



Branding Guide  
Version 2.0 (10/22/2020)

### Introduction

In an effort to properly utilize and preserve the Asbury United Methodist Church (Allentown/Lehigh Valley, PA) brand, Asbury's Marketing Team presents this guide to facilitate correct implementation of the church logo.

Failure to utilize the logo (or any accepted variant as covered in this document) as described will result in removal of the document, website, etc., where the logo is not displayed properly.

Asbury's icon depicts the official logo of the United Methodist Church, the Cross and Flame (for more information see <http://archives.umc.org/interior.asp?mid=1563>), and the point on the exterior of the building visible when travelling west on Walbert Avenue.

This logo was produced by an outside vendor at some point prior to 2009 and was revised in-house to read "Asbury Church, a United Methodist Community" rather than "Asbury United Methodist Church" by Church Council's request in 2012.

All approved versions of the logo can be found at [www.asburylv.org/logo](http://www.asburylv.org/logo).

Please e-mail [marketing@asburylv.org](mailto:marketing@asburylv.org) with any questions.

## Primary Logo

The primary logo is comprised of the icon along with “Asbury Church” and “a United Methodist Community” as a wordmark, including a white outline and dark shading. This logo application helps the logo to stand distinctly amongst other content.



## Accepted Variants

One variation on the logo is accepted. This logo is constructed with the icon at the top, rather than to the left, of the wordmark to allow the full logo to fit in a condensed space.



## “Asbury United Methodist Church” Primary Logo

In 2012, Asbury’s Church Council changed the branding name of the organization to “Asbury Church” or “Asbury Church, a United Methodist Community.” The official name of the organization is still “Asbury United Methodist Church.” For this reason, the United States Postal Service requires all bulk mailing communication utilize the now otherwise depreciated logo that reads “Asbury United Methodist Church.” ***This logo should not be used in any other applications***, but is shown below for reference for usage on bulk mailings via USPS. This logo can be used “flat” as shown below or with outline and shading as the primary mark uses.



# Asbury United Methodist Church

## Color Requirements

The colors comprising the Asbury United Methodist Church logo are as follows.

### *Color Palette*

Color	CMYK	RGB (0-255)	Hexadecimal/ HTML
Dark Blue 	98, 69, 9, 21	0, 70, 127	00467f
Light Blue 	83, 3, 0, 0	0, 174, 239	00aeef
Red 	12, 98, 92, 14	178, 34, 22	b22216
White	0, 1, 1, 0	253, 253, 253	fdfdfd

Only these colors are permitted for use in a full-color version of the logo.

A single-color version of the logo is available (black on white; or white on black) but **should only be used in instances where the document the logo is part of is printed in black and white**. Note that in this version the icon is slightly different to account for an outline of the cross, which would otherwise be lost in the logo. This logo is only to be used in “flat” format without any outlines or shadowing.

Examples include:



### Overall Usage

The logo must be on all external advertising and communication.

The primary, horizontally-oriented, logo should be used in all situations unless the area available for the logo necessitates the vertically-oriented (icon on top) logo.

The color version of the logo should be used for all pieces being displayed in color.

The one-color, flat, logo should only be used in instances where a black and white copy of a document is being printed.

All efforts should be made to not print the color version of the logo in black and white or greyscale.

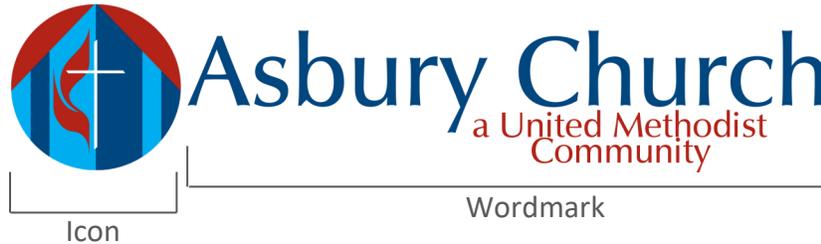
Using the icon without wordmark not preferred, but acceptable for internal uses or when Asbury Church is clearly identified elsewhere on the piece.

### Backgrounds

In most instances, the outlined and shaded version of the logo will properly distinguish the logo from the background color or image; but be sure the logo is not used on a background where it is not easily distinguishable or on a background with a color similar to one found in the logo.

## Logo Elements

The logo is comprised of two design features: an icon and a wordmark. Note the logo is shown without shadowing below for illustration purposes only.



