



**FIRST
PRESBYTERIAN
MARIETTA**

First Presbyterian Marietta

Brand and logo use guidelines

March 1, 2022

A quick guide to our brand

The idea that drives us

Lives are changing at First Presbyterian Marietta!

We are called to be a church where lives change with faith, hope, and love! Our ministries serve a diverse, multigenerational community. We nurture the faithful and the seekers through traditional worship with a 21st-century message.

Our values

Our values form the foundation for who we are as a faith community.

- We praise and listen to God in worship and prayer
- We proclaim God's grace in mission and outreach
- We offer our fellowship to everyone, serving the needs of all people
- We nurture ourselves and others in Christ through Scripture

What our brand is about

Our brand is the total of the experiences and perceptions of our members and prospective members. It includes every touchpoint they have with our organization. It is the essence of who we are as a faith community.

Branding is a way to unify our outreach – both internal and external. It is about demonstrating to members and prospective members that First Presbyterian Marietta is the faith community that aligns with their personal beliefs and passion for purpose.

The objectives of our brand include:

- To deliver key messages clearly and consistently
- To confirm our credibility within the community
- To connect with potential members emotionally and motivate them to action
- To solidify loyalty and financial commitment
- To deliver on our promise to change lives with faith, hope, and love

Brand character

Our brand character describes who we are. Together, attributes describe what makes First Presbyterian Marietta.

Who we speak to	What we offer	How we deliver
Young families Current members Teenagers Volunteers Program attendees Music lovers Lapsed members Community partners	A welcoming environment Joy! Acceptance Connection with others Help and nurturing Reinvigoration Forgiveness Respite	Worship service Preschool Buddy Break Club 330 Youth mission trips Summer lunch service Music program Educational programs

Brand strategy and design system

The First Presbyterian Marietta brand is a living brand, based around a set of clear principles. It is flexible to adapt to different audiences and situations but is how we maintain consistency between and among them.

Logomark

Our logo is a simple mark that represents our brand. The treatment of our logo aligns to an overall system and must not be altered or treated as an arbitrary graphic. It was designed with custom colors and fonts and should not be altered or reproduced with any other fonts.

Our logomark represents the Sanctuary and conveys a modern but timeless feel, a nod to both the tradition of First Presbyterian Marietta and our vision to be a relevant, multi-generational faith community.

About our Sanctuary:

- Nearly 200 years of faith, hope, and love practiced here
- A place of healing as well as a place of worship
- The foundation from which traditions are carried forward today

The soft coral color represents the color of our Sanctuary and the original clay-hued milk paint that was used to decorate it. It is an outgoing, social, and approachable color, which is noticeable but subtle. It is also considered a hopeful color and a signal of health and happiness—attributes we associate with our church and the feeling we want to extend to both the faithful and those who seek a faith community.

Logo treatment



The color on a white background is our primary logo, and we will use it as the default logo for all print and online publications—including the newsletter and order of worship. Also, we will use it for PowerPoint presentations, email signatures, etc.

The color on a black background is the default logo for our external website, . If the website design and color scheme changes, we will apply the appropriate logo treatment.

Logo color variations

There are color variations to the logo we can use for different purposes or media. The First Presbyterian Marietta director of communications will manage logo treatment for these each use case.



Logo and brand colors: style guide



Pantone 1635 C
CMYK: 0, 55, 54, 0
RGB: 246, 141, 112
HEX: #f68d70



Pantone Cool Gray 6 C
CMYK: 36, 29, 28, 0
RGB: 167, 168, 169 HEX:
#a7a8a9



Pantone Cool Gray 11 C
CMYK: 66, 57, 50, 29
RGB: 84, 86, 91
HEX: #54565a



Pantone Neutral Black C
CMYK: 71, 65, 64, 72
RGB: 34, 34, 34
HEX: #222222



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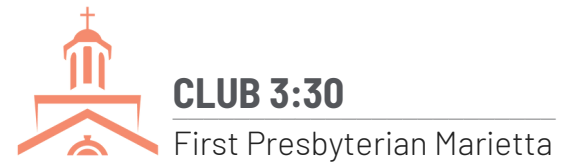
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MINISTRY AREA SUB-LOGO

Icon in coral color. Capitalized ministry area in gray replaces 'Marietta' in primary logo.

INDIVIDUAL MINISTRY SUB-LOGO

Individual ministries capitalized in gray over gray church name. Icon in coral to the left.

- Club 330*
- Green Team
- FPC Care
- Creations Care
- FPC Family
- FPC Life
- FPC Preschool*
- Music & Fine Arts Institute
- FPC Missions
- FPC Music
- FPC Stewardship
- FPC University

*Both Club 330 and First Presbyterian Preschool are well-established in the community and are an important part of the church's mission. It is therefore vitally important that we use the First Presbyterian logomark as the primary logomark. With this in mind, the First Presbyterian Marietta director of communications, in collaboration with the communications committee, will work with the preschool and Club 330 leadership to develop the style and use guidelines for their communications.

Logo use exceptions

First Presbyterian Marietta has important and valuable relationships with several nationally and locally recognized organizations, each with unique brands. These include:

- Buddy Break
- Presbyterian Women
- MUST Ministries
- Stephen Ministries

When co-branding with these entities, we will follow their guidelines for partner branding and logo placement. The First Presbyterian Marietta director of communications will lead this work.

Logo use case examples

Following are examples of how the First Presbyterian logo may appear. The First Presbyterian Marietta director of communications, in collaboration with the communications committee, will make final decisions regarding all logo use.

1. Worship bulletin



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SUNDAY, FEBRUARY 27, 2022 | 8:30AM & 11:00AM

WELCOME TO FPC MARIETTA
Where lives are changing with faith, hope, & love
This church welcomes you no matter who you are or from where you come. We are Christ's people, and this is Christ's place with its doors open wide. If you are passing through, Godspeed; if you are looking for a home, stay here; if you need instruction, we can learn together. We invite you to return often.

CHILDREN IN WORSHIP
The nursery is available for infants through 4-yr-olds from 9:30-12:15pm.
Children's Worship Folders are located at the rear of the Sanctuary and Great Hall. Following the Children's Time during the 11:00 service, children in 4yr Pre-K through 1st grade may go to Children's Church.

JOIN US
New members are received each month in worship.
If you are interested in joining, please contact Matt Burnham at mattburnham2021@gmail.com.

ASH WEDNESDAY SERVICE
March 2 | 7pm | Sanctuary | fpcmarietta.org/lent2022
All are invited to receive ashes and remember that you are baptized.
Ash Wednesday begins the season of Lent with a public act of confession and contrition. Acknowledging that all have sinned and fallen short of the glory of God, we stand in solidarity as fellow creatures before our Creator, acutely aware of our mortality. In the face of our transience, we pledge ourselves anew to live unto God's Word in Jesus Christ, the eternal Word that remains forever.

11:00am Service: For those who need to briefly step out of the Great Hall, the service is livestreamed in the Library.

2. Newsletter



3. Website

