



United Methodist Church New Vision 2025

CREATIVE GUIDELINES



Council of Bishops
The United Methodist Church



Connectional Table
The United Methodist Church



COMMUNICATIONS
United Methodist Communications

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Who Should Use This Creative Standards Guide?

The guidelines outlined in this directive provide an overview of key design elements for promoting the new exciting initiative globally. Consistent use of creative elements builds credibility, trust, and recognition over time. Even small deviations can create confusion or weaken our message.

With downloadable graphics, instructions for fonts and colors, helpful links and more, this toolkit provides all assets and directions needed for maintaining visual accord.

Anyone producing marketing content should use this resource as a reference for the overall visual identity of the **2025 UMC New Vision campaign**, ensuring the creative values are reflected correctly in print, video and digital mediums.

Updated 09/2025

This guide is subject to change and the campaign evolves.

NEW VISION STATEMENT

The Council of Bishops, in conjunction with the Connectional Table, created a new vision statement for The United Methodist Church vision that reflects the Church's deep commitment to embodying God's dream for the world:

The United Methodist Church forms disciples of Jesus Christ who, empowered by the Holy Spirit, *love boldly*, *serve joyfully*, and *lead courageously* in local communities and worldwide connections.



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CAMPAIGN COLORS



CMYK 00 93 79 00
RGB 228 00 43
HEX #E4002B
PMS 185



CMYK 69 9 0 53
RGB 65 116 141
HEX #41748D
PMS 7698



CMYK 0 33 92 2
RGB 224 165 38
HEX #E0A526
PMS 2007



CMYK 00 00 00 100
RGB 00 00 00
HEX #000000

TYPOGRAPHY

Oswald Regular

AaBb

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The Oswald font family is a free typeface that can be found on the Google Fonts website.

DOWNLOAD FONT

STATEMENT USAGE

The full vision statement should **only** be placed on a white, black or gray background as provided in the graphic assets folder.

Only the six key words should be emphasized by specific color changes.

The UMC cross and flame may be added to the statement as space allows.

DOWNLOAD GRAPHICS

The first year of this campaign will be the awareness stage.

For this reason, we suggest using the entire vision statement as often as possible within your marketing channels.



**The United Methodist
Church forms disciples
of Jesus Christ
who, empowered by the
Holy Spirit, **love boldly,**
serve joyfully, and
lead courageously in
local communities and
worldwide connections.**



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**The United Methodist
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worldwide connections.**

When using the logo in your marketing, please make sure to always add the UMC cross and flame near your graphic for brand identity purposes.

The color logo should **only** be placed on a white, black or grey background as provided in the graphic assets folder.

DOWNLOAD LOGOS

Love Boldly
Serve Joyfully
Lead Courageously



Love Boldly
Serve Joyfully
Lead Courageously



Love Boldly
Serve Joyfully
Lead Courageously



LOGO USAGE

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To maintain the integrity and consistency, the logo must always be used exactly as provided. Any alteration or misuse can dilute the visual identity and impact creative recognition.

Always use the approved logo files in the provided asset folder.

LOGO MISUSE

Do not crop the logo

Love Boldly
Serve Joyfully
Lead Courageously

Do not use different colors on the logo

Love Boldly
Serve Joyfully
Lead Courageously

Do not outline the logotype

Love Boldly
Serve Joyfully
Lead Courageously

Do not change the transparency of the logo

Love Boldly
Serve Joyfully
Lead Courageously

Do not change the size or position of the logotype

Love Boldly
Serve Joyfully
Lead Courageously

Do not place in a background that reduces its legibility



Do not use drop shadows or any other effects

Love Boldly
Serve Joyfully
Lead Courageously

Do not re-create using any other font

Love Boldly
Serve Joyfully
Lead Courageously

Do not change the order of the type

Serve Joyfully
Lead Courageously
Love Boldly

Do not shuffle around the colors of the logo

Love Boldly
Serve Joyfully
Lead Courageously

Do not manipulate, stretch or distort the logo

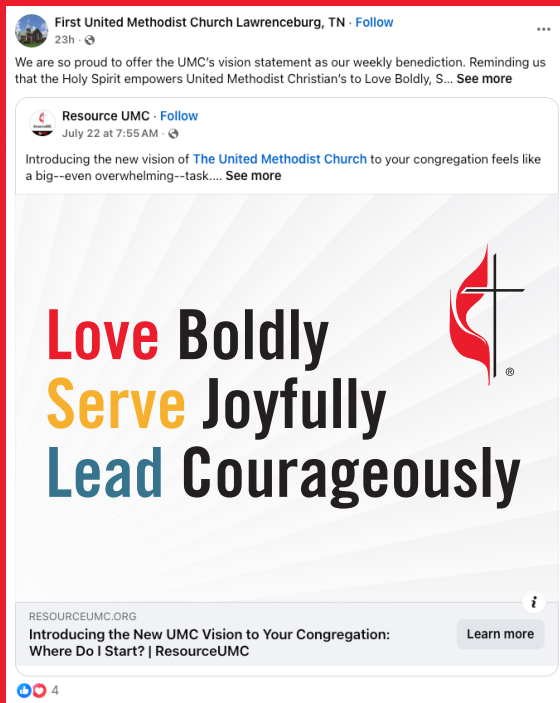
Love Boldly
Serve Joyfully
Lead Courageously

Do not apply gradients

Love Boldly
Serve Joyfully
Lead Courageously

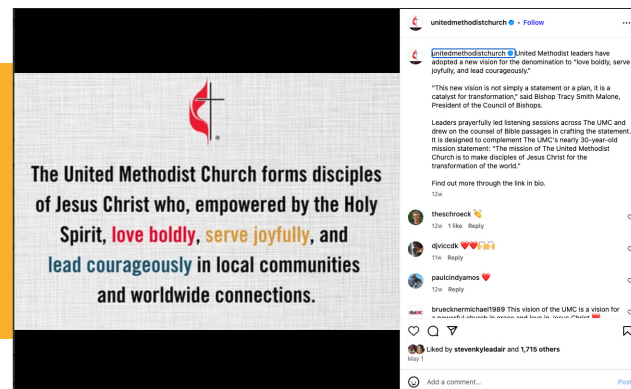
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SOCIAL MEDIA



When posting about the new vision on social media, we encourage you to use high quality images and/or videos of church ministries exemplifying the three pillars to love boldly, serve joyfully and lead courageously. Alternatively, in the absence of such photos and/or video, please use the official type treatment included in this guide.

Also, please use the official hashtag to join the conversation online:
#LoveServeLeadUMC





To purchase UMC New Vision apparel and promotional materials please visit the UMC store:

[UMC STORE LINK](#)

To download social media graphics to share:

[SOCIAL MEDIA LINK](#)

To download logo assets:

[GRAPHICS LINK](#)

RESOURCES

For more information, please visit the following links to the UMC New Vision web pages:

[ENGLISH](#)

[FRANÇAIS](#)

[한국인](#)

[PORTUGUÊS](#)

[ESPAÑOL](#)

If you choose to print this guide for personal off-line use, please scan this code to find all the resources listed here.



ENGLISH



FRANÇAIS



한국인



PORTUGUÊS



ESPAÑOL

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Open Hearts. Open Minds. Open Doors.

The people of The United Methodist Church®