## Typefaces

The typeface used is Optima (ZapfHumnst Dm BT). No other font is permitted for use to create the wordmark.

Character Map of ZapfHumnst Dm BT Demi

A 65	B 66	C 67	D 68	E 69	F 70	G 71	H 72	I 73	J 74	K 75	L 76	M 77
A	B	C	D	E	F	G	H	I	J	K	L	M
N 78	O 79	P 80	Q 81	R 82	S 83	T 84	U 85	V 86	W 87	X 88	Y 89	Z 90
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

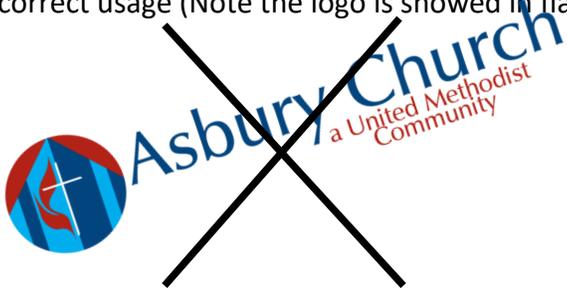
a 97	b 98	c 99	d 100	e 101	f 102	g 103	h 104	i 105	j 106	k 107	l 108	m 109
a	b	c	d	e	f	g	h	i	j	k	l	m
n 110	o 111	p 112	q 113	r 114	s 115	t 116	u 117	v 118	w 119	x 120	y 121	z 122
n	o	p	q	r	s	t	u	v	w	x	y	z

0 48	1 49	2 50	3 51	4 52	5 53	6 54	7 55	8 56	9 57
0	1	2	3	4	5	6	7	8	9

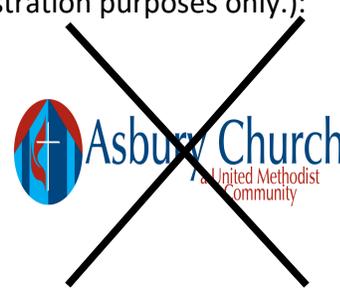
~ 126	! 33	@ 64	# 35	_ 95	^ 94	& 38	: 58	; 59	' 39	" 34	, 44	. 46
~	!	@	#	_	^	&	:	;	'	"	,	.
\$	€	£	¥	¤	¢	®	™	/	%	‰	—	…

## Improper Logo Usage

The Asbury United Methodist Church logo should not be stretched, skewed, cut apart, pixelated, altered, or changed in any way. This applies to all approved variations of the logo. Below are a few examples of incorrect usage (Note the logo is showed in flat format below for illustration purposes only.):



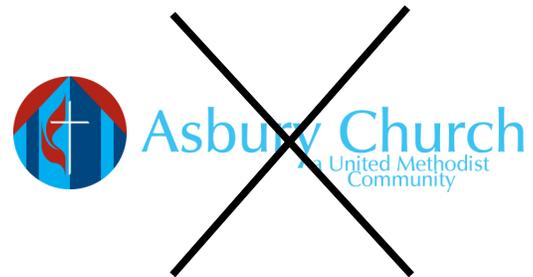
Don't tilt or rotate the logo.



Don't condense or expand the shape of the logo



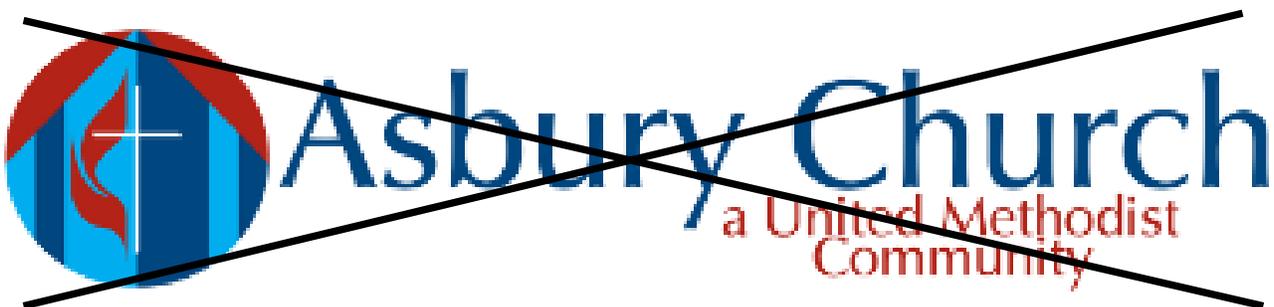
Don't separate or relocate the design features.



