



# BRANDING GUIDELINES

**BIBLE METHODIST**  
CONNECTION OF CHURCHES  
**Version 1.0 | 2018**

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# Section

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1.0

Section

Brand



These are our brand guidelines which explain how to use the new visual identity with confidence and clarity.

Our guidelines have been designed to ensure consistency within our brand, helping to create strong, recognizable and innovative communications.

The following pages demonstrate the flexibility within the identity and should be used to inspire and motivate creative expression.

Our unique identity, color palette and typographic style create a distinctive framework for our brand.

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## 2.0

### Section

### Logo



The Bible Methodist logo is an important asset to our organization and should serve as a foundation for all visual communications.

The logomark consists of an open Bible and flame. The identity can only make a positive impact if used consistently and correctly throughout all brand communications.

To maintain a strong brand image it is important that the logo is always applied consistently wherever it appears. It should never be manipulated or distorted. Its color, position and size are all specified within this document.

## Logo Primary

The *Open Bible* and *Flame* are the primary signature of the Bible Methodist brand. The identity can only make a positive impact if used consistently and correctly throughout all brand communications.

### The Icon

The *Open Bible* was chosen specifically because of our first core value of Biblical Authority. It is also a direct representation of the Bible Methodist name. The *Flame* was chosen as a representation of our firm commitment to Scriptural Holiness.

The icon and colors are a nod to the previous brand, while giving it an updated, modern feel.

### The Title

The Bible Methodist name is represented in a bold font with little space to give it a warm but firm impression.

### The Subtitle

Since the Bible Methodists are not a denomination but rather a connection of churches. This is recognized under the brand title.





## 2.3 Logo Variations

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The Bible Methodist identity is made up of a primary logomark, logotype and horizontal and vertical iterations of the logo. As well as a seal variation. The logomark or icon can be used by itself, but the document must have the logotype somewhere in the literature to give context.

The Seal is to be used on official corporate documentation as well as credentials and licenses. It is not to be used in promotional material.

Logomark



Logotype

**BibleMethodist**  
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Vertical



Horizontal



Filled Seal



Open Seal



**White Space**

When placing the logomark in a printed publication, it is important to maintain sufficient “white space” around the image so that it will stand out and be noticed. Always use a space equivalent to the width of the “B” around the logomark on every side. This active area should remain free of other visual elements or page trim.



# Logo Signature

A "signature" is a logomark plus contact information for the Bible Methodist Organization or for an individual, department, denomination or office. Typically, the signature will include a postal address, phone and fax numbers, e-mail address and website URL. Signatures are used when specific contact information is necessary.

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When printing the Bible Methodist signature, it is best to use supplied art. The signature should not be used at a size smaller than 2 1/2" in width.

**In some cases, it may be necessary to typeset new information. At the minimum usage size, the type specifications are:**

CONFERENCE/  
DEPARTMENT  
Crimson Text Italic  
8.5/10pts., PMS 485C

ADDRESS INFORMATION  
Roboto Light  
6/8.5 pts.,  
PMS Neutral Black C

SPACING BETWEEN  
CONFERENCE/  
DEPARTMENT AND  
ADDRESS (for stacked  
version only)

6pts. of leading

**Use of this signature form at sizes larger than what is represented here should be proportionate to these examples.**

Institutional Signature



Conference Signature



## 2.6 Logo Improper Usage

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Brand Guidelines

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Do not...

1. Change the logo's orientation.
2. Change the color. If you wish to use a different color, it must be approved.
3. Alter the sizing of the icon in relation to the title.
4. Put the logo over a busy photograph or pattern.
5. Place text over logo refraining it from being fully visible.
6. Put the full color logo on a black or colored background.
7. Distort the logo.
8. Change the spacing of the icon and the wordmark.
9. Use drop shadows and/or outer glows.
10. Remove the SUBTITLE from the logo.





## Pixel

Pixel formats are primarily used for digital applications such as websites, mobile apps, digital signage or presentation graphics. They can be used, however for small format print material such as office documentation and stationary.

## Vector

Vector formats are primarily used for large format or multi-format print applications. Due to its formulation, vector format can be stretched, in constrained proportions, to nearly any size.

**.jpeg**

A compressed pixel format that must maintain angular dimensions and include a full background. Mainly used in presentation graphics.

**.png**

A pixel format that has a transparent background. Very useful to place over graphics or pictures following the brand guidelines.

