



The**MET**

## **WHY DO WE HAVE BRAND STANDARDS?**

A clear brand standard is important for our church because it helps to establish a cohesive and consistent identity for The MET, both visually and in terms of messaging. This is important because it helps our church to communicate effectively with our members and the broader community, and to stand out from other churches. A strong brand standard can also help to build trust and loyalty among members, and to create a sense of community within our church. Overall, a clear brand standard is an important tool for helping our church to effectively fulfill its mission and reach its goals.

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## LOGO ELEMENTS

The MET logo has two components — the “icon” and the “logotype.”

Each logo configuration is available in various file formats for both reflective and digital application.



The logotype and icon work together to create a cohesive and visually striking brand identity.

The logotype can be used independently of the icon, such as text-based materials such as merch, letterheads, business cards, and online communications. However, when using the logotype without the icon, it is important to maintain consistent typography, spacing, and color.

The icon can also be used as a standalone symbol in specific applications such as merchandise, social media avatars, and branding on small items. However, when using the icon alone, it’s important to ensure that the icon is used in the correct orientation, color, and size.

It’s important to note that the use of the logo should be in accordance with the guidelines provided to ensure consistency and to maintain the integrity of the brand.

## LOGO STRUCTURE

When used together, the icon and the logotype have a specific size and spacial relationship. Do not alter either.

X = Width of “M”

Y = Width of the stem of the “M”

The MET logotype + icon is designed in both horizontal and vertical formats to accommodate different design needs.

It’s important to note that when using either format, the design should be consistent and maintain the integrity of the brand.



The vertical logo is typically used when there is limited horizontal space available. This format is well-suited for applications such as social media profile pictures, mobile app icons, and packaging where the logo will be placed on a small, vertical surface. A vertical logo can also be useful in situations such as signage and banners, where the logo needs to stand out in a more limited space.



The horizontal logo is typically used when there is ample horizontal space available. This format is well-suited for applications such as website headers, letterheads, and business cards where the logo will be placed next to text or other elements. Horizontal logos are also often used in advertising and marketing materials such as brochures, posters, and billboards, where the logo will be prominently displayed.

## LOGO CONFIGURATION

The MET logo can feature three logotypes

# The**MET**

“The MET” is our primary brand identity and should be used consistently across all communications. This logotype should be prominently displayed in all branding materials, including website, social media, print, and digital marketing.

# The**MET**Church

“The MET Church” is an alternate logotype that may be used in outward-facing communications, such as community events, outreach programs, and other activities where the intended audience may not be familiar with our church.

# The**MET.**Church

“The MET.Church” logo is an additional variation of our logotype and should be used in limited applications, such as building signage and outward-facing applications. This logotype should not be used in any other materials and should only be used in specific cases where it is deemed necessary.

## LOGO CONFIGURATION

The MET logo has various configurations to satisfy an array of applications.

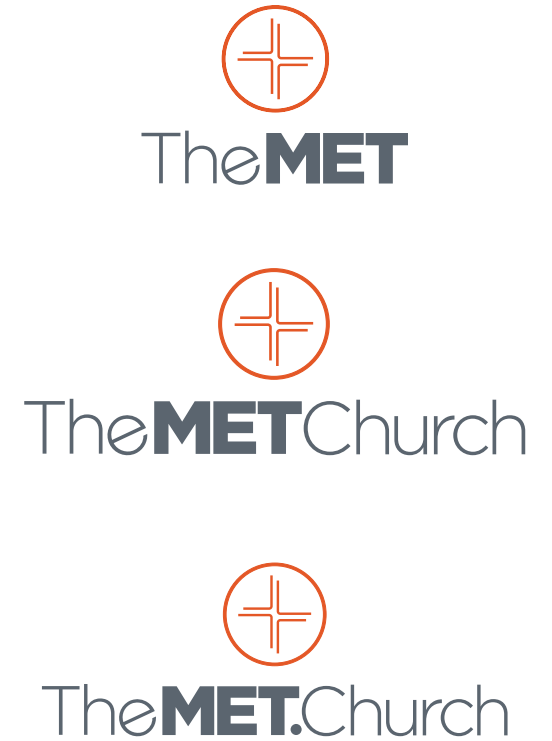
Configurations allow for each logo to be used in a horizontal or vertical format.

Aside from removing the icon for specific applications, no other configurations of The MET logo are allowed.

