



**FIRST UNITED**  

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**METHODIST CHURCH**

**2024 BRAND GUIDELINES**

# BRAND INTRODUCTION



**Branding** is a set of marketing and communication methods that help to distinguish one organization from others and create a lasting impression in the minds of customers. The more consistent our brand, the easier it is for customers to remember us.

**Brand Guidelines** are the parameters under which our brand assets are formatted. These are the agreed-upon characteristics of our brand that should be implemented in all communications.

**Brand Assets** are items that carry our brand image. For example, our website, sign, bulletins, newsletter, print media, and much more are considered brand assets because our Brand Guidelines dictate how these assets are formatted.

# IDENTITY

## OUR CHURCH NAME

Like people, our name is how we are known, recognized, and introduced. Therefore, the same care for consistency in our name is needed when referring to our church in writing and conversation. Yes, our legal and old familiar name is First United Methodist Church, but we and our Admin Team/SPR have agreed to primarily use our alias name, **First Church Knox**.

### **YES**

Legal Name: First United Methodist Church

Primary Name: **First Church Knox**

### **NO**

**First Church**

**FUMC**

**First UMC**

**1st Church**

**First Methodist Church**

***Please do your part in helping us strengthen our brand unity by using our name in the following ways:***

- If referring to the church (in writing) with the UMC cross/flame and/or church logo visible, refer to the church as: **“First Church Knox”**
- \*\*\*If referring to the church (in writing) with NO visible UMC cross/flame and/or church logo, refer to the church as: **“First United Methodist Church (First Church Knox)”**

# IDENTITY

## OUR CHURCH GROUPS & ASSETS

Beyond our primary name, it's important to have consistency in all our branded efforts, causes, and groups. Below are some recently re-branded names to use.

### YES

**First Church News**

**First Church Kids**

**First Church Women**

**First Church Music Ministry**

### NO

**Tidings**

**JAM**

**UMC Women or UMW**



# LOGO

In many ways, our logo is like our face. It's the visual representation of our name and how the world recognizes us. Just as we can change hairstyles, aspects of our brand appearance can change. However, certain aspects should always remain the same.

## YES

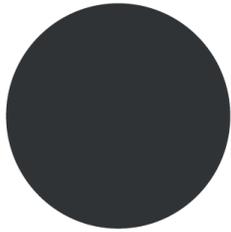


## NO

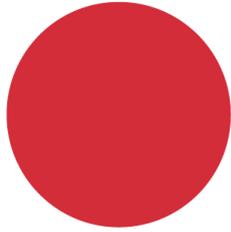


# COLOR SCHEME

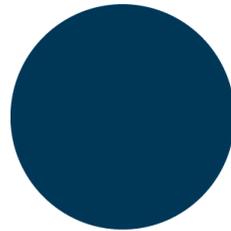
AND HEX CODES



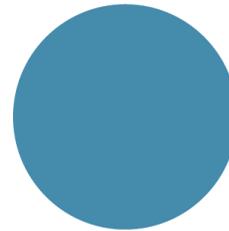
**charcoal**  
k 90  
65 / 65 / 65  
#e5e5e5



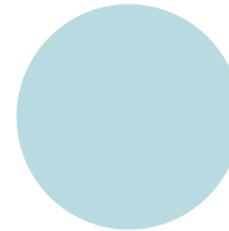
**red**  
pms 185 c  
232 / 29 / 45  
#e60d2e



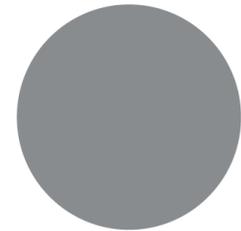
**new navy**  
pms 302 c  
#00476b



**blue**  
pms 7697 c  
61 / 141 / 174  
#4e87a0



**lt. blue**  
pms 628 c  
182 / 220 / 225  
#d1e3e3



**grey**  
pms 423  
136 / 139 / 141  
#94948f

# TYPOGRAPHY

IN CANVA, GOOGLE SUITE, MICROSOFT, AND MAILCHIMP

## CANVA ACCENT

*Playlist Script*  
*Playlist Script*  
(with Black Shadow)

## CANVA / GOOGLE PRIMARY

**Barlow Semi-Condensed BOLD**  
**Barlow Semi-Condensed SemiBold**  
**Barlow Semi-Condensed Medium**  
**Barlow Semi-Condensed Regular**  
Barlow Semi-Condensed Thin (*not for print*)

## CANVA SECONDARY/ GOOGLE SECONDARY / MICROSOFT PRIMARY

**EB Garamond ExtraBold**  
**EB Garamond SemiBold**  
EB Garamond Regular

## MAILCHIMP AND CANVA NEWS

*Heading – Playfair Display (bold, italic)*  
Caption/Text – Lato  
Subtext - Lato (*italic*)

# MINISTRY DESCRIPTIONS

## COMMUNICATE ABOUT MINISTRIES WITH CONSISTENCY

Our branding goes beyond our name, logo, fonts, and colors – how we describe ourselves matters too! This section showcases our approved about statements for you to use.



### **First Church Knox Mission**

First Church Knox is committed to growing passionate followers of Jesus Christ who will make an impact in Knoxville and beyond.

### **First Church Knox Values**

Acceptance, Authenticity, Growth, Fun, & Service

### **First Church Knox Slogans**

*"Making disciples. Making a difference."*

*"Loving every single person through Acceptance, Growth, & Service."*

### **First Church Knox ABOUT**

First Church Knox is a congregation committed to loving others as we have been loved. With equal emphasis on acceptance, growth, and service, this community believes faith can also be authentic and fun. Our 6 acre property sits on Kingston Pike, along the beautiful Tennessee River. On this site one can find our sanctuary, historic Parish House, the Peacock Riverside Pavilion, and the campus of First Church Preschool. Here and beyond, we aim to be the loving hands and feet of Jesus in our world.

# BRAND VOICE & TIPS

## HOW WE SHOULD SOUND AND OPERATE WITH OUR COMMUNICATIONS

Our brand voice is the tone and style of our written and verbal communications. Our voice reflects our church's personality, values, and mission. In general, all publications should go through the church Marketing/Communications Manager.

### **Voice:** First Person Plural

Use lots of "we" and "us." This creates a sense of connection and dialogue with the reader. This is especially important because we are trying to create personal connections with people.

### **Tone:** Casual, but Professional

Keep it casual, but remember that people want to feel comfortable at First Church Knox, so maintain professionalism behind the casual tone.

### **No-No's:** Things Not To Say

This goes without saying, but any mature or adult content should always be avoided, including politics. If you have to think twice about communicating something, then don't!

### **Social Media:** Safely Share our Successes and Ministry!

Staff can share organic updates about First Church Knox on the church's social media accounts (send to office for posting) and, if appropriate, on personal social media accounts. It is not appropriate to share photos of children (outside of your household) on your personal social media, but feel free to post ministry updates or re-share a post created by the church account. Before sharing photos of children on the church social media, you MUST have written permission (email, text, signed note) from each pictured child's parent(s) / guardian(s) - submit proof of permission to Marketing/Communications Manager with post material. Internal communications (newsletter, etc.) have less strict parental permission requirements.

Use the hashtag **#FirstChurchKnox** for all posts about First Church Knox!