**.tiff**

A pixel format that has less compression than most, but maintains its full background. Useful in high quality pixel print graphics.

**.psd**

A high quality pixel format that can only be opened in a professional design application, Adobe Photoshop, It is very useful in professional graphic applications.

**.pdf**

A vector file format used to present and exchange documents reliably, independent of software, hardware or operating system. This format can be used for shirts and other multi-format print projects.

**.eps**

A vector format primarily used in professional design software. You may not be able to view this without proper software. This can be used on any large format print job.

**.ai**

A vector format native to Adobe Illustrator, It is widely used by graphic designers and print shops to maintain consistency.

**.svg**

A vector format used in web applications for its scalability and versatility.

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# 3.0

Section	Color
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## Color Introduction



Our brand is underpinned with a color palette designed to be fresh, modern and distinctive.

Different combinations of color can dramatically change the tone and appearance of a document so it is important to consider how they work together.

To help achieve greater brand recognition it is important that our color palette be applied consistently.

## Color Color Palette

The primary color palette is constant throughout all communications. A color hierarchy has been implemented, ranging from Crimson being the most important to Carbon being the least used. Crimson and Core Black are mainly used for conveying importance.

### 1. Crimson

Pantone PMS 485C  
CMYK 12 / 100 / 100 / 3  
RGB 208 / 4 / 4  
HEX #d00404

### 2. Core Black

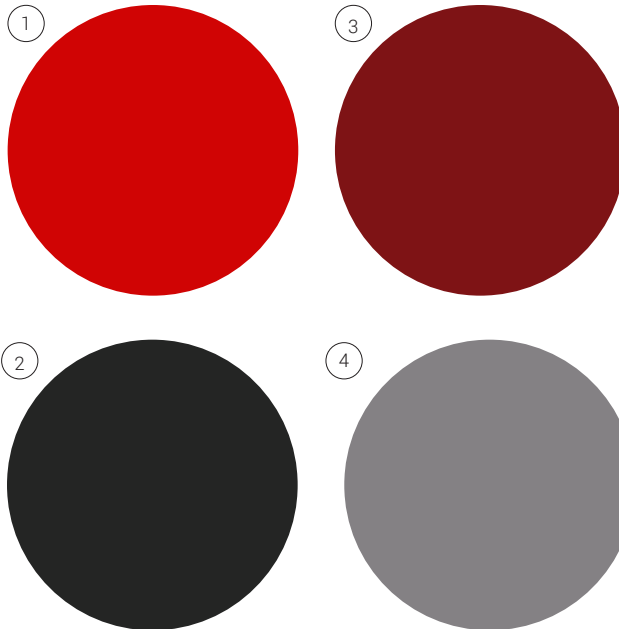
Pantone PMS Neutral Black C  
CMYK 71 / 65 / 64 / 69  
RGB 38 / 38 / 38  
HEX #262626

### 3. Pomegranate

Pantone PMS 1815C  
CMYK 29 / 100 / 100 / 38  
RGB 127 / 0 / 0  
HEX #7f0000

### 4. Carbon

Pantone PMS Cool Gray 10C  
CMYK 62 / 54 / 51 / 23  
RGB 96 / 96 / 98  
HEX #606062





## Color Logo Colors

Below are the approved color combinations. These can apply to the icon or the logomark only.

### Background Color

When using the logomark or icon on a colored background, the logo must be used in a solid color—either white or black.



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# 4.0

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## Section

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# Typography

## 4.1 Typography Introduction

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Roboto is our corporate typeface. It should be used in all instances where typography is required. It is simple, clean, legible typeface that compliments our logo.

We use five weights of Roboto. Thin, Light, Regular, Medium and Bold. Arial and Helvetica can be used as a substitute for Roboto on digital applications, such as websites and email.

Typography should not be overlooked as a key element within our toolkit.

It is important to adhere to the leading, tracking and text arrangement specified in this document to help achieve brand consistency throughout.

## 4.2 Typography

### Primary Typeface

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#### About Roboto

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves.