Don't change the colors of any of the elements: icon or wordmark.



Don't slant or lean the logo.



Don't use a scaled version of the logo that has become pixelated. Hi-res versions, including vector graphics, are available.

## Sizing

A logo is only as effective as what it can communicate. Therefore, sizing is important so that it can be clearly seen and read. The following guidelines must be followed for sizing:

### ***Smallest***

Asbury's horizontally-oriented logo should never be depicted smaller than 3" wide.



Asbury's vertically-oriented logos should never be depicted smaller than 2.5" wide.

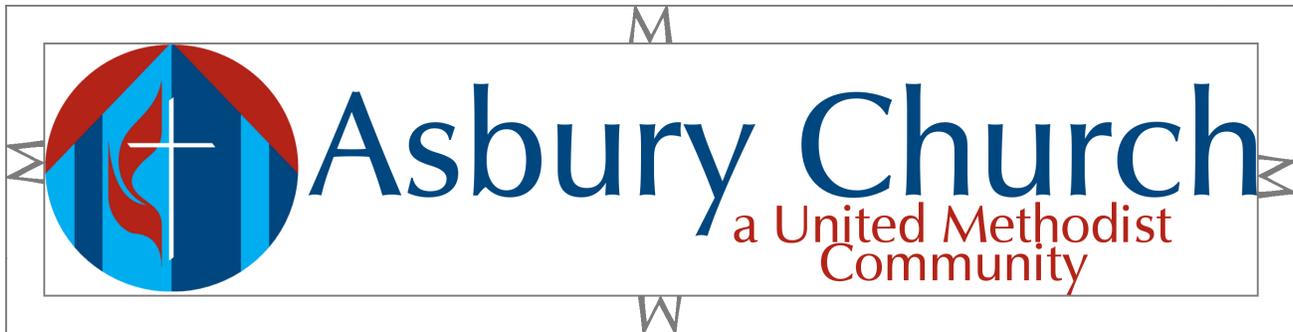


### ***Largest***

The logos can be depicted as large as is necessary for your publication as long as it does not pixelate the image (see "Improper Logo Usage"). Hi-res versions, including vector graphics, are available to handle large-scale publications.

## Spacing

In order to allow the logo enough room to be properly seen, the following spacing guidelines must be followed: utilize the height of the “M” in “Methodist” to determine how much “clear space” should be left between the logo and any surrounding text or other graphics (not including backgrounds). This “clear space” is already built into the logo, but be sure to not let anything enter that space. Note that non-outlined, non-shaded versions of the logo are shown below for illustration purposes only.



## Individual Group Logo Standards

### *Distinct Group Logos*

The Marketing Committee recognizes and approves the logos shown in this document. If your group utilizes a logo or wordmark and it is not included in this document, please contact the Marketing Committee at [marketing@asburylv.org](mailto:marketing@asburylv.org). The Marketing Committee must always have access to the most current version of all church groups' logos so as to best communicate events in the church.

### *Committee/Group Logos*

Asbury has adopted a system for any group that does not have a distinct logo. Examples are as follows:



If you feel that your group should have a logo of this type and haven't already been provided one, please contact the Marketing Committee ([marketing@asburylv.org](mailto:marketing@asburylv.org)) with information on the group seeking a logo.

## Usage with a Distinct Group Logo

As part of creating a unique personality for your group, you may choose to utilize a distinct logo (created by or approved by Asbury's marketing and communication department). This section will address guidelines for usage of that logo:

### ***Internal Use***

For communications within the church building or within Asbury communications (flyers, *The Vine*, etc.), freestanding use of your group's distinct logo is accepted and encouraged. These include any flyers or documents that are clearly affiliated with the church.

