

UNITED METHODISTS
OF GREATER NEW JERSEY

CREATIVE & STRATEGIC GUIDEBOOK

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CREATIVE STRATEGY & GNJ WAY

GNJ provides excellent, clear, coordinated messages to support our strategic plan and serve our mission to equip spiritual leaders to grow vital congregations. We serve as a centralized design and content center that supports the episcopal office, conference staff, vital mission partners and United Methodists throughout Greater New Jersey.

MISSION

Transform the world by recruiting and developing transformational leaders who make passionate disciples of Jesus Christ and grow vital congregations. - Matthew 28:19

OUR CORE VALUES

- **Christ-Centered** | The unbreakable and unifying source of our faith and hope.
- **Compassionate and Just** | A shared expression of our Wesleyan heritage.
- **Diverse** | A true reflection of the all-welcoming nature of the reign of God.
- **Innovative and Risk-Taking** | A bridge to what is next.
- **Excellent** | A gospel imperative for greater impact in the world.

HOW WILL WE MAKE DECISIONS?

We will invest our financial and human resources in decisions that:

1. Develop transformational leaders.
2. Maximize new disciples, vital congregations and world transformation.
3. Reflect our core values.
4. Encourage innovative, risk-taking, regenerative ministry that effectively connects with and engages people in the community.

KEY PRINCIPLES THAT DRIVE OUR COMMUNICATION

For every project, consider the following as you engage in the creative process with the communication team:

Targeting | Understand the audience, what information they need to make decisions and how they digest information is at the core of every communication we create.

Delivery | Determine the medium that will be used to reach an audience based on the message. Some communications work better in print, some are more visual and most need a balance of different mediums.

Clarity | Prepare all content thoroughly but expect the communication team to shape your content to provide clarity for the audience and the delivery channel.

Alignment | Think through how each message and piece aligns with the strategic plan and with other initiatives within the organization. Every communication has both a primary and a secondary message.

Measurement | Consider and implement measurement tools for effectiveness in all communications sent to all audiences.

Planning | Follow the timeline guidelines for all types of projects so that the communications team can deliver excellence for you.

STYLES & STANDARDS

A clear, coordinated visual identity is critical to aligning our mission, motivating our audiences and formulating and modeling excellence.

CONFERENCE NAME AND USAGE

The brand name, meaning the name we use every day in communication through various channels is United Methodists of Greater New Jersey.

Refer to our offices as the Mission and Resource Center (not the conference office). Abbreviate MRC. The official name, meaning the name we use in financial documents and legal forms is Greater New Jersey Annual Conference or GNJAC.

TIME AND DATE

Time of Day | Times of the day are in numeral form followed by a.m. or p.m. For times on the hour, include :00. Use noon and midnight for 12:00 p.m. and 12:00 a.m.

Date format is as followed | Sunday June 9, 2019. Always use the day of the week and do not abbreviate. Do not use today, tomorrow, yesterday etc., in copy. Instead use the actual day of the week.

NUMERALS

Spell out numbers one through nine and use numerals for 10 and above. For phone numbers use periods and not dashes 732.359.1016.

CONTACT INFORMATION

Every communication and web page should have a person to contact for more information that includes phone and email.

EMAIL ETIQUETTE

All email signatures should use the standard signature for GNJ or the vital mission partner. Email should not use backgrounds or additional images. In general, email should be addressed to one person who will be the main person to take action as a result of the email. Use the cc line to make others aware of the request or action. In general, use reply all so that all parties know of the appropriate follow up.

Do not use receipt requested. Do not use the blind copy – forward the email to others when necessary.

Use specific information in the subject line to get action. For example use the subject line: Annual Conference Project Team Meeting Follow Up as opposed to *Team Meeting*. Use the subject line *Details for IGNITE Trip to Wildwood Thursday* as opposed to *Thursday details*.

