

V. HOW IT ALL WORKS

Learning the Mechanics of Our Logos

Every logo has been carefully and thoughtfully crafted. Each component has been given a particular font and weight of font so that the user can quickly read, identify, and distinguish individual organizations. Further, much attention has been given to the hierarchy of information to ensure that the importance of each element, in relation to the other elements, is displayed. This further helps with legibility.

This section is comprised of the mechanics of each logo, detailing how and why each decision was made.



ABOUT

LOGO

HARMONY

MEDIA

MECHANICS

Brand Promise Logo Mechanics



A New Unit of Measure

A New Unit of Measure

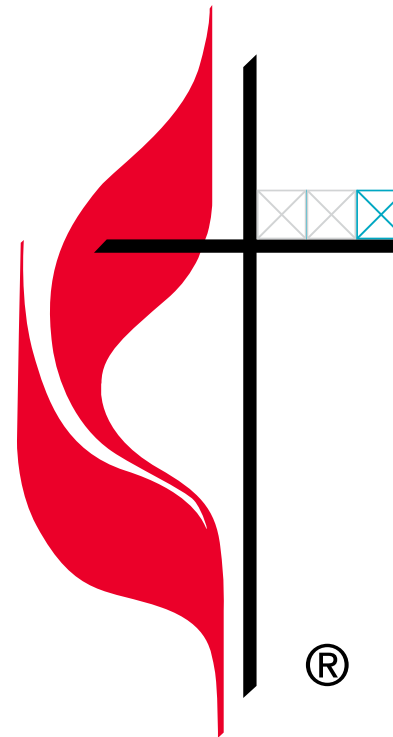
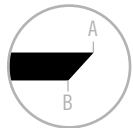
While the Brand Promise was designed to work in harmony with the other logos, it does have one significant difference. The Brand Promise features a cross and flame that is proportionately larger than the cross and flame used on all the other logos.

As a result, the Brand Promise operates on a new unit of measure that takes this into account.

DEFINING THE UNIT

The United Methodist Church Brand Harmony unit of measure is defined by one-third of the width of the right portion of the cross (measured to point A rather than point B).

SIDE OF THE CROSS



 = 1 UNIT OF MEASURE

Component Alignment and Spacing

Standard Logo

Component Alignment and Spacing

The Brand Promise was built from the bottom up.

1

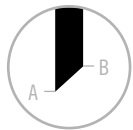
The baseline of “The people of The United Methodist Church” is vertically aligned to 1 BP unit of measure ↑ from the height of the right-most point (B) of the bottom of the cross.

(Because both the FULL AGENCY NAME and REGISTRATION MARK exist to the right of the cross, the eye accepts point B rather than point A, as the true baseline.)



MECHANICS

BOTTOM OF
THE CROSS



Component Alignment and Spacing

2

The baseline of “Open Hearts. Open Minds. Open Doors” is vertically aligned to 1 BP unit of measure ↑ from the top of “The people of The United Methodist Church.”



MECHANICS

Component Alignment and Spacing

3

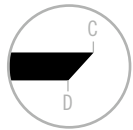
The left margin of all Brand Promise text is exactly **3 units of BP measure** ↑ from the right edge of the center of the cross.

(Because all the text exists to the right of the cross, the eye accepts point C rather than point D, as the true edge.)



MECHANICS

SIDE OF
THE CROSS





Component Alignment and Spacing

Alternate Logo

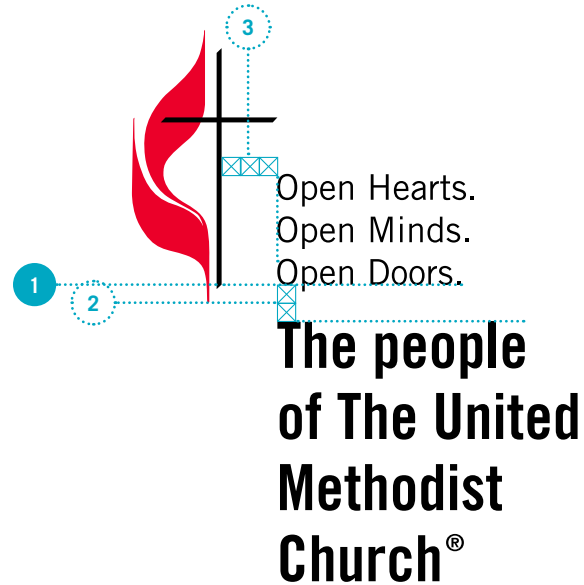
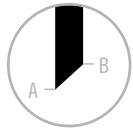
Component Alignment and Spacing

1

The baseline of “Open Doors” is vertically aligned to the height of the right-most point (B) of the bottom of the cross.