While some grotesks distort their letterforms to force a rigid rhythm, Roboto does not compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

Roboto can be downloaded at: [fonts.google.com/specimen/Roboto](https://fonts.google.com/specimen/Roboto)

Roboto Light  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890\$&?/+“(.,:;)  
Character Tracking: -10

---

Roboto Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890\$&?/+“(.,:;)  
Character Tracking: -10

---

Roboto Medium  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890\$&?/+“(.,:;)  
Character Tracking: -10

---

Roboto Bold  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890\$&?/+“(.,:;)  
Character Tracking: -10



Light  
Regular  
Medium  
Bold

## Typography

### Secondary Typeface



#### About Crimson

Crimson Text is a font family for book production in the tradition of beautiful oldstyle typefaces.

There are a lot of great free fonts around, but one kind is missing: those Garamond-inspired types with all the little niceties like oldstyle figures, small caps, fleurons, math characters and the like. In fact, a lot of time is spent developing free knock-offs of ugly "standards" like Times New Roman.

Crimson Text is inspired by the fantastic work of people like Jan Tschichold, Robert Slimbach and Jonathan Hoefler. We hope that the free type community will one day be able to enjoy Crimson Text as a beautiful workhorse.

Crimson Text can be downloaded at:  
[fonts.google.com/  
specimen/Crimson+Text](https://fonts.google.com/specimen/Crimson+Text)

#### Crimson Text Roman

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890\$&?/+”(.,:;)

Character Tracking: -10

#### *Crimson Text Italic*

*abcdefghijklmnopqrstuvwxyz*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*01234567890\$&?/+”(.,:;)*

*Character Tracking: -10*

#### **Crimson Text Bold**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**01234567890\$&?/+”(.,:;)**

**Character Tracking: -10**

#### ***Crimson Text Bold Italic***

***abcdefghijklmnopqrstuvwxyz***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***01234567890\$&?/+”(.,:;)***

***Character Tracking: -10***



Roman

*Italic*

**Bold**

***Bold Italic***

## 4.4 Typography

### Use of Type

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Brand Guidelines

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**Bold is our headline weight.**

Medium and Regular are our body copy weights.

Light is used for captions and small bodies of text. It is also used on our stationary.

Thin can be used when a more delicate weight is needed.



## Typography

### Typographic Hierarchy

#### Description

The use of typography is extremely important for unity and consistency of brand.



HEADLINE 1

# AaBbCcDdEeFf

HEADLINE 2

## AaBbCcDdEeFf

HEADLINE 3

### AaBbCcDdEeFf

HEADLINE 4

#### AaBbCcDdEeFf

HEADLINE 5

##### AaBbCcDdEeFf

HEADLINE 6

###### AaBbCcDdEeFf

BODY COPY

AaBbCcDdEeFf

CAPTIONS

AaBbCcDdEeFf

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# 5.0

Section

Print

## 5.1 Print Introduction

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The Bible Methodist official stationary system includes letterhead, envelopes and business cards. Letterhead, envelopes and business cards may be ordered through a recommended vendor to ensure quality and consistency. Do not attempt to create letterhead, envelopes or business cards on your own.

More information can be found at [www.biblemethodist.org/branding](http://www.biblemethodist.org/branding).