ABBREVIATIONS AND CAPITALIZATIONS

- **United Methodist Church** | Use UMC, not UM.
- **United Methodists of Greater New Jersey** | Do not use a *the* or *church* when using our branded name.
- **Mission and Resource Center** | Upper case, Abbreviate: MRC
- **Connectional Table** | No abbreviation
- **Greater New Jersey** | Use GNJ, not GNJAC or GNJUMC.
- **IGNITE** | Use all caps: IGNITE, not Ignite.
- **District Superintendents** | In general, use lower case district superintendent. When using the title, use uppercase Superintendent immediately before the name. Abbreviated D.S.
- **Bishop** | In general use lowercase bishop. When using as a title, use upper case Bishop immediately before the name.
- **Bible** | In general, upper case.
- **Scripture** | In general lower case.

Limit all other abbreviations but use abbreviated language for the examples below:

- Executive Leadership Team or Leadership Team
- Staff Management Team or Management Team
- Palisades District or Palisades

COMMUNICATING WITH YOUR AUDIENCE

Contact the communication team administrative assistant who can review the scope of your needs.

EVENT PROMOTION AND MARKETING PLAN

Audience | Any group of people targeted for an event or promotion from a GNJ body. *For example: IGNITE, Bishop's Clergy Convocation, Cluster Conferences.*

Frequency | Dependent on event

Purpose

- coordinate all marketing efforts
- ensure all materials are branded and positioned to align with GNJ's mission
- create targeted cross platform promotion
- maximize attendance from desired audience.

Deadline | Preferably six months and at least three months in advance of event.

Process | The communications team will create and implement a marketing plan for event promotion at the direction of the sponsoring entity. Events usually require a two to three month window (sometimes more) prior to the event. Major events should be discussed with the Director of Communication six months in advance so planning, design and strategy can be put into place. The communication team will outline a marketing plan for approval and implement each phase of the plan including tracking and event evaluation. Contact the Director of Communication to get started.

CONFERENCE WIDE EMAIL (i.e. Bishop's Messages)

Audience | Options include all clergy, all current clergy and lay leaders, or all active and inactive clergy and lay leaders up to a total of approximately 20,000 records.

Frequency | Approximately two to three times per month or as urgent need arises.

Purpose

- a voice from the bishop on important matters facing the denomination or events in the conference
- an administrative tool to provide conference wide updates on important business including shared ministry, goal setting, charge conference forms, etc
- a way to provide comfort and context to urgent current events that call for prayer or action on the part of United Methodists
- used sparingly so that the messages heighten in importance

Deadline | Dependent on the current events and/or communication needs of the bishop and administration.

Process | Content determined by the bishop and executive leadership team.

EMAIL TO SPECIAL SEGMENTS

Audience | Any selected clergy or lay segments of 20 or more determined by the sending body.

For example: reminder from superintendent to clergy for regional event, invitation or encouragement to attend a training or information about resourcing from the connectional ministries team, surveys or evaluations to event attendees.

Any email of this type given to the regional teams should be forwarded to communications for processing. Superintendents are welcome to send out internal emails in groups to district groups about district events and activities that do not have conference impact.

Frequency | Variable

Purpose | Communicate regular updates or meeting notices to targeted lists

Deadline | Usually within 1 business day. If request is off business hours, please text Carolyn Conover 310.850.1940 for immediate response.

Process | Content for group emails goes through the communication team for set up, tracking, branding and processing. Lists of segments can be pulled from Arena or requested through communications. The communications team creates branded templates, reviews content for consistency and branding and tracks results. All requests should be sent to the Communication Team Administrative Assistant.

NEWSLETTER TO SPECIAL SEGMENTS

Audience | Any selected segment that is controlled by the sending body. For example: district email to district clergy; vital mission partner or hope center to special audience; committee or agency email to committee members; email to special segments.

Frequency | Variable

Purpose | Communicate regular updates or meeting notices to targeted lists.

Deadline | Dependent on the current events and/or communication needs of the group.

Process | Content for group emails go through the communications team for processing, set up, tracking, branding and processing.

Lists of segments can be pulled from Arena, requested through communications or tracked and maintained by the sending body.

The communications team creates branded templates, reviews content for consistency and branding and tracks results.