(Because all the text exists to the right of the cross, the eye accepts point B rather than point A, as the true baseline.)

BOTTOM OF
THE CROSS

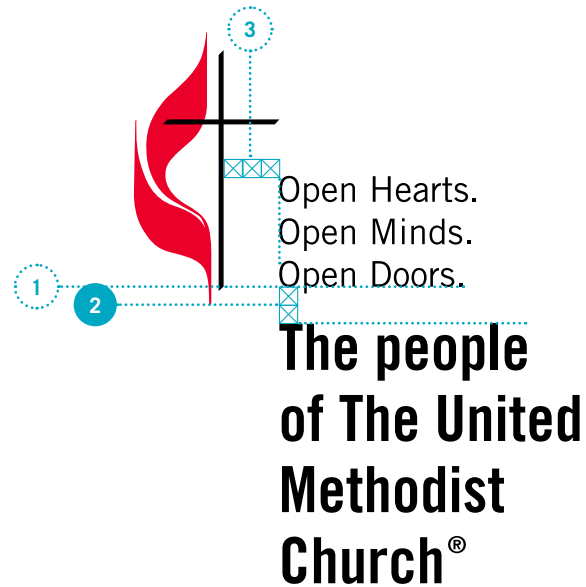


MECHANICS

Component Alignment and Spacing

2

The top of “The people” is 2 units of BP measure ↑ from the bottom of “Open Doors.”



MECHANICS

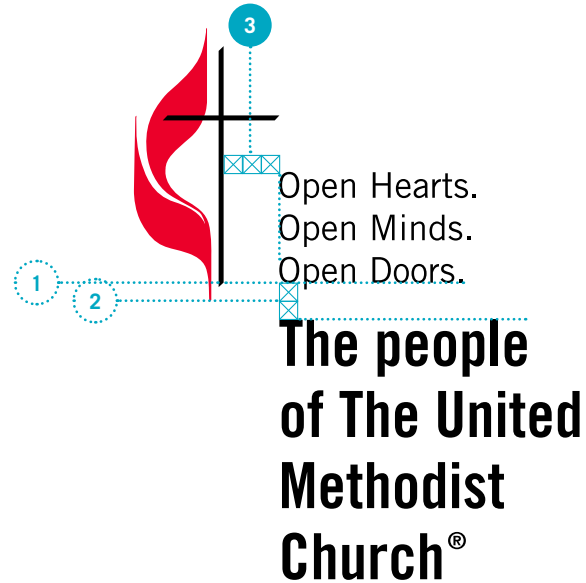
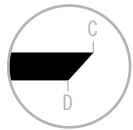
Component Alignment and Spacing

3

The left margin of all Brand Promise text is exactly **3 units of BP measure** ↑ from the right edge of the center of the cross.

(Because all the text exists to the right of the cross, the eye accepts point C rather than point D, as the true edge.)

SIDE OF
THE CROSS



MECHANICS



ABOUT

LOGO

HARMONY

MEDIA

MECHANICS

Agency Logo Mechanics



Components

Components

1 ABBREVIATION

Operating as a succinct synopsis, our objective is for the user to read the ABBREVIATION first and use it as an entry point to read through the remaining text. If the user does not read past the ABBREVIATION, they will still be informed of the overall notion of the agency before proceeding further.

For the audience that is already familiar with The United Methodist Church and its respective agencies, the ABBREVIATION will serve as a quick reference point that will imply the remaining two lines without needing to be read.

To achieve these objectives, the ABBREVIATION is designed to be the hero of the logo. To do this we have set it in all capital letters, a bold weight, and a considerably larger point size than its counterparts.