### ***External Use***

For communications outside of the church building your distinct group logo should always be complimented somewhere within the flyer or letter with one of the approved Asbury United Methodist Church logos and the words "a ministry of" in a basic, sans-serif font, preferably Calibri. Suggested implementation is as follows:



## Other Asbury Logos and Wordmarks

Some areas of Asbury already utilize wordmarks and logos. These areas and the proper usage are as follows:

### *Adult Ministries Wordmark*

**Adult**  
**MINISTRIES**

**Utilized for:** general wordmark for adult ministries

**Typeface:** *Proxima Nova*

**Color:** unspecified (based on usage)

**Size:** unspecified (based on usage)

Color	CMYK	RGB (0-255)	Hexadecimal/ HTML
Asbury Blue 	100, 80, 25, 9	0, 70, 127	00467f

### *AIM (Asbury in Missions) Logo*



**Utilized for:** AIM (Asbury in Mission)

**Typeface:** *ZapfHumnst Dm BT*

**Color:** Asbury red and Asbury blue (wordmark); various gradient colors in icon

**Size:** unspecified (based on usage)

Color	CMYK	RGB (0-255)	Hexadecimal/ HTML
Dark Blue 	98, 69, 9, 21	0, 70, 127	00467f
Red 	12, 98, 92, 14	178, 34, 22	b22216

## Other Asbury Logos and Wordmarks (Cont.)

### *Asbury Health Ministry / Health Ministry Team Logo*



**Utilized for:** general wordmark for Asbury Health Ministry / Health Ministry Team

**Typeface:** *ZapfHumnst Dm BT*

**Color:** Asbury red and Asbury blue (wordmark); various gradient colors in icon

**Size:** unspecified (based on usage)

Color	CMYK	RGB (0-255)	Hexadecimal/ HTML
Asbury Red 	12, 98, 92, 14	178, 34, 22	b22216

### *Congregational Care Wordmark*



**Utilized for:** general wordmark for congregational care ministries

**Typeface:** *Baskerville Old Face*

**Color:** Asbury blue with white outline (shading also Asbury blue)

**Size:** unspecified (based on usage)

Color	CMYK	RGB (0-255)	Hexadecimal/ HTML
Asbury Blue 	100, 80, 25, 9	0, 70, 127	00467f

**Other Asbury Logos and Wordmarks (Cont.)**

*Open Door Alternative Worship Wordmark*

**O P E N D O O R  
A L T E R N A T I V E  
W O R S H I P**

**Utilized for:** logo/ID mark for Open Door Alternative Worship service

**Typeface:** *Bebas Neue*

**Color:** white, black, red

**Size:** unspecified (based on usage)

**Notes:** logo is sometimes used on one line rather than split across multiple; if the application allows

Color	CMYK	RGB (0-255)	Hexadecimal/ HTML
Black 	0, 0, 0, 100	0, 0, 0	000000
Red 	9, 100, 93, 23	175, 0, 0	af0000

**Other Asbury Logos and Wordmarks (Cont.)**

***Small Groups Logo***

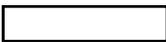


**Utilized for:** logo/ID mark for general small groups promotion

**Typeface:** *Proxima Nova*

**Color:** white text on red banner with dark red banner accents behind

**Size:** unspecified (based on usage)

Color	CMYK	RGB (0-255)	Hexadecimal/ HTML
White 	0, 0, 0, 0	0, 0, 100	ffffff
Red 	25, 100, 100, 28	147, 0, 0	930000
Red Dark 	38, 93, 87, 61	87, 0, 0	570000

