

# First Church Style Guide





# FIRST CHURCH LOGO

The official First Church logo is the primary element of the church's visual identity. Appropriate uses for the logo include print and digital communication such as business cards, emails, envelopes, letterhead, marketing materials, merchandise, publications and web pages.

Adherence to these guidelines will ensure consistency and recognition of the brand. It will help provide clear and consistent communication with our audience.

First Church logos can be obtained from Lauren Shirley. Contact Lauren Shirley for files with transparent backgrounds, vector formats, or specific dimensions.

The typeface used for the logo has been customized. Do not attempt to recreate the logo using a standard typeface. The logo must always be clearly legible. The logo may not be combined with other words or modified in any way.

Contact the Communications Office if a specific situation requires the use of a ministry, department or group within the logo. Include a deadline, and a description of the desired use (letter, application, web page, etc.).



LOGO

## FIRST CHURCH LOGO (continued)

**Avoid the following unacceptable uses:** ① Do not stretch, resize or distort any portion of the logo. ② Do not crop any portion of the logo. ③ Do not tilt or rotate the logo. ④ Do not break apart components in the logo. ⑤ Do not alter the relative size of any component of the logo. ⑥ The typeface used for the logo has been customized. Do not attempt to recreate the logo using a standard typeface. ⑦ Do not create stylized First Church text. Use the official logo.



LOGO

Blue and black are the official First Church colors. Through the years, many colors have been used including several shades of blue. Pantone 302 C (PMS 302 C) has been selected as the specific shade of blue to create consistency in representing the First Church identity.

## PRINT & DIGITAL

Pantone Matching System	Four-Color Process	Web or Video Usage
<b>BLUE</b> Pantone 302 C	C=100, M=25, Y=0, K=50	#003366 or R=0, G=51, B=102
<b>BLACK</b> Black	Black: K=100	#000000 or R=0, G=0, B=0

In addition, the letterhead and business cards use PMS 4625 C brown as an accent color.

## PRINT & DIGITAL

Pantone Matching System	Four-Color Process	Web or Video Usage
<b>BROWN</b> Pantone 4625 C	C=0, M=60, Y=100, K=79	#663300 or R=102, G=51, B=0

The various ministries of the church - men's, women's, youth, children, etc. - should use the First Church blue PMS 302 C. Using other accent colors is acceptable; please get final design approval from Lauren Shirley.

# COLOR

The First Church logo should never be printed using colors other than PMS 302 C blue, black in 2 color or full color reproduction. In two color or full color reproduction the cross always appears as PMS 302 C blue with the text in black. A photograph or illustration may appear as a background if it is neutral enough for the logo to be legible. Do not swap out the color configuration. Do not change the colors for other colors. Do not place the logo on patterned backgrounds or colors that impair the readability. Conform to the following two-color or one-color options when using the logo. All other reproductions will be considered a violation of the First Church guidelines.

## TWO-COLOR REPRODUCTION OPTIONS

Do not use the two-color version on a dark background (see one-color reproduction options).

### On a white or light background



### Photo background



\*Photos and illustrations, when used as backgrounds, must contain sufficient contrast to view black and blue colors in the logo.

COLOR

Make sure there is enough contrast. If blue is used, it must be the First Church blue PMS 302 C. It can knock out to the predominant text color in the design in certain cases, but final approval must be made by Lauren Shirley. Knocking out to white or the First Church blue is always first preference in one-color reproduction.

## ONE-COLOR REPRODUCTION OPTIONS

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### On a white or light background



### On black or dark background



### On a mid-tone background



COLOR

**Avoid the following unacceptable treatments when using the First Church logo:**

- 1 Do not use outlines in the logo.
- 2 Do not use accent colors in the logo.
- 3 Do not apply a gradient or effects to the logo.
- 4 Do not apply a tint to the logo.
- 5 Do not use a patterned background.
- 6 Avoid solid backgrounds with insufficient contrast.
- 7 Avoid photograph backgrounds that impair readability.



COLOR



To ensure legibility, the First Church logo should never be reproduced at sizes smaller than 1.5 inches wide in print.

#### MINIMUM SIZE

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Digital reproduction of both logos should always be clearly visible. Utilize proper resolution so that edges do not become pixelated or blurry.

#### MINIMUM SIZE

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#### INAPPROPRIATE RESOLUTION

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## SIZE RESTRICTIONS

The Adobe Garamond Pro and Avenir font families have been chosen as the primary typefaces for First Church communications. The two typefaces allow for flexibility and creative expression in text and display. Additional fonts can be used for headlines and accents; please get approval from Lauren Shirley before final printing or advertising is done.

## AVENIR

Roman (used for body text content)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Medium (used for body text, subheaders and highlighting)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Heavy (used for headers, subheaders and highlighting)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

## ADOBE GARAMOND PRO

Regular (used for body text content)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Italic (used for body text content)

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890*

Bold (used for headers, subheaders and highlighting)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890**

Bold Italic (used for body text content, header and highlighting)

***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890***

# TYPOGRAPHY

# USING OUR BRANDING ELEMENTS

Use Adobe Garamond Pro and Avenir fonts for main body copy and church information.