## 5.2 Print Business Cards

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## Print Business Cards

### Business Cards

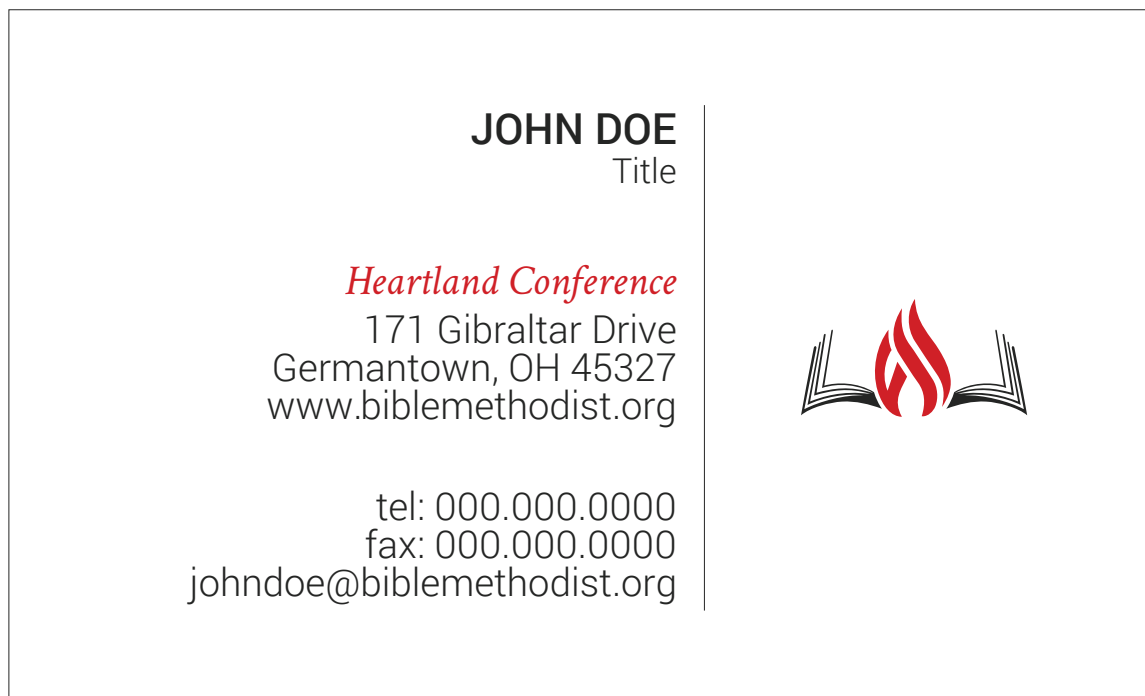
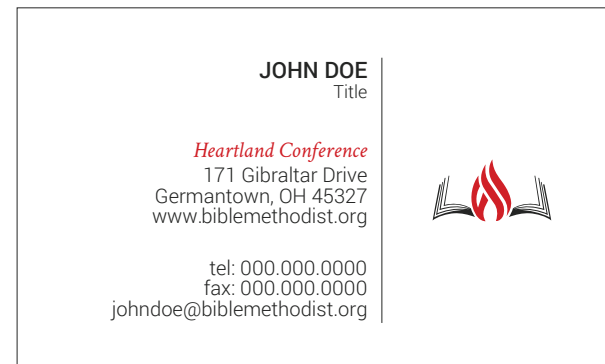
Personalized business cards for individuals, churches and conferences may be ordered through Country Pines Printing, 812.247.3315.

Please use approved template. Do not attempt to recreate.

Front



Back



### Name

Roboto Medium  
10 pts., HEX #262626

### Title

Roboto Light  
8/6 pts., HEX #262626

### Conference/Department/Church

Crimson Text Italic  
10 pts., HEX # cf2027

### Address Information

Roboto Light  
9 pts., HEX #262626

### Contact Information

Roboto Light  
9 pts., HEX #262626

# 5.3 Print Letterhead

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## Letterhead

The preferred fonts for all correspondence on Bible Methodist letterhead are Roboto or Crimson Text. Text sizes of between 9 and 12 points are appropriate.

## Envelopes

For business-size envelopes, allow a margin of .375" from the left side and top of the envelope, and place the addressee's name 1.5" down from the top.

Letterhead and envelopes may be ordered through Country Pines Printing, 812.247.3315.

### Letterhead



Jun 13  
Mr. John Doe  
1400 W Washington  
New York City, NY 10101

Dear Mr. Doe,  
Optaquam quodis re venis quis ipidit, te niae nam, ulparcit, vid explitium non nulpā sequiam, aut re nis volecerrovid ma deriame vidus et asit, eum fuciaie ommos ressus nihillu piderit iossequae modiore volo doluptatibus pore nis et fugit, atur m volor aborum es maio. Nem doluptiae desti odiciu corere nusanducid est, cullessunt.

Dicimi, quod quamus, occus et alis et dolut ad qui venditem restruntur ab int.

Tus volesti optassunt, in reratiam adit, que lam ver apedigendust ium volupta tumque iur re poritibus nit, culpa nonem quis doloria aute labo. Ugit quas quodiore dolupta tureria poremam si aria vellant arumendias eum ut pa cone quaeptae odic te consunt eventec tempelesequo ommoluptius ditiis et magnam, sus.

Ore consedi tiorro qui suntotas dolores tenimus da quaepereria ipistet que maximus ciatem facerist, rerate core mi, verumet expligniate nus min con n este nonsectur, si bea dolorat adiat.

Samet velit et quo volor aut poratiam aut faceru molorer estiae core, sam untis dem accus dolorero omicis unt.