## Other Asbury Logos and Wordmarks (Cont.)

### *“The Vine” Wordmark*



**Utilized for:** header of the Asbury newsletter, “The Vine”

**Typeface:** *La Rosa Muerte*

**Color:** unspecified (based on usage), but usually black or green

**Size:** unspecified (based on usage)

## Other Asbury Logos and Wordmarks (Cont.)

### *Children's Ministries Logo*



**Utilized for:** Children's Ministries

**Typeface:** *Homizio* ("Asbury"), *Homizio Light* ("Ministries"), *KG What Does the Fox Say* ("Children's")

**Color:** various

**Size:** unspecified (based on usage)

**Notes:** use shadowed/outlined version when appropriate

### *SPARK Program Logo (Children's Ministries)*



**Utilized for:** Children's Ministries' SPARK program

**Typeface:** *BadaBoom BB*

**Color:** various w/ gradient

**Size:** unspecified (based on usage)

### *BLAST Program Logo (Children's Ministries)*



**Utilized for:** Children's Ministries' BLAST program

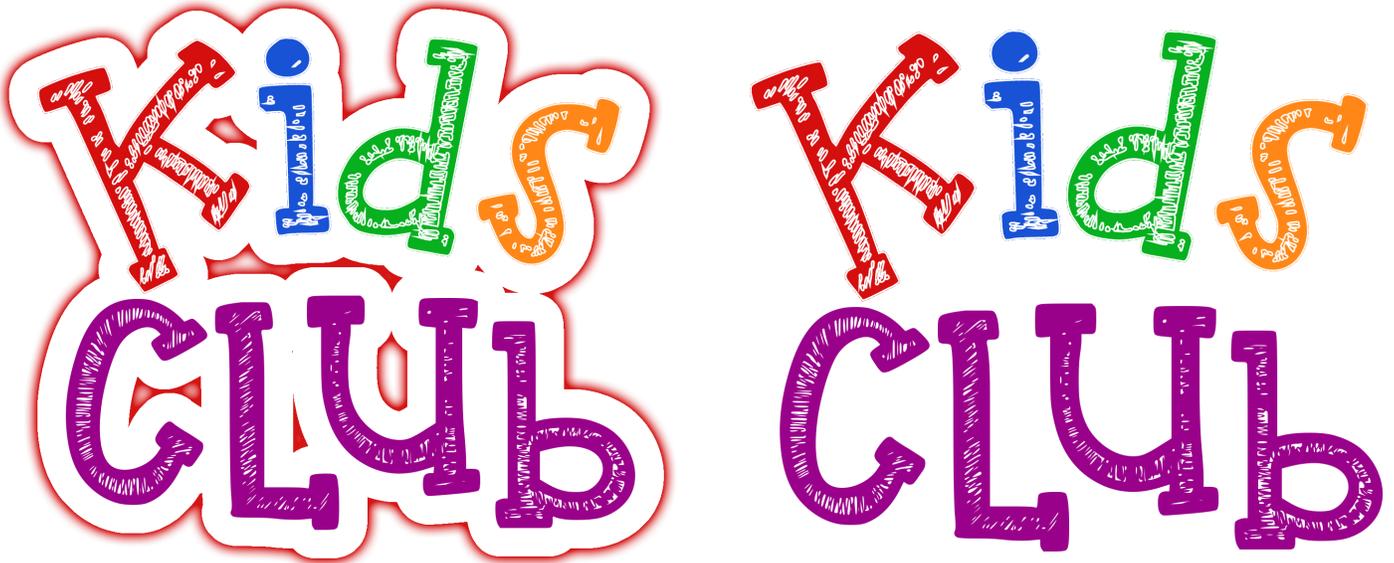
**Typeface:** *BadaBoom BB*

**Color:** various w/ gradient

**Size:** unspecified (based on usage)

## Other Asbury Logos and Wordmarks (Cont.)

### *Kids Club Program Logo (Children's Ministries)*



**Utilized for:** Children's Ministries' Kids Club Program

**Typeface:** variation based on *KB Reindeer Games*

**Color:** various

**Size:** unspecified (based on usage)

**Notes:** use shadowed/outlined version when appropriate

### *JAM (Jesus and Me) Program Logo (Children's Ministries)*



**Utilized for:** Children's Ministries' JAM (Jesus and Me) Program

**Typeface:** *Children One*

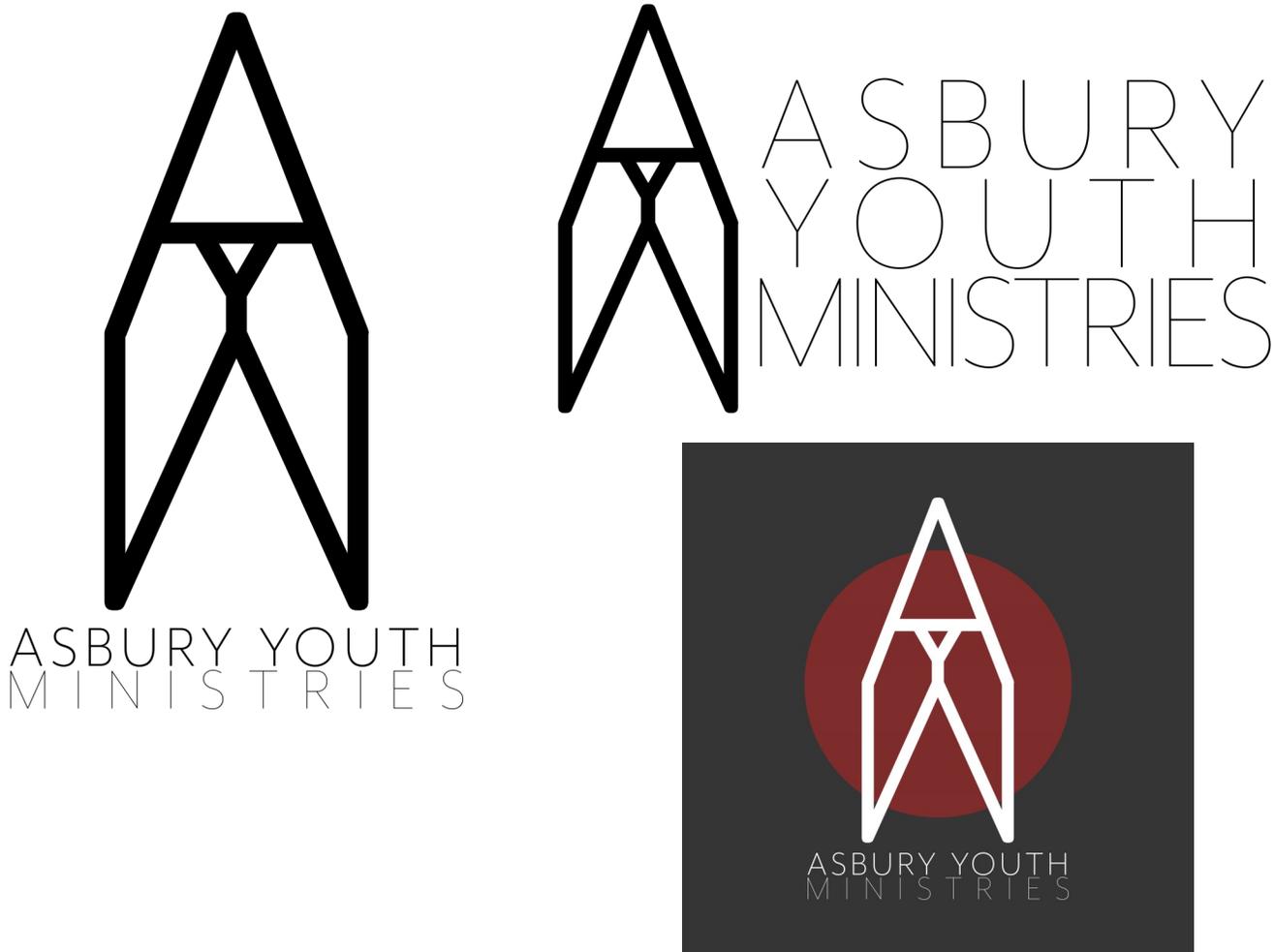
