United Methodist Women
Brand Guidelines
The emblem of United Methodist Women, the cross and the flame, symbolizes our organization. The cross and flame are ancient symbols of the church and appear on the United Methodist Church emblem. Both symbols remind us of the opportunities and obligations of discipleship.

Paul’s words to Timothy have fresh and contemporary meanings, “I remind you to stir into flame the gift of God which is within you.” (2 Timothy 1:6). As United Methodist Women, we give our gift of God with others through mission.

As parts of our emblem, the cross and flame remind us of our PURPOSE of growing in our understanding of and willingness to participate in the global ministries of the church. They remind us of our heritage of women who pioneer in service for the church at home and in other countries.

The overall shape of the emblem is also symbolic. Fluid and free flowing, the shape suggests change and mobility. The women who came before us were at the forefront of movements for change. Always aware of the times, we move with ever changing circumstances rather than feeling overwhelmed by them. We are a group of Christian women with many gifts who are unified by one Spirit. We participate in God’s mission in all areas of life.
United Methodist Women
What’s different and what’s important?

curves are thinner, more refined and graduate from thick/thin

uses official UMC cross/flame

text is bottom aligned with emblem to reinforce the feeling of a flame shape

text always appears with emblem
Some things not to do, please!

please don’t stretch or distort it.

please don’t re-color it.

please don’t change the font or the proportions.
please don’t crowd it.

United Methodist Women
FAITH · HOPE · LOVE IN ACTION

Ipsum iurem nonsequi blaore mod enit amet, volore magna faccum num nim quam valor adigna consequ ipsuscinit, commodiamet, consequisi tetum euguero conse tat utpatum

leave enough white space around the sides, please. the border below shows the minimum space you should leave. (but you don’t need the black lines!)

please don’t lose the white field in the emblem.

right

United Methodist Women
FAITH · HOPE · LOVE IN ACTION

wrong

please don’t combine with old versions of the emblem.
Please don’t use these!
(Or any other old versions)
We like to use bright, energetic colors that reflect the energy of the United Methodist Women members! (Not all at the same time, of course!)
the color bar

Sometimes we use a “color bar” in conjunction with the logo—across the bottom of the page, slide or resource front or back cover.

The logo should be far left, with the top of the emblem breaking the plane of the top of the color bar. The top of the bar should align with the top of the cross and there should be roughly the same amount of space to the left and bottom.
the inverted color bar

Sometimes we invert the page, with a bold color up top and white at the bottom. Only use the more saturated end of the color palette for this. The bottom of the color box should align with the top of the cross. The left edges should align. There should be a white border on all sides.

The type should be white over color, and bolder. This is Helvetica Neue 55 Roman, and the headline is Helvetica Neue 75 bold.

In 600 square feet, it is impossible to show 143 years of women in mission, the work our members are doing in their churches and communities every day, the lives transformed through the global ministries of the Church, and all the ways United Methodist Women will move into the next 143 years.

So, instead, we used the money to fully fund the seminary education of two female local pastors in Cameroon.

Transforming communities, one woman at a time.
photography
The inverted layout works well with photography, too!

compassionate

graceful

Photos by Paul Jeffrey
always credit the photographer!
selection of photography

We like to use photos of real members and projects that are supported by United Methodist Women.

We avoid using stock photography whenever possible.
selection of photography

We use photographs that celebrate the dignity and worth of all people. (Including their names in the captions if possible.)

We avoid using photographs that might be considered exploitative or demeaning to the subject.

Ngoy Wa Ngoy Euphrasi, 17, pauses as she works in a field as part of a youth training program funded by United Methodist Women. The project is located in Kamina, in the Democratic Republic of the Congo, and mixes academic education and agricultural training. Photography by Paul Jeffrey.

Image taken from a child sponsoring organization’s tv commercial.
Typography (fonts)

The primary typeface that we use is Helvetica Neue.

You are looking at it right now.