ABBREVIATION

Full Agency Name

THE UNITED METHODIST CHURCH

1

2

3

MECHANICS

Components

2 FULL AGENCY NAME

The FULL AGENCY NAME is operating in support of the ABBREVIATION, not to supersede it, and not to become detached from it.

To visually convey this idea, the FULL AGENCY NAME is set in a thinner weight, roughly half the point size, and in title case.

Studies suggest that mixed case lettering (as opposed to all capitals) is quicker and easier to read because the brain is actually scanning for the shapes created by the ascenders and descenders of the letters. This notion is most important to consider when setting longer lengths of text. In most instances, the FULL AGENCY NAME will be the longest text within the logo.



ABBREVIATION

Full Agency Name

THE UNITED METHODIST CHURCH

1

2

3

MECHANICS

Components

3 DENOMINATION NAME

Operating as tertiary, yet vitally integral text, it is imperative that DENOMINATION NAME feel elegantly distinguished while simultaneously subtle.

To communicate these dual objectives, we have set this text in all caps and at a slightly smaller point size than FULL AGENCY NAME. Text set in all capital letters suggests importance and calls for attention, while the smaller point size keeps the appropriate hierarchy.



ABBREVIATION

Full Agency Name

THE UNITED METHODIST CHURCH

1

2

3

MECHANICS



Component Alignment

Component Alignment

1

The top of the ABBREVIATION is in alignment with the top of the horizontal portion of the cross.

Allowing the very top of the cross and flame to protrude above the text provides a welcoming and directional entry point for the eye, and establishes the cross and flame as the hero of the logo.



MECHANICS

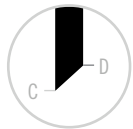
Component Alignment

2

The baseline of the FULL AGENCY NAME and REGISTRATION MARK are vertically aligned to the height of the right-most point (D) of the bottom of the cross.

(Because both the FULL AGENCY NAME and REGISTRATION MARK exist to the right of the cross, the eye accepts point D rather than point C, as the true baseline.)

BOTTOM OF
THE CROSS



MECHANICS



Component Spacing

Component Spacing

1

We utilized our [unit of measure](#) ↑ to determine the appropriate distance to set the text from the cross.

Two units of measure creates a negative space proportional to the space previously established within the cross.



MECHANICS

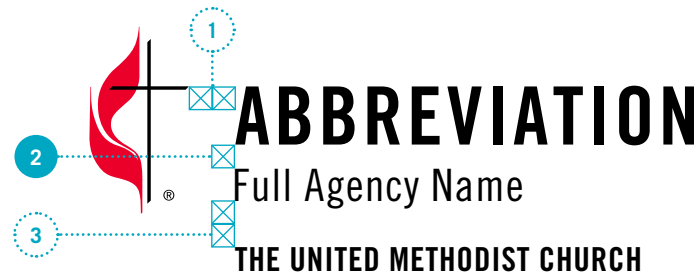
Component Spacing

2

We have chosen a single **unit of measure** ↑ to distinguish the FULL AGENCY NAME from the ABBREVIATION.

A single unit of negative space maintains ideal legibility of both titles.

It simultaneously maintains the close proximity of both titles. By the Gestalt principle of proximity, we can assume that the viewer will visually organize the abbreviated and full title into a unified group.



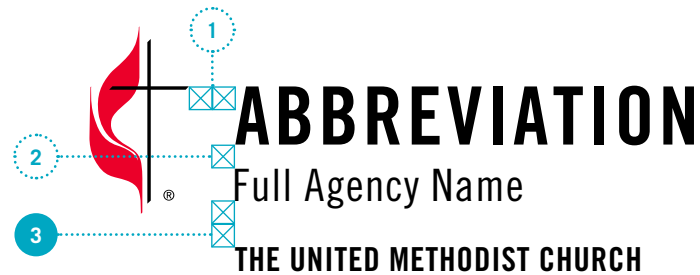
MECHANICS

Component Spacing

3

The negative space between the FULL AGENCY NAME and the DENOMINATION NAME is two units, or double the negative space used between lines of text in note 3.