All requests should be sent to the Communication Team Administrative Assistant.

DISTRICT/REGIONAL NEWSLETTERS

Audience | Subscribers in each of GNJ's nine districts.

Frequency | Weekly and monthly.

Purpose

- inspirational messages
- promote time sensitive events and resources at the district level
- preview weekly denomination news relevant to a particular district and the strategic plan
- highlight district-wide initiatives and agencies
- provide a vehicle for job postings and committee meeting announcements within the district
- prayer requests

Deadline | All content including lead article must be submitted by noon on Tuesday of the week the newsletter is schedule to be distributed.

Process | Content is determined each week by the communication team, regional admin and district superintendents and is based on the upcoming calendar and current events.

Announcement submissions are welcome but inclusion will be limited to district-wide appeal of the submission. Local and regional announcements and articles should be directed to the Communication Team Administrative Assistant for inclusion in district and regional newsletters.

THE GNJ DIGEST

Audience | Approximately 3,500 subscribers including all clergy and people who subscribed by sign up regardless of their role in or relationship to the church.

Frequency | Weekly on Wednesdays.

Purpose

- promote time sensitive events and resources at the conference level
- preview weekly denomination news relevant to Greater New Jersey and the strategic plan
- highlight conference-wide initiatives and agencies including vital mission partners and Hope Centers
- provide a vehicle for job postings and administrative deadlines

Deadline | Weekly on Tuesdays

Process | Content is determined each week by the communication team and is based on the upcoming calendar and current events. The resident bishop and GNJ staff refer articles and announcements for inclusion. Announcement submissions are welcome but inclusion will be limited to the conference-wide appeal of the submission. Announcement submissions should be directed to the Editorial Manager.

Strategies

- All Digest articles will be linked to content on the GNJ website or related site to condense copy and create measurable tools
- Digest articles will be rotated every three weeks
- Events should be advertised no more than eight weeks in advance

SOCIAL MEDIA (Facebook, Twitter, Instagram)

Purpose

- promote events and resources at local, district, conference, area and denominational levels
- promote the mission of the annual conference, the area and the denomination
- communicate key messages and implementation of strategic plan goals and objectives through evidence of vitality including:
 - bright spots in local churches
 - small group formation
 - missional giving
 - diversity in worship and outreach
 - youth and young adult discipleship
 - creative worship
 - mission and outreach
 - inspire followers to grow in their faith
 - create a dialogue and discussion for important issues facing the church
 - encourage followers to share posts to drive readership and awareness of GNJ.

Process | Content decision is determined by the communication team and is based on the upcoming calendar and current events of the conference and denomination. The resident Bishop and GNJ staff refers articles and announcements to share.

Announcement submissions are welcome but inclusion will be determined after review by the staff and dependent on alignment with the purpose stated above. Local and regional announcements and articles should be directed to district offices.

WEB PAGE DEVELOPMENT

Audience | All agencies, departments, committees and recognized bodies of GNJ should have a designated web page appropriate for both internal and external UMC audiences.

Frequency | Ongoing; should be updated with dynamic content every four to eight weeks.

Purpose

- allows web site to become a fully integrated, dynamic, and accurate resource and overview for United Methodists within GNJ, outside of GNJ and the non and nominally religious who view our site for information
- provides up to date contact and activity information for all agencies, departments, committees and bodies of the UMC
- demonstrates the key components of the strategic plan
- is user friendly, organized for ease of use

Deadline | Approximately two weeks to create and produce. Allow one week for updates to current page.

Process | All UMC bodies provide up to date web page content. The communication team will provide editorial review, design, branding and production. Each webpage should have a person designated within the department or agency for content updates.

VIDEOS

Audience | Any approved segment of UMC or non UMC entity.

Frequency | Variable

Purpose

- visual means to communicate a message that has visual or emotional impact
- supporting element to promotion campaigns for events

Deadline | Videos take a minimum of four weeks to produce and must be scheduled and planned eight to twelve weeks in advance of deadline.