Use PMS 302 blue.

Don't stretch photography or artwork to make it fit.

Always include day of the week, date and time of your event.

Logo on all external communications.

Web address on all external communications.



**JOIN US FOR FIRST CONNECTIONS**

Get acquainted with staff and members  
and learn more about the church  
on **Sunday, February 9 at 2 p.m.**

 **FIRST CHURCH**  
A community of faith, hope, and love

First United Methodist Church Carrollton  
2201 E. Hebron Pkwy., Carrollton, Texas 75010  
firstchurch.net | 469.568.1240

## HYPHENATION

Avoid ending a line with a hyphenated word, even if it means re-writing the sentence. Hyphenated words kill readability, especially as widows.

Do not break up First Church on 2 lines.

## BULLETED COPY

Our style is to create inside hanging indents when we have bulleted copy with turnover lines:

- Our publications need tender, loving care. Our publications need tender, loving care. Our publications need tender, loving care. Our publications need tender, loving care. Our publications need tender, loving care.
- Our publications need tender, loving care. Our publications need tender, loving care. Our publications need tender, loving care. Our publications need tender, loving care. Our publications need tender, loving care.

### **Not:**

- Our publications need tender, loving care. Our publications need tender, loving care. Our publications need tender, loving care. Our publications need tender, loving care.
- Our publications need tender, loving care. Our publications need tender, loving care. Our publications need tender, loving care. Our publications need tender, loving care.

## ORPHANS

Orphans are unsightly short lines left at the top of a page or column of text. (See widows.)

## WIDOWS

As the Bible says, care for the widows.

Please don't leave them standing on a line all by themselves. [shown for effect only]

## USING ! AND ?

! One is enough, thank you!!!

? See "!"

## SMART QUOTES

Don't use inch and foot marks in place of "smart quotes" and apostrophes.

**Yes** "He wasn't ready to kern."

**No** "He wasn't ready to kern."

## PUNCTUATION

Goes inside the smart quotes.

## TO CAPITALIZE OR NOT TO CAPITALIZE...

Capitalize pronouns for God.

Don't capitalize the words biblical or scriptural (or their derivatives).

## WHAT GRADE ARE WE IN?

We are in first grade, not First Grade.

## NUMBERS

Spell out numbers from one to ten. Use numerals for numbers higher than ten.

## SPACES

We use only one space after a period at the end of a sentence.

## SHOWING TIME

First Church style is to use p.m. or a.m. When showing time do not include :00 for a time on the hour. Use “space dash space” between the times. It increases readability to show the time in as succinct a manner as possible.

### Yes

7 a.m. - 2 p.m.  
8:15 a.m. - 2 p.m.  
1-2 p.m.

### No

7:00 a.m. - 2:00 p.m.  
8:15 AM to 2:00 PM  
1:00 PM–2:00 PM

## DATES

Always include day of the week and date. On dates do not add “th” “nd” or “st” after the numeral for the date.

### Yes

Friday, January 29  
Monday - Friday, June 3-7

### No

Monday thru Friday: June 3rd thru 7th  
January 29th

## WHO ARE WE?

Use First Church or First United Methodist Church in body copy. Examples of incorrect usage would include: First Methodist, First Methodist Carrollton, First UMC, FUMCC, FUMC, FUMC Carrollton.

Use First United Methodist Church Carrollton for identification where address, phone and contact info is included.

First United Methodist Church Carrollton  
2201 E. Hebron Pkwy., Carrollton, Texas 75010  
firstchurch.net | 469.568.1240

Verbally, when answering the phone, First Methodist Carrollton is acceptable.

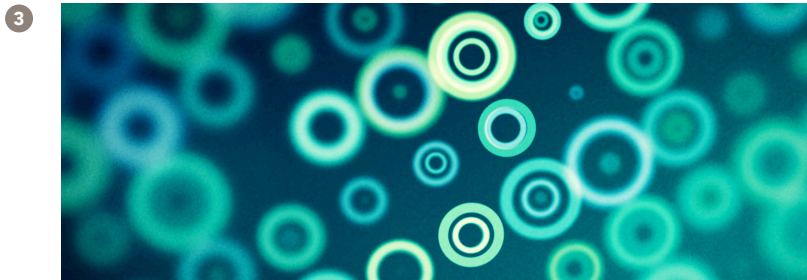
## DUBYA, DUBYA, DUBYA

Always include the First Church web address (firstchurch.net) in your communications. It gives people a way to find out more about your event or how to contact the church.

We do not use the www before the web address; firstchurch.net is all that is needed.

## EVENT COLLATERAL PIECES

- 1 **Announcement Slide** - 16:9 - 1920 x 1080 pixels - contains most information, used on side screens in sanctuary and foyer HDTV loops throughout the week.
- 2 **Web Event Button** - 289 x 162 pixels - most distilled version - contains only event name or graphic of the event (ideally, event headline underneath should not have duplicated information)
- 3 **Scrim** - 1628 x 600 pixels - graphics or theme slides only - no announcements







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