THE wesleyan CHURCH

BRAND GUIDE

UPDATED 2023

DOWNLOAD RESOURCES AT **WESLEYAN.ORG/BRAND**

Brand Identity

THE WESLEYAN CHURCH (TWC)
IDENTITY IS A SEAL OF HOPE AND A PROMISE OF HONESTY. BY FOLLOWING THESE GUIDELINES, YOU REAP THE BENEFITS OF THE WESLEYAN CHURCH IDENTITY AND CONTRIBUTE TO ITS STRENGTH.

As partners in the global Wesleyan community, we all work to advance the vision of transforming lives, churches, and communities through the hope and holiness of Jesus Christ. By working together, our church communities can build a powerful brand for TWC with a unified approach to messaging.

Please review and share this guide with anyone responsible for producing materials for or in association with TWC. These tools will help us present the organization with a consistent voice. Using the brand standards guide, we will increase the power of our message while deviation may create confusion and dilute the brand identity. Your understanding and cooperation with use of the brand elements presented here are essential to the success of our efforts and maintaining brand equity.

Thank you for championing the TWC brand identity by sharing the vision and message of hope with excellence.

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THE wesleyan CHURCH

Logo

PRIMARY LOGOS

These are the only two variations of the logo that may be used. Brand kit is available at wesleyan.org/brand.

STACKED LOGO

The stacked logo is the most versatile version. Its left justification and compact width play well with other logos and design elements. This variation is ideal when design freedom is limited horizontally or placement in a corner of the layout is desired.

While highly legible at normal sizes, “The” and “Church” become less legible as the size is reduced.

HORIZONTAL LOGO

The horizontal logo is the preferred choice when white space is abundant and it can dominate the design. Center justification and placement bring balance and stability to a design. Great for title slides.

The horizontal logo is the most legible at reduced sizes. It can stand alone but doesn’t demand as much attention at smaller sizes. This makes it an excellent choice for documentation or basic branding where the focus lies elsewhere.

Logo

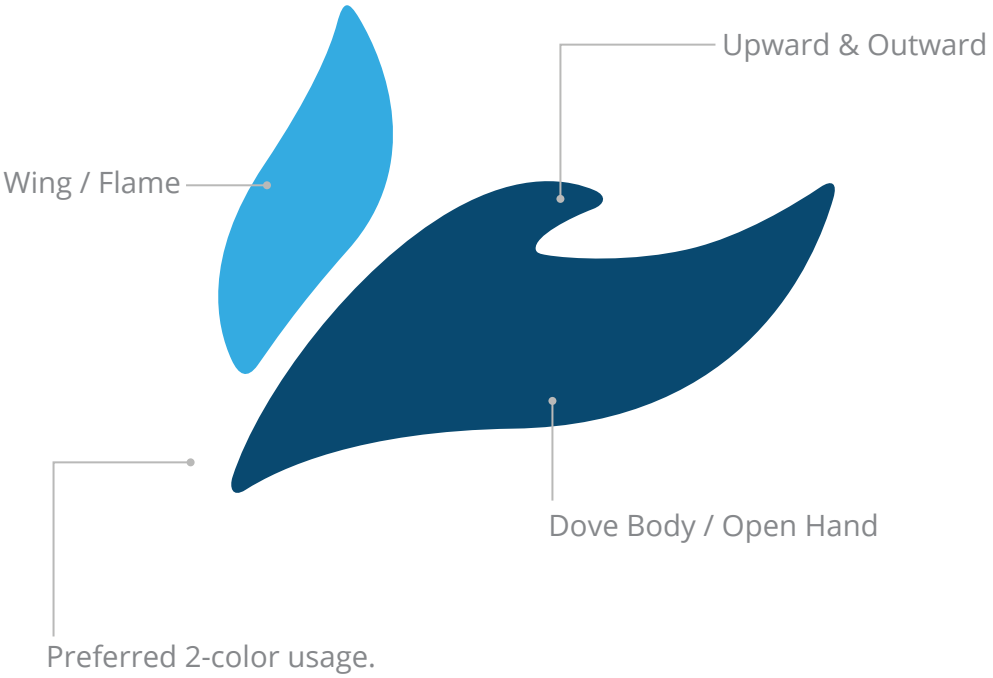
Icon

SYMBOL OF HOPE

THE DOVE HAS 30+ YEARS OF BRAND EQUITY AS THE WESLEYAN CHURCH'S HOLINESS SYMBOL.

The dove embodies hope with its head turned upward and outward, like open hands. One wing represents a purifying flame. The color blue represents water and baptism.

The dove capitalizes on brand equity in this meaningful holiness symbol with modern style, appropriate for audiences old and new.



Preferred 2-color usage.

Acceptable variations of one-color and a gradient version:

Logo

Do not deviate size and placement of dove with text.

THE wesleyan CHURCH

Customized Amelia Bold font lowercase “Wesleyan”

Amelia Regular font capitalized “THE” and “CHURCH”

ANATOMY
OVERVIEW

The word “Wesleyan” is emphasized because that’s what makes our brand unique. The size of the dove is balanced with the boldness of the word “Wesleyan.” The placement of the dove above the “y” is intentional and should not be modified. Do not “type out” the logotype in Amelia font — it has been customized.

CONTROL AREA

Do not crowd the logo or place other elements inside the control area.

The control area measurement (“x”) is equal to double the height/width of the “e” in Wesleyan. This applies to all variations of the logo.