Process | Any UMC body wanting a video should schedule an overview meeting with the Director of Communication to thoroughly review the plan and content ideally three months in advance.

When planning a video, please consider the target audience, script and content, visual impact and length.

In general, all videos should be less than four minutes and be produced to appeal to the widest audience to maximize the exposure. Because of limited video capacity, no video production is guaranteed until it has been scheduled with the communication team.

PODCASTS

Audience | Any approved segment of UMC or non UMC entity.

Frequency | Variable

Purpose | An oral means to communicate a message, theme or topic with emotional impact. Is used to help promotion campaign events and delve into deeper issues.

Deadline | Podcasts take a minimum of four weeks to produce and must be scheduled and planned six to eight weeks in advance of deadline.

Process | Any UMC body wanting a podcast should schedule an overview meeting with the Director of Communication to thoroughly review the plan and content ideally three months in advance. When planning a podcast, please consider the target audience, script and content and length.

In general, all podcasts should be less than thirty minutes and be produced to appeal to the widest audience to maximize the exposure. Because of limited podcast capacity, no podcast production is guaranteed until it has been scheduled with the communication team.

THE RELAY

Audience | Approximately 7,000 subscribers including all local church clergy and lay leaders in the conference.

Frequency | 12 times per year, monthly.

Purpose | Communicate key messages and implementation of strategic plan goals and objectives through evidence of vitality including:

- bright spots in local churches
- small group formation
- missional giving
- diversity in worship and outreach
- youth and young adult discipleship
- creative worship
- mission and outreach
- promote the mission of the annual conference, the area, and the denomination
- provide information on events and resources at local, district, conference, area and denominational levels
- provide a vehicle for the voice of the resident bishop
- highlight conference wide initiatives and agencies including vital mission partners and Hope Centers

Deadline | the 15th of each month

Process | Content is determined each month by the communication team and is based on the upcoming calendar and current events. Submissions from church leaders are encouraged but are subject to review, edit and publication based on the story's alignment with The Relay's stated purpose and space availability.

Submissions with high resolution photographs are given a higher priority. Story ideas should be submitted to the Editorial Manager.

BROCHURES

Audience | Any selected segment that is controlled by the sending body. For example, scholarship brochures, strategic plan brochures and volunteer brochures.

Frequency | Variable; usually annual

Purpose

- provide overview of program
- targeted for people to take home or information that needs to be considered

Deadline | Approximately four weeks to create and produce.

Process | Any UMC body wanting a brochure should schedule an overview meeting with the Director of Communications to thoroughly review the plan and content six weeks in advance.

The person requesting the brochure will be responsible for all content. The communication team will provide editorial review, design, branding and production.

FLYERS, BULLETIN, INSERTS AND POSTCARDS

Audience | Any selected segment that is controlled by the sending body. For example, meeting notices, handouts and bulletins.

Frequency | Variable

Purpose

- cheap and fast way to communicate to a group meeting in a visual way
- targeted for people to take home or information that needs to be considered

Deadline | Approximately one week to create and produce.

Process | Any UMC body wanting a flyer or handout should send content and description or samples of previous flyers to the Communication Department Administrative Assistant, at least 1 week before deadline.

The person requesting the flyer will be responsible for all content. The communications department will provide editorial review, design, branding and production.

WORSHIP SLIDES

Audience | All recognized bodies of GNJ.

Frequency | Variable

Purpose

A visual means to display lyric content, scripture and liturgy to an audience.

Deadline | Approximately one week to create and produce.

Process | The communications team creates worship slides formatted for use with ProPresenter.

All recognized bodies of GNJ should send requests to the Communications Team Technical Assistant.

POWERPOINTS

Audience | All agencies, departments, committees and recognized bodies of GNJ.

Frequency | Variable

Purpose

- visual means to communicate a message via an audience
- supporting element to promotion campaigns for events

Deadline | Approximately one week to create and produce.

Process | The communications team creates branded templates and reviews content for consistency. All agencies, departments, committees and recognized bodies of GNJ should send requests to the Communication Team Administrative Assistant.