Horizontal

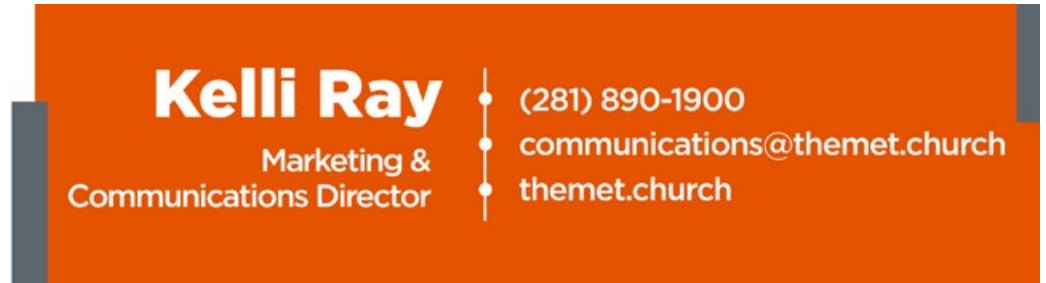


Vertical

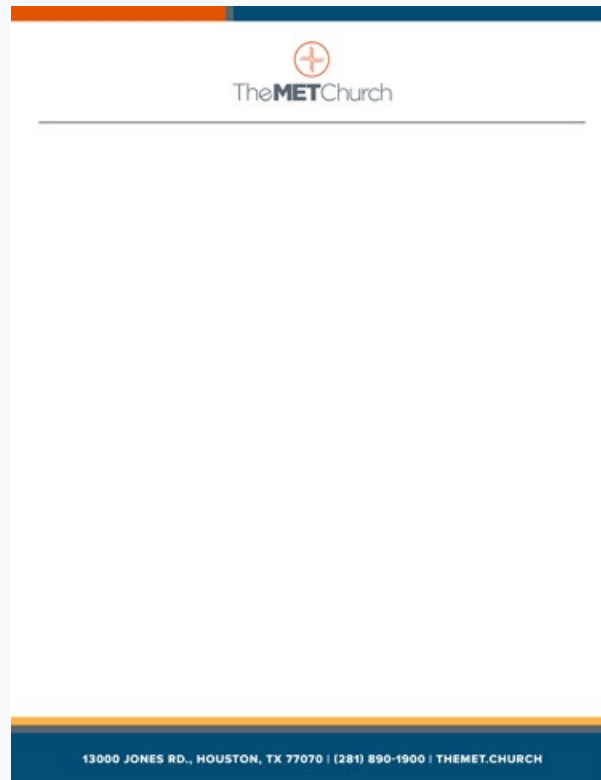


**LOGO USAGE EXAMPLES**

Email



Letterhead



Social Media





## LOGO CLEAR AREA

To ensure The METlogo is easily read and our brand is clear and strong the logo requires an area unobstructed by other graphics, borders or edges.

The clear area is the same regardless of the logo configuration.

X = The width of "ME"



## LOGO CONTRAST

Always consider contrast as a major element to readability. Greater the contrast, the better the readability.



## BRAND COLORS

In written communications, the primary dark gray color, HEX#5B656F, should be used as the default font color in the main body. This color is consistent with our brand’s visual identity and will ensure a cohesive look and feel in all written materials. In situations where black font type is required, such as headings, subheadings, or quotes, the primary gray color HEX#5B656F should be used instead. Using this color will provide a clear contrast and will improve the readability of the text.

It’s important to note that these color guidelines should be followed consistently across all written materials, including letters, emails, brochures, reports, and other documents, to ensure consistency and to maintain the integrity of the brand.

It’s recommended to include the hex code of the color for reference for those who may not be familiar with the color or for those who may be working with digital assets.”

### Primary Color Palette



HEX #5B656F  
 CMYK 67 53 44 18  
 RGB 91 101 111

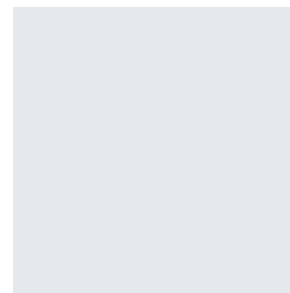


HEX #E55300  
 CMYK 5 82 100 0  
 RGB 229 83 0

### Secondary Color Palette



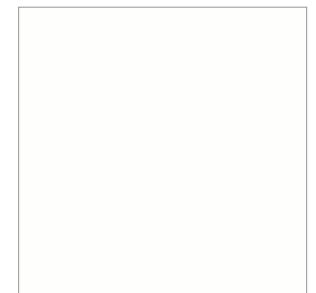
HEX #FEB447  
 CMYK 0 33 82 0  
 RGB 254 180 71



HEX #E6EBEE  
 CMYK 9 5 4 0  
 RGB 228 233 237



HEX #034D74  
 CMYK 99 71 33 16  
 RGB 3 77 116



HEX # FDFFFC  
 CMYK 0 0 1 0  
 RGB 253 255 252

## TYPOGRAPHY

In graphic designs that include text, the use of typography is not limited to our primary typeface. However, the primary typeface should be used consistently as the main text and other typefaces can be used to create visual hierarchy and emphasis.

For headings, we use sentence case, never all-caps.

The use of all-caps for headings, subheadings, and other elements in graphic design should be used at the discretion of the designer, based on what best fits the overall design. This will provide a consistent look and feel in all graphic designs and will maintain the integrity of the brand.

### Primary Typeface

#### Gotham Black

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
 abcdefghijklmnopqrstuvwxy**z**  
 0123456789

#### Gotham Medium

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
 abcdefghijklmnopqrstuvwxy**z**  
 0123456789

#### Gotham Book

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
 abcdefghijklmnopqrstuvwxy**z**  
 0123456789

**Gotham Black** should be used for headlines and display purposes. You can use this in a fill or stroked formats.

**Gotham Medium** should be used for sub-headings and call-out information, such as pull quotes or short phrases that are read under a heading. For phrases more than three words, we use sentence case. For one-two words, such as a campus name or name, you may use ALL CAPS. case, never all-caps.

Gotham Book should be used when setting body text.

#### Usage Example

**This Is A Headline**  
 This Is A Subtitle

This is body copy.

## TYPOGRAPHY

Helvetica Neue (Mac) or Arial (Windows) are the secondary typefaces for The MET.

They should be used in bold for headlines, and regular for body copy.

### Secondary Typefaces

#### Helvetica Neue

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

#### Arial

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789