By the same principle that established the unified grouping of the ABBREVIATION and the FULL AGENCY NAME, the doubled distance here distinguishes the denomination, creating a stronger visual hierarchy.



MECHANICS



Spacing of Stacks

Vertical Stack

3 units of measure ↑ are to be used between each agency and adjacent line. This distance distinguishes agencies from each other, while maintaining integrity of individual logos.

Units of measure should extend from the longer of the two lines of text (either ABBREVIATION or FULL AGENCY NAME).

Spacing within individual agency logos ↑ remains the same as when not stacked.



HORIZONTAL ROW

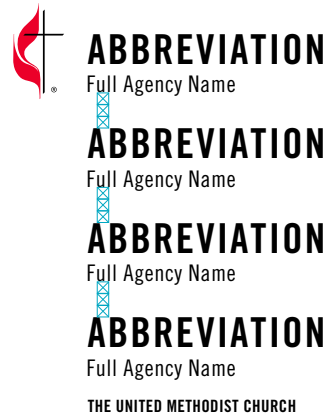


HORIZONTAL ROW WITH BRAND PROMISE

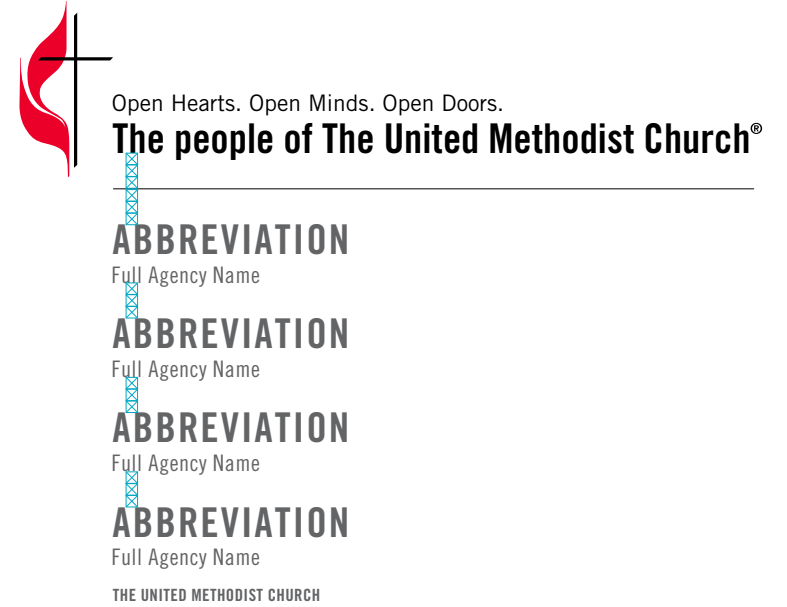
Vertical Stack

3 units of measure ↑ are to be used between each agency. This distance distinguishes agencies from each other, while maintaining integrity of individual logos.

Spacing within individual agency logos ↑ remains the same as when not stacked.



VERTICAL STACK



VERTICAL STACK WITH BRAND PROMISE



Subbrand Logo Mechanics



Components

[Component alignment ↑](#) and [Component spacing ↑](#)

both mimic agency mechanics, and are not covered again in this section.

Components

1 SUBBRAND

The full name of the subbrand lives in this space. This element takes on all the same characteristics as the agency logo, with the following exceptions: it is now set in red, with title case lettering.

The title casing in this lockup creates potential descenders that narrow in on the negative space between the name of the SUBBRAND (1) and the FULL AGENCY NAME (2). To account for this, we are reducing the size of the subbrand text by 1 pt.



Subbrand

Full Agency Name

THE UNITED METHODIST CHURCH

1

2

3

MECHANICS

Components

2 FULL AGENCY NAME

This element takes on all the same characteristics as the agency logo.



MECHANICS

Components

3 DENOMINATION NAME

This element takes on all the same characteristics as the agency logo, with no exceptions.