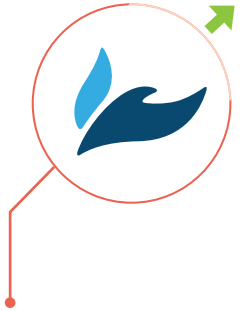
COLOR OPTIONS

THE wesleyan CHURCH

THE wesleyan CHURCH

THE wesleyan CHURCH

THE wesleyan CHURCH



No Fly Zone

Avoid caging the dove with text or objects or obstructing momentum. Momentum is upward and outward.

Logo

Use

CORRECT
MINIMUM SIZE

Follow guidelines to ensure legibility when reproducing at minimum size.

1.5" wide

.75" wide

MISUSE

The logo should only be used according to the guidelines established in this document. **Do not:**

Use unapproved layouts

Use unapproved colors

Stretch or condense

Add elements within control area

Use unapproved fonts

Add, separate, or use incomplete mark

Local Church

Usage Tips

LOCAL CHURCH USAGE

Additional liberties are provided to the Local Church when applying The Wesleyan Church brand in your context. Both the logo and the dove icon can be flexible depending on the local church name and/or logo.

FORMAT SUGGESTIONS

Any font can be used for the local church name. A clean, simple font is recommended.

Local church name can replace "The" in "The Wesleyan Church".

Keep the orientation of "The Wesleyan Church" text, stacked or horizontal, as is.

Horizontal Logo with Church Logo

Horizontal Logo with Dove

Stacked Logo with Dove

Local Church

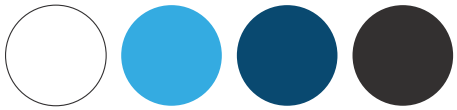
Usage Tips

THE DO'S AND DON'TS

These are guidelines that are encouraged to be followed in order to maintain the integrity and balance between TWC logo and local church logos.

COLOR OPTIONS

If a local church wants to use a brand color, use the light blue, dark blue, dark gray, and/or white. **The dove should always remain within these four colors.***



CAN change color of text

CAN use a circle with local church color

DO NOT change color of dove

DO NOT place logos behind dove/text

DO NOT place text in front of dove

DO NOT replace the old dove with the new dove

No Fly Zone

Avoid caging the dove with text or objects or obstructing momentum. Momentum is upward & outward.

DO NOT rotate or reflect the dove

*see next page for color formulas

Color

#0B496F

Primary
Dark Blue

PANTONE 2955U
RGB 14 73 111
CMYK 98 73 33 18

#39AAE1

Primary
Light Blue

PANTONE 298U
RGB 57 171 225
CMYK 67 15 0 0

#40BCBC

Secondary
Aqua

RGB 60 188 188
CMYK 67 0 30 0

#83B841

Secondary
Green

RGB 130 184 65
CMYK 55 7 100 0

#FDBF51

Secondary
Yellow

RGB 253 191 81
CMYK 0 27 78 0

#E96351

Secondary
Red

RGB 234 99 81
CMYK 3 76 70 0

#03344D

Secondary
Blue-Black

RGB 3 52 77
CMYK 99 75 45 41

#333132

Neutral
Dark Gray

RGB 51 49 50
CMYK 69 64 61 59

#B8B9B9

Neutral
Mid Gray

RGB 184 185 185
CMYK 2 22 22 0

#E7E7E7

Neutral
Light Gray

RGB 231 231 231
CMYK 8 6 6 0

#BDE6FA

Neutral
Light Blue

RGB 188 230 251
CMYK 24 0 0 0

Gradients

Fonts

QUICK GUIDE
BRAND FONTS

DISPLAY
Raleway TWC 2.0

BODY
Open Sans (Sans)

DECORATIVE
Market Pro (Script)

Aa

Resources for font licenses:
(Download) wesleyan.org/brand
(Buy) myfonts.com/collections/ff-market-font-fontfont
(Free) Raleway and Open Sans: These fonts are licensed under the Open Font License.

For questions, contact design@wesleyan.org

RALEWAY
An excellent sans serif font for headlines and display.

Raleway is an elegant sans serif font family offering 9 weights available for free. This makes it ideal for use across print, web, and mobile interfaces.

TWC has generated a version of Raleway with the preferred usage of lining numerals "123456" ~~"123456"~~ and alternate "Ww" ~~"Ww"~~ set as the defaults. It is available to download from wesleyan.org/brand as **Raleway TWC 2.0**.

OPEN SANS is the primary sans serif body font.

Open Sans is a clean and modern sans serif font available for free. It is especially designed for legibility across print, web, and mobile interfaces making it an excellent choice for body copy.

Market Pro

A hand drawn *script* used to callout keywords

Market Pro is hand-drawn script font that lends itself for use in the marketplace: advertisements, posters, stickers, packaging, point-of-sale promotions, etc. It should be used sparingly to draw attention to an inline keyword or phrase, and never in a full sentence or paragraph.

Resources

PHOTOGRAPHY & DESIGN TOOLS

Bookmark these sites to find the best free design tools websites and resources.

1) unsplash.com
2) canva.com
3) fonts.google.com
4) express.adobe.com

QR CODES

QR codes are a useful technology that simplify and enrich the user experience.

1) express.adobe.com/tools/qr-code-generator
2) canva.com/your-apps/qr-code

BEST PRACTICES

Print

- **Minimum Width for Custom QR Codes: 0**.4 inches
- **Recommended Width for Custom QR Codes:** At least 0.47 inches
- **No Inverted Codes.** Do not use a QR code with light dots on a
- dark background
- **Use High Contrast.** Be sure the QR code color contrasts with the background, or it may not be readable.

Digital QR Codes

Minimum Recommended

For digital applications, the following specification assumes a 1080p display.

- **Minimum Digital QR code width:** 240 pixels at 72 dpi

Sample Styling