

# INTERNAL BRAND GUIDELINES



**FREE  
METHODIST  
CHURCH  
IN CANADA**



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## The standard logo

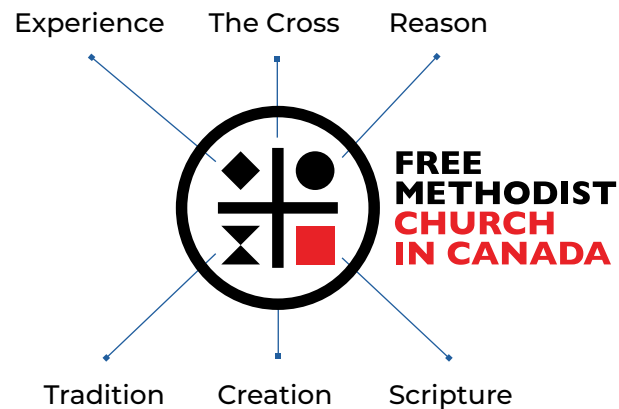
This “standard” version of the logo is what you’ll likely see and use most often:



## What the logo means

The logo is made up of 5 symbols:

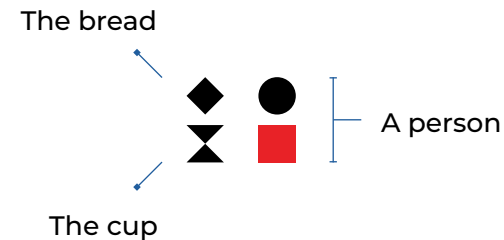
- The diamond represents **Experience**.
- The circle represents **Reason**.
- The hourglass represents **Tradition**.
- The square represents the cornerstone of **Scripture**.
- The circle around it all represents **Creation**.
- The crux symbolizes the **Cross**.



The symbols combine to depict a person serving or receiving communion.

- The diamond represents the bread.
- The hourglass represents the cup or wine/juice.
- Together, the circle of reason and square of scripture form a person.

This is not an exhaustive list; since the revealing of the logo, many have made other observations about the elements contained within the logo.



## Logo versions

Two versions are for use on white/light backgrounds and four versions are for black/dark backgrounds.

- The standard version (in black & white)
- The text-wrapped version (in black & white)
- Filled in version
- Knocked out symbols version




## Logo versions: grayscale

These versions are only for when you are printing in black and white.



## Give it room to breathe

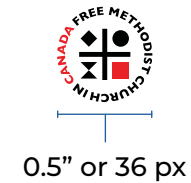
- Use the scripture square as a spacer.
- Keep all text and images at least **2** squares away from the logo.
- When you scale the logo up or down, use the square's final size as your spacer.

 = the spacer



## Minimum size

All the horizontal logos can be reduced to 1 inch for print or 72 pixels wide for the web/screens. The text-wrapped logo can be reduced to 0.5 inches or 36 pixels wide. This applies whether the logo is in colour, grayscale or is on a light or dark background.



## Proper usage: background colours

The goal is to have the logo look its best at all times. It should remain as easy to read as possible regardless of background. The following applies whether the logo is on the web or in print.

- Only place the black versions of the logo on neutral or light backgrounds.
- Only place on images that aren't busy.





## Proper usage: background colours continued

Only place the white versions of the logo on the following backgrounds:

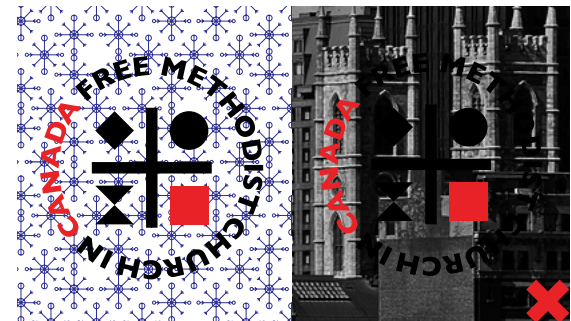
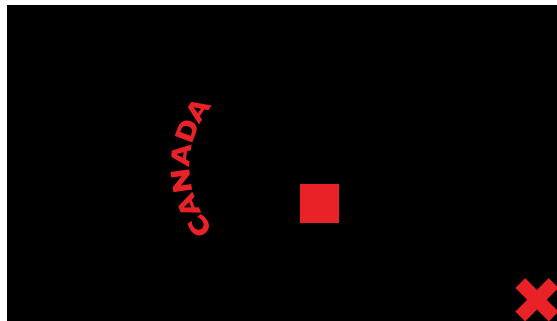
- black, medium to dark gray
- dark colours
- On images that aren't busy.