MECHANICS



Supporting Brands Logo Mechanics

(MINISTRIES, CONFERENCES, AND ALL OTHERS)

Components

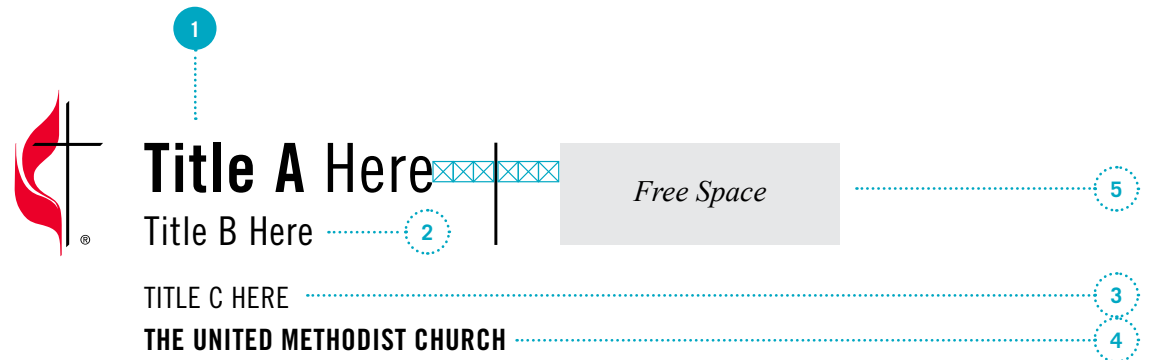
[Component alignment ↑](#) and [component spacing ↑](#) both mimic agency mechanics, and are not covered again in this section.

Components

1 TITLE A

This element takes on all the same characteristics as the agency logo, with the following exceptions: it now has the option to be both heavy and light weight, and is set in title case lettering.

The title casing in this lockup creates potential descenders that narrow in on the negative space between TITLE A (1) and TITLE B (2). To account for this, we are reducing the size of TITLE A text by 1 pt.



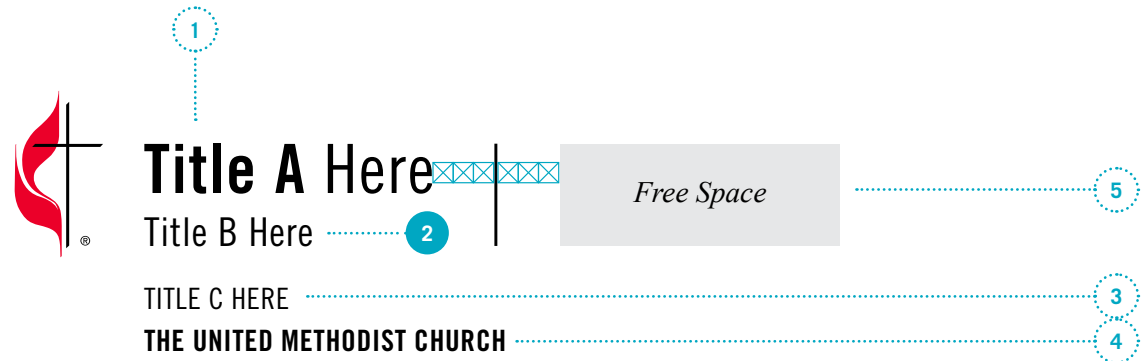
MECHANICS

Components

2 TITLE B

This element takes on all the same characteristics as the agency logo, with no exceptions.

If TITLE B and TITLE C are not needed, DENOMINATION NAME moves into TITLE B space and takes on TITLE B characteristics.