TRANSLATIONS

Documents | The communication team has resources to translate documents into Spanish, Korean and Portuguese.

Translation services are outsourced and are priced per word. Depending on the length of the document, the translation can take two to four weeks to complete.

Equipment | The communications team has 50 translation devices for use in events and worship services. The equipment can be rented for a deposit of \$100.

The \$100 deposit will be returned to the renter once the equipment is returned to the Mission and Resource Center. Contact the Communication Team Administrative Assistant for more information.

AGENCY AND COMMITTEE USE OF COMMUNICATION TEAM RESOURCES

Staff Resources | All chairs of committees, commissions, boards and agencies, should contact their staff resource person to engage the communication team staff or resources.

The goal is to have all materials branded and professionally designed; however, all requests for assistance must be channeled through appropriate staff resource persons.

LOCAL CONGREGATION AND PASTOR USE OF COMMUNICATION TEAM RESOURCES

Staff Resources | The communication team is always available to clergy and lay people from our churches for guidance and support. However, the department is not equipped to service our local congregations with materials, design or production.

WHERE TO START?

1. Contact the administrator for the communication team who serves as the traffic coordinator for all communication needs.
2. Finalize and get approval for content before presenting to the communication team.
3. Share your ideas on design, materials and scheduling of project.
4. Be open to the creative and editorial suggestions from the communication team.
5. Start early, plan ahead and schedule your communication needs in advance. Even if you don't have the content, we can schedule the project in our calendar.
6. Be flexible. Sometimes urgent issues or concerns about over saturation will bump your schedule.
7. Be creative. Just because we've always done something, doesn't mean we should continue. Think about the best way to reach your audience.
8. All materials provided to the communication team will be edited to align with GNJ's strategic plan and this creative guidebook.

PRESS INQUIRIES & CRISIS COMMUNICATION

All press inquiries should be directed to the communications office.

If there is a crisis in a local church or agency that involves or could involve the press or pose significant legal challenge, GNJ has a team of professionals to help you address it with your congregation and community.

Please alert a district superintendent, the episcopal office or the communication team who will convene the team to work with you to address all relevant concerns.

REPRINTING & REPOSTING OF GNJ MATERIAL

GNJ encourages our staff to expose our work to the larger world throughout the denomination, within other faith communities and in secular outlets. All work needs to tie back to the larger mission of GNJ.

All communication points back to GNJ, most easily done through the GNJ website, for a variety of reasons:

1. People attracted to our work will be exposed to other efforts and resources within GNJ.
2. Effectiveness can be measured by tracking devices within our media.

Outcomes when resources point to GNJ:

1. We learn what content people are using and what content is not useful to better shape all content.
2. People identify Greater New Jersey as a place of strong ministry and resources so that transformational leaders are attracted and want to grow ministries here.

Reprint Requirements:

1. Knowledge and approval of the communication team.
2. Links to the GNJ website. Electronic information should not be reprinted, but posted so that content is read directly from www.gnjumc.org.
3. Bylines that list person's name, official title, Vital Mission Partner name if appropriate and United Methodists of Greater New Jersey.
4. When possible a biographical blurb that describes who the person is and why the article has been printed.
5. When possible, the logo and/or the mission of Greater New Jersey.

PRIMARY FONTS

Primary fonts for the body of letters and emails should be: Calibri 11 pt. size.

Calibri Regular

Calibri Italic

Calibri Bold

Calibri Bold

USAGE TIPS

- Use only the font weights listed here.
- Calibri may be used as a headline text in 14 pt. size in GNJ branded red and black.
- Do not use all caps in body of letters or emails.
- Italics may be used to highlight a segments in the body of text or a scripture.
- Body text should be Calibri Regular, 11pt. size.

SECONDARY FONTS

Secondary font for headline text should be: Franklin Gothic Medium 14 pt. size.

Sub headline text should be: Franklin Gothic Medium 12 pt. size.