## Improper usage: background colours

Don't place any version of the logo on the following backgrounds:

- black or medium to dark grays
  - red or dark pinks
  - dark oranges or bright yellows
  - dark greens or dark blues
- When placed on vibrant colours, the red in the logo creates an unpleasant contrast. The red CHURCH IN CANADA text becomes hard to read or disappears altogether.
  - Don't place on a busy background or image; they interfere with the clarity of the logo. Parts of the logo will disappear or become unreadable.



## Proper usage: filled in & knocked out symbols logos

These versions are best for when the logo is laid on top of an image. On the left, 4 of the 5 symbols are in black. On the right, every symbol except the scripture square has been knocked out or made see-through.



## Improper usage: filled in & knocked out symbols logos

Don't place these versions of the logo on the following kinds of backgrounds:

- solid white or light gray backgrounds
- busy or overly light images.

When placed on such backgrounds, the text becomes hard to read and parts of the logo get lost or disappear.



## Proper usage: text-wrapped logo

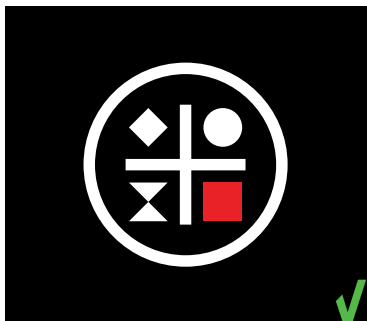
The text-wrapped version can be used when the any of the horizontal logos take up too much space. It also works on top of uncluttered images.





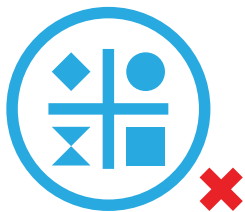
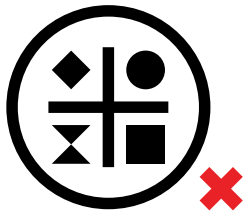
## Proper usage: the icon

There are 2 versions: black/FMCIC red and white/FMCIC red.  
It can be used on merch (merchandise) such as hoodies, cups, etc.



## Improper usage: the icon

- The icon is not a replacement for the logo on external publications in print or online.
- Due to the presence of the red scripture square, the background colour guidance previously outlined still applies. Keep it in mind when selecting your fabric, etc. colour.
- Don't convert the icon to all black or all white or any other single colour.



### ABOUT OUR FM CHURCH

#### What is Free Methodism?



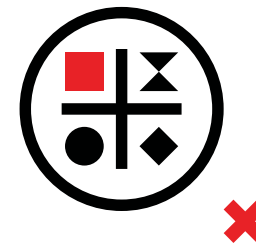
In the 1700s, John Wesley, founder of the Methodist movement, lived and taught the message of hope in Jesus Christ. He viewed both his congregation and the whole world as his parish. The lives of hundreds of thousands in England were transformed by the life-giving power of faith in Jesus Christ. Slavery was abolished. Hospitals were founded. Child labour reform was enacted and schools were established. Wesley's message proved that God could turn self-centered people into self-sacrificing servants.

One of our most important beliefs is that Jesus' resurrection means more than just eternal life after death. Eternal life really begins at that moment when we actively receive Christ's promise of salvation.



