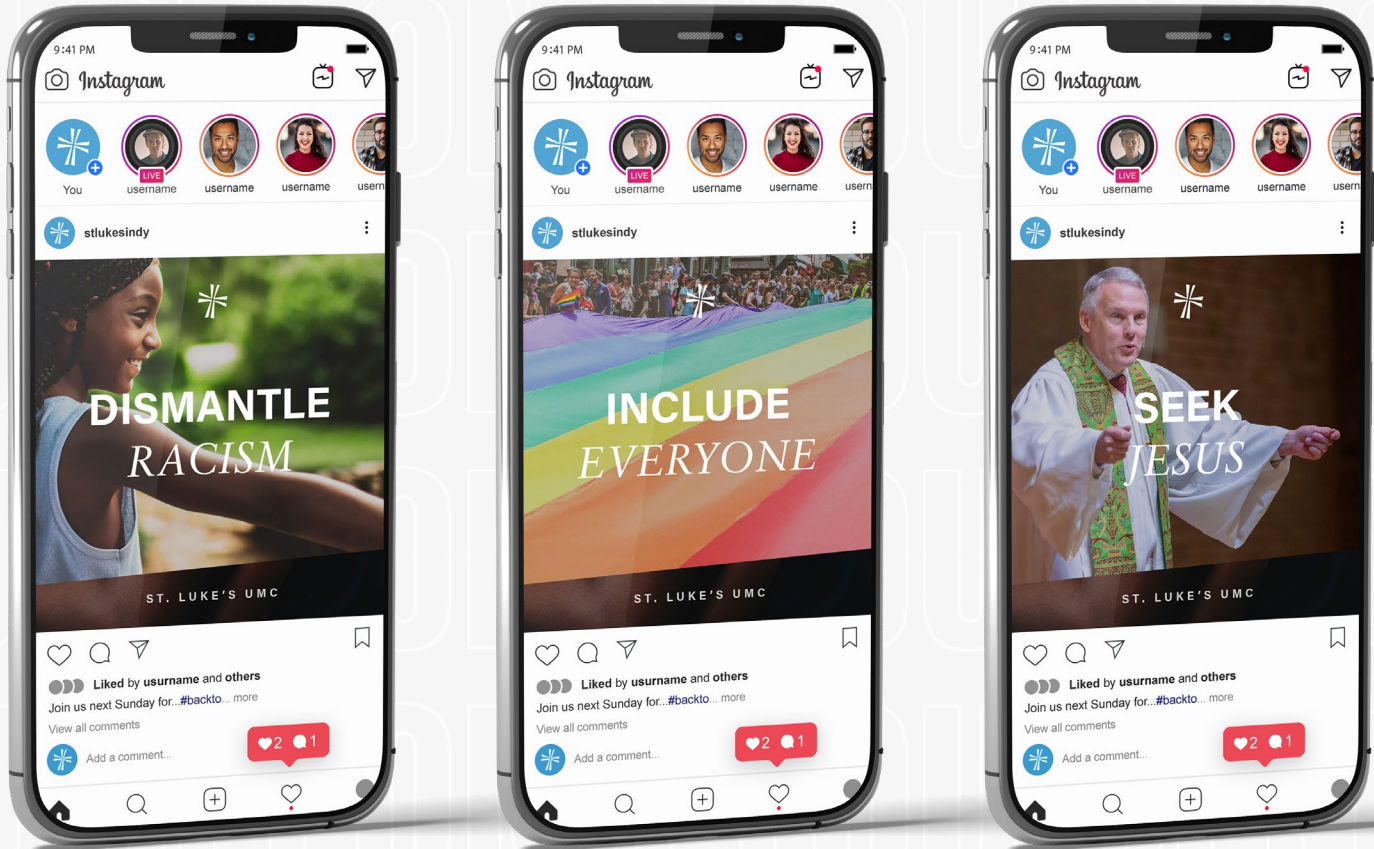
Shown to the right are specific combinations of the secondary assets (badge, colors, typography, photography and pattern) and visual devices (overlap, diagonal movement, use of scale and negative space) which can be used to achieve a distinct visual voice for St. Luke's communications.



Visual Style

Digital Samples

Use a specific combination of color, typography, space, photography and pattern to achieve a distinct visual voice for St. Luke’s communications. *Show* and tell through intentional pairings of text and imagery that express the values that are significant to St. Luke’s. Refer to the examples shown right for guidance.



We’re a safe space for everyone to find community and explore faith.

[View Groups & Classes](#)[About St. Luke’s](#)



Visual Style

Print, Apparel & Environment

Use a specific combination of color, typography, space, photography and pattern to achieve a distinct visual voice for St. Luke's communications. In wayfinding or environmental design, use high-contrast color combinations to maximize legibility. When designing apparel and other promotional items, keep audience and context in mind in order to enhance engagement. Refer to the examples shown right for guidance.



Photography Style

When selecting (or shooting) photos for use in St. Luke's communications, aim for imagery which reflects St. Luke's brand traits (open, deep, compassionate, eclectic and bold) and is editorial in nature (tells a story). Above all, St. Luke's photography should be bold, expressive, and compassionate in tone. Aim for simple, minimal compositions as much as possible.





fishhook

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