Franklin Gothic Book

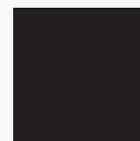
Franklin Gothic Medium

USAGE TIPS

- Use only the font weights listed here.
- Headline text should be 14 pt. size in GNJ branded red and black.
- Sub headline text should be 12 pt. size in GNJ branded red and black.



PMS 185 C
C=0 M=93 Y=79 K=0
R=228 G=0 B=43
#E4002B



PMS Black C
C=63 M=62 Y=59 K=94
R=45 G=41 B=38
#2D2926

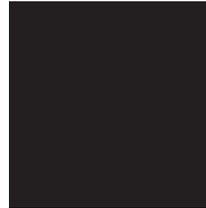
COLOR PALETTE

Though red and black are the two main colors associated with United Methodists, there are additional colors that play a significant role in the visual identity of the organization. Next to each color, you'll note it's Pantone (PMS number) and the color values associated with the CMYK (cyan, magenta, yellow, black) RGB (red, green, blue) and hex color systems.

UNITED METHODISTS OF GREATER NEW JERSEY



PMS 185 C
C=0 M=93 Y=79 K=0
R=228 G=0 B=43
#E4002B



PMS Black C
C=63 M=62 Y=59 K=94
R=45 G=41 B=38
#2D2926



PMS 299 U
C=86 M=8 Y=0 K=0
R=0 G=163 B=224
#00A3E0



PMS Cool Gray 11 C
C=44 M=34 Y=22 K=77
R=83 G=86 B=90
#53565A

A FUTURE WITH HOPE



PMS 7687 C
C=100 M=78 Y=0 K=18
R=29 G=66 B=138
#1D428A

NEXT GENERATION



PMS 151 U
C=0 M=65 Y=87 K=0
R=244 G=121 B=55
#FF883D

THE UNITED METHODIST STEWARDSHIP FOUNDATION OF GREATER NEW JERSEY



PMS 808 U
C=87 M=5 Y=57 K=0
R=0 G=168 B=143
#00A88F

USAGE TIPS

- PMS colors are the main brand colors. Pantone inks are consistent with printers anywhere in the world.
- CMYK colors should be used for materials to be printed in house.
- RGB colors should be used when any image will be presented in a digital format.
- Hex colors are web based and used in HTML, CSS and other computing applications to represent colors.

HOW TO CHANGE FONT COLOR IN MICROSOFT WORD OR OUTLOOK

These colors can be matched in a email or letter by going clicking Colors and then click Custom Colors. Enter the color code and match exactly.

BRANDED LOGO

Use the cropped branded logo regularly to identify with the family of United Methodists of Greater New Jersey. This logo complements our vital mission partners and initiatives under our umbrellas.



USAGE TIPS

- Logos should not be redrawn, reproportioned, or modified in any manner.
- Please do not separate or reposition the logo.
- Do not use dropshadows, bevels, animation, 3-D effects, embosses, glows, or outlines on the logo.

CROSS & FLAME LOGO

Use the primary logo to identify with the denomination and the cross and flame. This logo is also appropriate for legal documents.

PRIMARY VERTICAL LOGOS



UNITED METHODISTS
OF GREATER NEW JERSEY



대뉴저지 연회



METODISTAS UNIDOS
DE GREATER NEW JERSEY

PRIMARY HORIZONTAL LOGOS



Download these logo and coinciding letterheads at www.gnjumc.org/communication-downloads or on the drive under Utilities/Letterheads, Logos & Brand Guidelines.

CLEAR SPACE

The United Methodists logo needs sufficient visual space so that it's impact is not degraded. Items such as text, images, or graphic elements should be kept away from the logo by a minimum distance equal to the space between the bars above and below. Always maintain an appropriate amount of clear space around the logo. "X" represents the height of the text in the logo and is used as a measuring tool to help maintain clearance.



PRIMARY LOGO USAGE TIPS

If the item you are putting the logo onto is smaller than 3/4" it is acceptable to reduce the clear space.

BRANDED LOGO USAGE TIPS

If the item you are putting the logo onto is smaller than 1 1/2" it is acceptable to reduce the clear space.