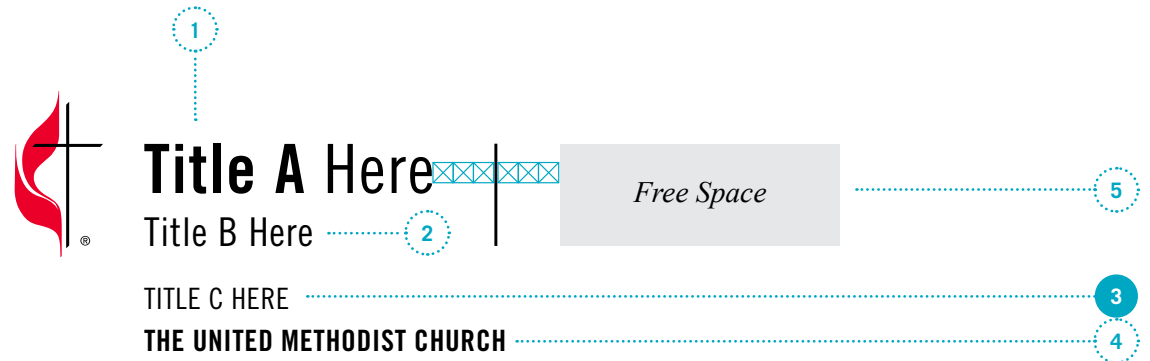


MECHANICS

Components

3 TITLE C

If TITLE C is not needed, DENOMINATION NAME moves into TITLE C space but maintains DENOMINATION NAME characteristics, rather than taking on the characteristics established in TITLE C (this is consistent with agency logos).



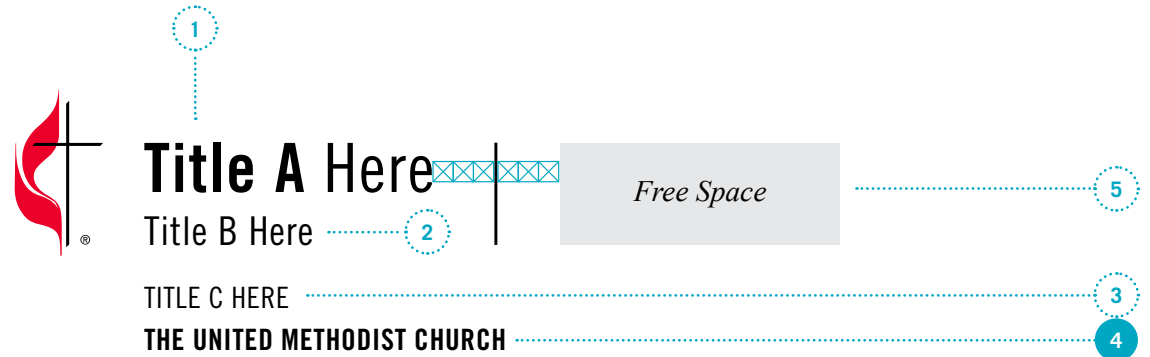
MECHANICS

Components

4 DENOMINATION NAME

This element takes on all the same characteristics as the agency logo, with no exceptions.

DENOMINATION NAME can live in TITLE B and TITLE C sections with certain rules (see respective mechanics).



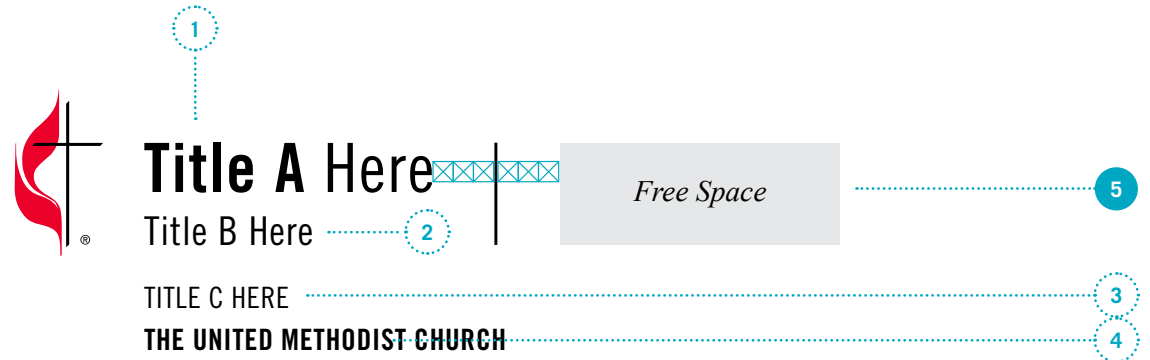
MECHANICS

Components

5 FREE SPACE

This space is designed to feature a supporting graphic. The size of this graphic should be relatively proportional to the adjacent logo and not overwhelm it OR get lost next to it.

This graphic should be placed 3 units of measure to the right of the horizontal rule, which is 3 units of measure to the right of TITLE A or TITLE B (whichever is longest). This will create balance and maintain proper hierarchy.



MECHANICS