**Color:** various

**Size:** unspecified (based on usage)

**Notes:** version with "splat" background preferable, but bare wordmark acceptable

## Other Asbury Logos and Wordmarks (Cont.)

### Asbury Youth Ministries Logo



**Utilized for:** logo/ID mark for Asbury Youth Ministries

**Typeface:** *Mr Eaves XL Mod OT Light (heavier text), Mr Eaves XL Mod OT Thin (lighter text)*

**Color:** black or red

**Size:** unspecified (based on usage)

**Notes:** preferable to use fully vertically aligned version when able; but version with text on right side also acceptable. Using logo without wordmark acceptable for internal uses or when Asbury Youth Ministries is clearly identified elsewhere on the piece. Single color or version with circle and colored background ok.

Color	CMYK	RGB (0-255)	Hexadecimal/ HTML
Grey 	69, 63, 62, 57	53, 53, 53	353535
Red 	32, 88, 79, 36	126, 45, 44	7e2d2c

## Other Asbury Logos and Wordmarks

### ***A Note on Event Logos and Other Logos Not Covered Here***

A number of events have specific logos used as identifiers. Because of the number of logos this applies to, most are not covered in this guide. For questions about specific logos, contact Asbury's marketing and communications department at [marketing@asburylv.org](mailto:marketing@asburylv.org).

## Deprecated Logos and Wordmarks

The following logos have been depreciated and **should no longer be used** in any Asbury communications other than for legacy purposes.

### *Primary Asbury Branding (through c. 2018)*

Note this is the basis for the current branding,, but lacks the outline now used in the primary logo and wordmark.



### *Open Door Alternative Worship Logo (2010-2016)*



**Deprecated Logos and Wordmarks (Cont.)**

*Tagline Wordmark ("faith in action... imagine your life changed")*

*faith in action... imagine your life changed*

*faith in action...  
imagine your life  
changed*

*Asbury Youth Ministries Wordmark (2011-2018)*

asbury  
youth  
ministries

asbury youth ministries