MINIMUM LOGO SIZE

Size minimums are noted to ensure that the United Methodists logo is legible and prominent in various media.



FOR PRINT USE **FOR WEB USE**
h: 3/4" = 0.75" h: 54px

PRIMARY LOGO USAGE TIP

If the item you are putting the logo onto is smaller than 3/4" it is acceptable to reduce the size.



FOR PRINT USE **FOR WEB USE**
w: 1 1/2" = 1.5" w: 108px

BRANDED LOGO USAGE TIP

If the item you are putting the logo onto is smaller than 1 1/2" it is acceptable to reduce the size.

SUB BRAND LOGOS

Use a sub brand logo to identify with the appropriate vital mission partner and initiative of United Methodists of Greater New Jersey.

A FUTURE WITH HOPE



A FUTURE WITH HOPE
UNITED METHODISTS
OF GREATER NEW JERSEY

NEXT GENERATION MINISTRIES



NEXT GENERATION
UNITED METHODISTS
OF GREATER NEW JERSEY

THE STEWARDSHIP FOUNDATION OF GREATER NEW JERSEY



UNITED METHODIST
STEWARDSHIP FOUNDATION
OF GREATER NEW JERSEY

HOPE CENTERS



HOPE CENTER
UNITED METHODISTS
OF GREATER NEW JERSEY

THE CENTENARY FUND AND PREACHERS' AID SOCIETY



**THE CENTENARY FUND AND
PREACHERS' AID SOCIETY**
UNITED METHODISTS
OF GREATER NEW JERSEY

USAGE TIPS

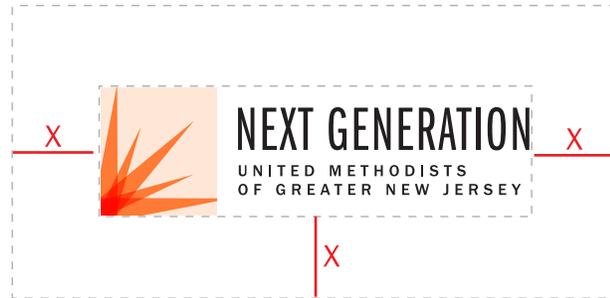
- Logos should not be redrawn, repropotioned, or modified in any manner.
- Please do not separate or reposition the logo.
- Do not use dropshadows, bevels, animation, 3-D effects, embosses, glows, or outlines on the logo.

Download these logo and coinciding letterheads at www.gnjumc.org/communication-downloads or on the drive under Utilities/Letterheads, Logos & Brand Guidelines.

CLEAR SPACE

The sub brand logos needs sufficient visual space so that its impact is not degraded. Items such as text, images, or graphic elements should be kept away from the logo by a minimum distance equal to the space between the bars above and below logo as seen below. Always maintain an appropriate amount of clear space around the logo. “X” represents the height of the text in the logo and is used as a measuring tool to help maintain clearance.

MINIMUM SIZE



SUB BRAND LOGO USAGE TIPS

If the item you are putting the logo onto is smaller than 1 1/2" it is acceptable to reduce the clear space.

UNACCEPTABLE LOGO USAGE

DO NOT REARRANGE, REPOSITION, OR REFLECT THE LOGO IN ANY WAY. (OTHER THAN ALLOWED LEFT ALIGNED LOCKUP)

DO NOT SQUISH OR STRETCH THE LOGO.

DO NOT USE ANY PIECE OF THE LOGO ON ITS OWN.

X



X



X



DO NOT OUTLINE THE LOGO.

DO NOT ALTER PRIMARY LOGO COLORS OR USE GRADIENT FILLS.

DO NOT PLACE A COLOR LOGO ON A BACKGROUND W/ A SIMILAR COLOR VALUE.

X



X



X



DO NOT USE ANY GLOWING EFFECTS.

DO NOT USE ANY 3-D EFFECTS.

DO NOT USE ANY DROPSHADOWS.

X



X



X





UNITED METHODISTS OF GREATER NEW JERSEY
205 Jumping Brook Road | Neptune, NJ 07753
www.gnjumc.org