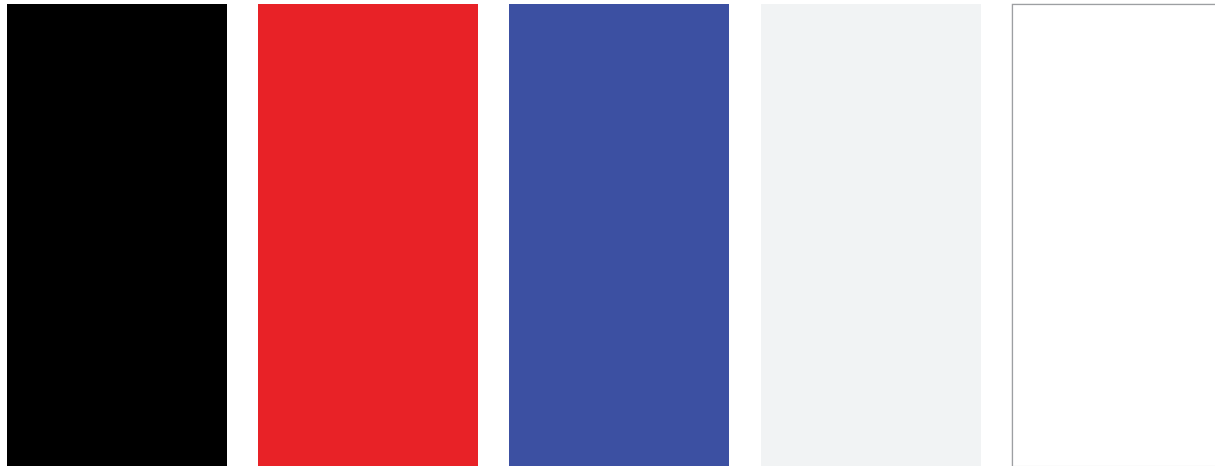
## Improper usage: all versions

Don't rotate, flip or skew/stretch any version of the logo.  
Hold down shift when resizing the logo to maintain its proportions.



## Brand colours

- Our primary brand colours are black, red, blue, gray and white.
- CMYK is only for print and RGB is only for the web/screens.
- Microsoft Word and PowerPoint only use RGB. The latest versions accept hex colour codes (ex. #000000). For older versions, input the RGB values below.



C 0  
M 0  
Y 0  
K 100  
  
R 0  
G 0  
B 0  
  
#000000

C 2  
M 99  
Y 98  
K 0  
  
R 233  
G 28  
B 35  
  
#e91c23

C 88  
M 79  
Y 0  
K 0  
  
R 28  
G 28  
B 233  
  
#1c1ce9

C 4  
M 2  
Y 2  
K 0  
  
R 242  
G 242  
B 242  
  
#f2f2f2

C 0  
M 0  
Y 0  
K 0  
  
RGB: white  
#ffffff

## Brand typography (fonts)

The logo uses Gill Sans but we have paired it with a similar font named Montserrat. It's available from [Google Fonts](#) for free. Here are just 3 of the available weights:

- Montserrat Medium (ex. used for paragraphs in this guide)
- **Montserrat Bold (ex. headers, subheaders & emphasis)**
- *Montserrat Medium Italic (ex. emphasis within paragraphs)*

Gill Sans is best for headers and subheaders, but only use the bold weight. You can use uppercase for headers in order to differentiate between the two:

- **Gill Sans Bold (ex. for HEADERS & Subheaders)**

Below is a sample of how it all looks together:

### OUR FMCIC STORY

#### Why have a ministry plan?

The questions a good ministry plan asks is, “how will you do this? What will be your unique contribution to the Kingdom?” Every Free Methodist Church in Canada has been asked to create a 3-5 year ministry plan.

The document you are reading is the Free Methodist Church in Canada's 3 Year Ministry Plan. It is an *open* and *working* document, which means that we continue to monitor, evaluate, change, tweak and pray through each element.

**Bishop Cliff Fletcher**



## **Name consistency**

In external church and FMCIC staff communications, refer to us as The Free Methodist Church in Canada or FMCIC (in all caps) for short. The alternative FMCC (with 2 Cs) has been fairly common, but going forward, will no longer be in use.

- ✓ **The Free Methodist Church in Canada**
- ✓ **FMCIC**
- ✗ **FMCC**

## Download the files

The logo and icon are available through Google Drive. Click on the images or links below to be taken directly to the files you need:



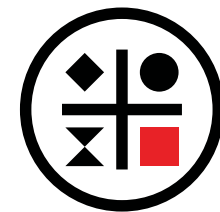
[PNGs for print & online use](#)

All logo versions are in PNG format with transparent backgrounds.



[For email signatures only](#)

Spacing has been built in on the right-hand side so your name, etc. won't be too close.



[The icon](#)

The black and white icons are in print-ready PDF format in both small and large sizes.

## Have any questions?

If you have any questions about this guide or how to work with our new brand, contact Communications Director Lisa Howden: [lisa.howden@fmcic.ca](mailto:lisa.howden@fmcic.ca)