

United Methodist Women 2010 Brand Guidelines



United
Methodist
Women

FAITH • HOPE • LOVE IN ACTION

The emblem of United Methodist Women, the cross and the flame, symbolizes our organization. The cross and flame are ancient symbols of the church and appear on the United Methodist Church emblem. Both symbols remind us of the opportunities and obligations of discipleship.

Paul's words to Timothy have fresh and contemporary meanings, "...I remind you to stir into flame the gift of God which is within you..." (II Timothy 1:6). As United Methodist Women, we give our gift of God with others through mission.

As parts of our emblem, the cross and flame remind us of our PURPOSE of growing in our understanding of and willingness to participate in the global ministries of the church. They remind us of our heritage of women who pioneer in service for the church at home and in other countries.

The overall shape of the emblem is also symbolic. Fluid and free flowing, the shape suggests change and mobility. The women who came before us were at the forefront of movements for change. Always aware of the times, we move with ever changing circumstances rather than feeling overwhelmed by them. We are a group of Christian women with many gifts who are unified by one Spirit. We participate in God's mission in all areas of life.



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What's different and what's important?

curves are thinner, more refined
and graduate from thick/thin

text is bottom aligned with emblem to
reinforce the feeling of a flame shape



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uses official UMC cross/flame

text always appears with emblem

Some things **not** to do, please!

please don't stretch or distort it.



please don't re-color it.



please don't change the font or the proportions.



please don't crowd it.



*Ipsum iurem nonsequi blaore mod enit amet,
volore magna faccum num nim quam volor
adigna consequi ipsuscinit, commodiamet,
consequisi tetum eugero conse tat utpatum*

leave enough white space around the sides, please.
the border below shows the minimum space you
should leave. (but you don't need the black lines!)



please don't lose the white field in the emblem.



please don't combine with old versions of the emblem.



Please don't use these!

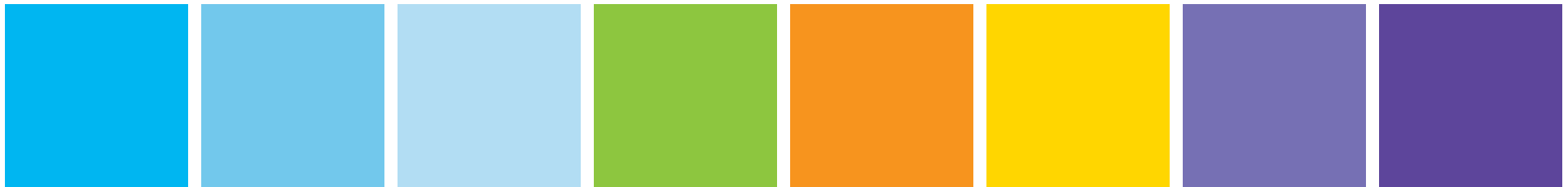
(Or any other old versions)



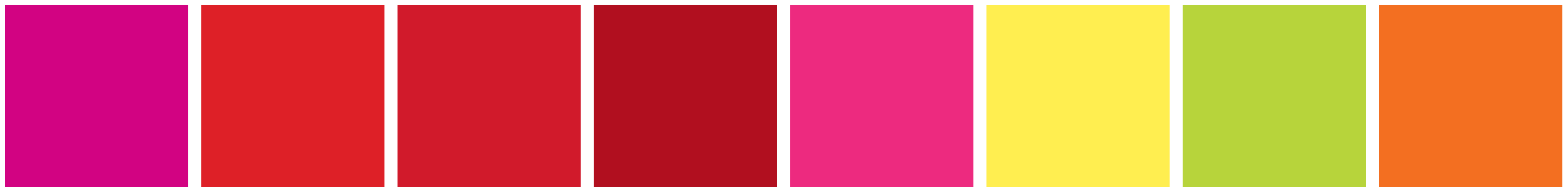
color

We like to use bright, energetic colors that reflect the energy of the United Methodist Women members!

(Not all at the same time, of course!)



C 85	C 50 M 3 Y 2	C 28 M 2 Y 1	C 50 Y 100	M 50 Y 100	M 14 Y 100	C 60 M 60	C 77 M 87
#00b6f1	#73c8ec	#b2ddf3	#8dc63f	#f7941d	#ffd600	#7670b3	#5d449b



C 6 M 100 Y 1 K 6	C 8 M 100 Y 100 K 10	C 3 M 100 Y 90	M 100 Y 90 K 30	M 95 Y 16	M 2 Y 80	C 33 Y 96	M 70 Y 100
#d20382	#c91c23	#e61d30	#b10f1f	#ed2a7f	#ffe50	#b7d43b	#f37021

the color bar

Frequently we use a “color bar” in conjunction with the logo—across the bottom of the page, slide or resource front or back cover.

The logo should be far left, with the top of the emblem breaking the plane of the top of the color bar.



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Typography (fonts)

The primary typeface that we use is Helvetica Neue 45 Light.

You are looking at it right now.

If you don't have Helvetica, an acceptable substitute is Arial. (But not in the logo!)

Helvetica:

The organized unit of United Methodist Women shall be a community of women whose purpose is to know God and to experience freedom as whole persons through Jesus Christ; to develop a creative supportive fellowship; and to expand concepts of mission through participation in the global ministries of the church.

Arial:

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How to write about United Methodist Women

United Methodist Women Editing Guidelines

1. United Methodist Women is treated as a singular noun. Women who are part of United Methodist Women are “members of United Methodist Women,” “a member of United Methodist Women” or “United Methodist Women members,” “United Methodist Women member.” INCORRECT: United Methodist Woman.
2. We do not use “UMW” in publications unless it’s part of a website address like: “www.umwmission.org” or www.umwonline.org.”
3. Avoid using “Women’s Division” when “United Methodist Women” can substitute. Women’s Division is the official policy-making body of United Methodist Women and many times saying “United Methodist Women” is appropriate instead of Women’s Division. Reserve Women’s Division for policy statements.
4. Mission Giving is United Methodist Women’s primary source of fundraising and is always capitalized. And we signify supported projects with “Mission Giving-supported” or “United Methodist Women-supported.”
5. Use “mission” in all references to United Methodist Women’s mission work. (Some refer to this work at “missions,” but this represents a dated approach to work in communities that doesn’t reflect our current focus on solidarity.)
6. Do not use the phrase “mission to,” but rather “mission with” when referring to United Methodist Women’s work with women, children, youth and other marginalized communities.
7. Always use the word “children” and not “kids” unless “kids” is part of a project name.
8. “United Methodist Women’s Online Community” is the correct reference for our online community. Use the full name on first reference and “online community” on other references.

9. Use “United Methodist Women’s Reading Program” on first reference to the Reading Program or related books, and “Reading Program” on other references.
10. Do not use the word “on” with dates. CORRECT: “United Methodist Women’s Assembly will take place April 30-May 2.” INCORRECT: “Opening worship for Assembly on April 30 will include a variety of worship style.”
11. Use the most updated version of the Associated Press Stylebook when editing all United Methodist Women content.

United Methodist Women Spell Check:

Inelda González, Women’s Division president (note accent over á)

Harriett Jane Olson, Women’s Division deputy general secretary (note two t’s in Harriett)