This is Helvetica Neue 35 Thin. **This is Helvetica Neue 75 bold.**

If you don’t have Helvetica, an acceptable substitute is Arial. (But not in the logo!)

Helvetica:
The organized unit of United Methodist Women shall be a community of women whose purpose is to know God and to experience freedom as whole persons through Jesus Christ; to develop a creative, supportive fellowship; and to expand concepts of mission through participation in the global ministries of the church.

Arial:
The organized unit of United Methodist Women shall be a community of women whose purpose is to know God and to experience freedom as whole persons through Jesus Christ; to develop a creative, supportive fellowship; and to expand concepts of mission through participation in the global ministries of the church.
Slide guidelines (use any of the bright colors from our palette for the color bar!)

Be silent, be silent, a whisper is heard, be silent, and listen, O treasure each word!

Try to keep song/hymn lyrics and liturgies/readings on the top half of slides. (If the screens are low and people are standing to sing they can’t see the bottom half!)

“Canto de Esparanza” (Song of Hope) 
*The Faith We Sing*, no. 2186

Make sure to secure rights and include copyright information!

Closing Prayer *(Unison)*

God who leads us, Christ who teaches us, Spirit who moves us, we praise you for your gift of love to us. Be with us as we leave this room. Help us to remember how you were with us here through the people we call friends and the stories we heard. Assist us in recalling not just the struggles and obstacles, but the joys, gifts, leadership and ministry each person brought to your table. We praise you for mentorship, and ask you to grant us patience and respect for others so we may listen, discern and act as partners. Lead us to recognize our faults as individuals and the unjust systems we have created. Then, help us faithfully respond so that we may experience reconciliation and re-creation of your beauty within the world. We ask this all in your name. Amen.

Don’t put too much text on a single slide. This is too much.

Believe it or not this is an actual slide. Please don’t do this.
Video guidelines

Opening screen (static):

United Methodist Women

Closing screen (animated):

United Methodist Women

Lower thirds (static) (or reverse out if background requires)

Yvette Richards, President

Bug (livestreams only)
How to write about United Methodist Women

United Methodist Women Editing Guidelines

1. United Methodist Women is treated as a singular noun. Women who are part of United Methodist Women are “members of United Methodist Women,” “a member of United Methodist Women” or “United Methodist Women members,” “United Methodist Women member.” INCORRECT: United Methodist Woman.

2. We do not use “UMW” in publications unless it’s part of a website address like: “www.umwonline.org”

3. As of January 2013 United Methodist Women is no longer be called the “Women’s Division.” Please use “United Methodist Women” in all instances (unless speaking of the past).

4. Mission Giving is United Methodist Women’s primary source of fundraising and is always capitalized. And we signify supported projects with “Mission Giving-supported” or “United Methodist Women-supported.” Program Book, Prayer Calendar, National Mission Institutions, and Reading Program should also always be capitalized.

5. Use “mission” in all references to United Methodist Women’s mission work. (Some refer to this work at “missions,” but this represents a dated approach to work in communities that doesn’t reflect our current focus on solidarity.)

6. Do not use the phrase “mission to,” but rather “mission with” when referring to United Methodist Women's work with women, children, youth and other marginalized communities.

7. Always use the word “children” and not “kids” unless “kids” is part of a project name.

8. “United Methodist Women’s Social Network” is the correct reference for our social network. Use the full name on first reference and “social network” on other references.
9. Use “United Methodist Women’s Reading Program” on first reference to the Reading Program or related books, and “Reading Program” on other references.

10. Do not use the word “on” with dates. CORRECT: “United Methodist Women’s Assembly will take place April 30-May 2.” INCORRECT: “Opening worship for Assembly on April 30 will include a variety of worship style.”

11. Use the most updated version of the Associated Press Stylebook when editing all United Methodist Women content.

United Methodist Women Spell Check:
Harriett Jane Olson, General Secretary and CEO of United Methodist Women. (note two t’s in Harriett)