### Envelope



www.biblemethodist.org

Heartland Conference

171 Gibraltar Drive  
Germantown, OH 45327  
www.biblemethodist.org

000.000.000  
www.biblemethodist.org

Heartland Conference

171 Gibraltar Drive  
Germantown, OH 45327  
www.biblemethodist.org

000.000.000  
www.biblemethodist.org

Crimson Text Italic  
HEX # cf2027  
13 points

Roboto Light  
HEX # 262626  
10 points, 10pts of Lead

Roboto Light  
HEX # 262626  
10 points, 10pts of Lead



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# 6.0

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Digital

## 6.1 Digital Introduction

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Brand Guidelines

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We take great care in maintaining the Bible Methodist website. Often, our site is the first point of contact. As such, we must constantly be aware of the messages we spread and make sure they are appropriate within the larger scheme of Bible Methodist communications.

## 6.2 Digital Web Design

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## Digital Web Design

**biblemethodist.org**

We also recognize that the Bible Methodist website is a powerful tool for your conference or church to reach internal and external audiences. Efficiency and ease of use make web publishing ideal for communicating directly with audiences, but it also makes ensuring the integrity of our visual identity increasingly difficult.

As you continue to develop your online presence, we ask that you work closely with the Bible Methodist Connection of Churches. In addition to helping preserve the integrity of the Bible Methodist visual identity in all of its forms, we will be able to continually use the web as an exciting marketing outlet.





## 6.3 Digital Mobile Design & Social Media

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### Bible Methodist App

Future development of a Bible Methodist App allows for greater marketability. This app will follow the branding guidelines in color and formatting.

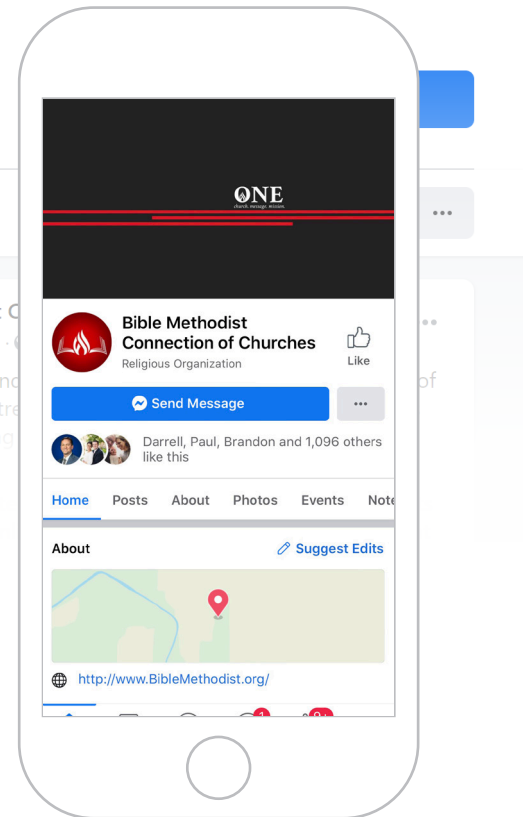
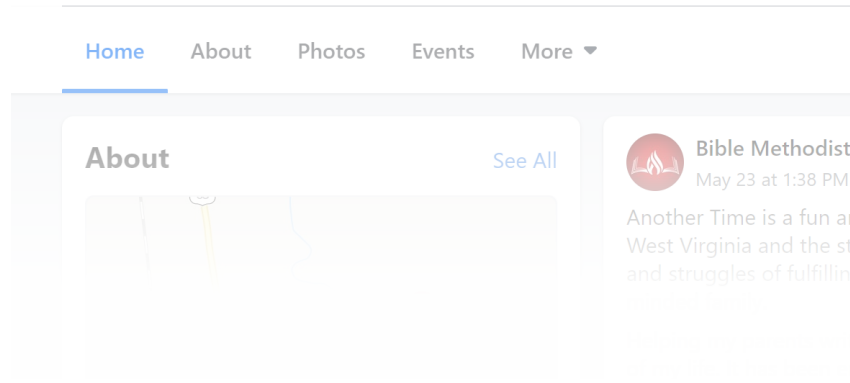
### Social Media

Social Media is permeated by ongoing content creation. Because of this, Social Media Managers must be well educated in the Bible Methodist brand and brand messaging. Social Media Platforms must follow the brand guidelines.



## Bible Methodist Connection of Churches

Religious Organization



**BIBLE METHODIST**

CONNECTION OF CHURCHES

171 Gibraltar Dr.

Germantown, OH 45327

513 267-6717

[www.biblemethodist.org](http://www.biblemethodist.org)

