

BRANDING AND STYLE GUIDE (2023)



MISSION STATEMENT

“We want to be a church dedicated to bringing people to God through **transcendent worship, relevant messages, creative structures and systems,** and an **engaging community.**”



THE METRO BRAND

The Metro Identity is the heartbeat of our culture at Metro Community Church. When people see us they should know who, what, and why. Who we are. What we are about. And why it matters.

TYPOGRAPHY

**H1
Display**

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**H1
Display**

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**Body
Copy**

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



METRO WHITE (Seasalt)

#F7F7F7 R: 247 C: 0
G: 247 M: 0
B: 247 Y: 0
K: 3



METRO LIGHT ORANGE (Sunset)

#FFCD90 R: 255 C: 0
G: 205 M: 20
B: 144 Y: 44
K: 0



METRO ORANGE (Heatwave)

#F47A04 R: 244 C: 0
G: 122 M: 50
B: 4 Y: 98
K: 4



METRO DARK GRAY (Outer Space)

#464A4C R: 70 C: 8
G: 74 M: 3
B: 76 Y: 0
K: 70



METRO BLACK (Eerie Black)

#1A1A1A R: 26 C: 0
G: 26 M: 0
B: 26 Y: 0
K: 90



METRO OUTREACH BLUE (Dodger Blue)

#279AF1 R: 70 C: 70
G: 148 M: 31
B: 208 Y: 0
K: 0



**METRO
COMMUNITY
CHURCH**



**METRO
COMMUNITY
CHURCH**



**METRO
COMMUNITY
CHURCH**



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CHURCH**



**METRO
COMMUNITY
CHURCH**

COLOR DOS & DON'TS

YES!



NO



PRIMARY MARK

Primary Marks are the main way in which the world will recognize Metro Community Church. Use the Primary mark for all things needing to be branded. This can be documents, graphics, websites, emails, and even products such as pens. Do not change spacing or any sizing of individual elements of the mark, try to keep it in its original state unless otherwise approved by the Communications Team.

**PRIMARY
COLOR**



**METRO
COMMUNITY
CHURCH**

SINGLE & DUO COLOR PRIMARY MARK



**METRO
COMMUNITY
CHURCH**



**METRO
COMMUNITY
CHURCH**



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**METRO
COMMUNITY
CHURCH**

SECONDARY MARK (BADGE)

A secondary mark, or badge is what Metro will use for any additional branding where our primary mark might be too big or our icon is not descriptive enough. Badges can be used in many document types and graphics, but badges are more specifically used for places such as products, promotions, and situations in which the branding needs to be clear but does not need to be held as professional. Do not use the secondary mark in official Metro documents, do not define Metro by this badge. Only use this badge in addition to the primary logo so people know that this is our secondary mark.



PRIMARY COLOR

METRO
COMMUNITY CHURCH

SINGLE COLOR BADGES



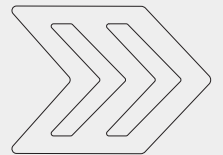
TERTIARY MARK (ICON)

Our tertiary mark, better known as our icon, is our simplest logo build that relates the Metro Brand. Icons are great ways to relay that Metro is in affiliation with a specific ministry, organization or anything Metro claims as wanting to show ownership or in collaboration with. Do not use the icon as a replacement of the primary logo. We only use the icon as a way to quickly display our brand but not as a way to define our church.

PRIMARY COLOR



SINGLE COLOR ICONS



METRO MINISTRIES

As Metro Community Church continues to grow not only in size but diversity, we understand and encourage the use of different expression within our church. However, to allow for our brand to create a cohesive style within all of Metro, and to allow clarity and limit confusion, these are the following standards given to all ministries in their branding in using their ministry's logo.

NOTE: Outside of the branding of the ministry in relation to Metro there is no standard or rules enforced. This is only in reference to the logo, and branded items in the ministry such as connection cards, documents of any kind, and all communications related information (socials, emails, etc.). Everything such as sermon series, merchandising, and all other graphical assets continue to be subject to approval by the Communications Department.



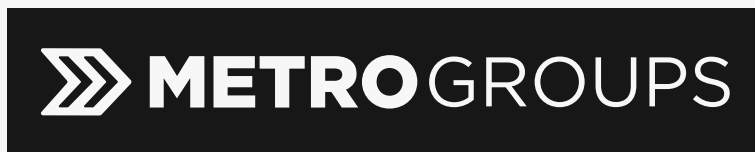
METROGROUPS

All Metro branding colors are approved to be used with the promotion of METROGROUPS. Logo variations include black, gray, white, and orange. There is no light orange METROGROUPS logo.

PRIMARY MARK



COLOR VARIATIONS



TYPE VARIATIONS

YES

METROGROUPS
MetroGroups
METROGROUPS

NO

Metro Groups
metrogroups
METRO GROUPS

METROKIDS

The Metro branding colors white, light orange, and orange are approved to be used with the promotion of METROKIDS.

PRIMARY MARK

Logo variations include white, light orange, and orange primary and alternative logos. There are no black or gray METROKIDS logos, in order to maintain a bright and fun energy.



ALTERNATIVE 

COLOR VARIATIONS



TYPE VARIATIONS

YES

METROKIDS
MetroKids
METROKIDS

NO

Metro Kids
metrokids
METRO KIDS

METROSTUDENTS

The Metro branding colors white, gray, black, and orange are approved to be used with the promotion of METROSTUDENTS.

PRIMARY MARK

Logo variations include white, orange, and black primary and alternative logos. There are no light orange or gray METROSTUDENTS logos, in order to maintain a bold and more high contrast look.

»»METROSTUDENTS

ALTERNATIVE — »»metrostudents

COLOR VARIATIONS

»»metrostudents

»»metrostudents

»»metrostudents

»»METROSTUDENTS

»»METROSTUDENTS

TYPE VARIATIONS

YES

METROSTUDENTS

MetroStudents

METROSTUDENTS

NO

Metro Students

metrostudents

METRO STUDENTS

METROCOLLEGE

PRIMARY MARK

The Metro branding colors white, gray, and black are approved to be used with the promotion of METROCOLLEGE.

Logo variations include white, gray, and black primary and alternative logos. There are no light orange or orange METROCOLLEGE logos, in order to maintain a cool, mature feel with marketing.



ALTERNATIVE



COLOR VARIATIONS

 **METROCOLLEGE**

 **metrocollege**

 **METROCOLLEGE**

 **metrocollege**

TYPE VARIATIONS

YES

METROCOLLEGE

MetroCollege

METROCOLLEGE

NO

Metro College

metrocollege

METRO COLLEGE

METRO OUTREACH



**METRO
OUTREACH**

VERTICAL MARK

Metro Outreach branding is limited to utilizing Metro Outreach blue, white, and gray. This ministry's branding guidelines differ greatly than other ministries. Please reach out to the Communications Team if you have any questions regarding Outreach branding vs. Metro branding.



ICON



**METRO
OUTREACH**

PRIMARY MARK

TYPE VARIATIONS

YES

METROOUTREACH
Metro Outreach
METRO OUTREACH

NO

metrooutreach
METROOUTREACH
MetroOutreach

COLOR VARIATIONS





“I think that all things, in their way, reflect heavenly truth, the imagination not least.”

C.S. LEWIS



**METRO
COMMUNITY
CHURCH**