

# SAINT LUKE UNITED METHODIST CHURCH

---

*Loving God. Loving Others.*

SANFORD, NC



## SAINT LUKE UNITED METHODIST CHURCH

---

STYLE GUIDE

2024

**SAINT LUKE**  
UNITED METHODIST CHURCH

*Loving God. Loving Others.*

SANFORD, NC



**Saint Luke United Methodist Church**  
House

**Two-Color Symbol with Wordmark**  
Logo Style

**Blue & Red**  
Colors

## Identity Brief

Saint Luke is a United Methodist Church originally founded in 1887 as Steele Street Methodist Church. Saint Luke moved in 1974 to its Wicker Street location and was renamed the present title.

Saint Luke UMC offers a variety of worship experiences each Sunday, as well as ministries and outreach for all ages and people throughout the week.

**SAINT LUKE**  
UNITED METHODIST CHURCH

*Loving God. Loving Others.*

SANFORD, NC



## Primary Logo

**SAINT LUKE**  
UNITED METHODIST CHURCH

*Loving God. Loving Others.*

SANFORD, NC

## Secondary Logo, Stacked

### Logo Use

The primary logo can be used on its own when advertising or highlighting the brand. The primary logo must be used somewhere in marketing and promotional designs at all times. The stacked logo can be used as a heading or in lieu of the primary mark when appropriate.

### Logo Safe Space

Other design elements must be given a breadth of space around the primary logo.

X		X		X
	<p><b>SAINT LUKE</b> UNITED METHODIST CHURCH</p>			
X		X		X
	<p><i>Loving God. Loving Others.</i></p> <p>SANFORD, NC</p>			
X		X		X

## Incorrect Logo Use:

**SAINT LUKE**  
UNITED METHODIST CHURCH

*Loving God. Loving Others.*

SANFORD, NC



No recoloring

**SAINT LUKE**  
UNITED METHODIST CHURCH

*Loving God. Loving Others.*

SANFORD, NC



No special effects

**SAINT LUKE**  
UNITED METHODIST CHURCH

*Loving God. Loving Others.*

SANFORD, NC



No warping

**SAINT LUKE**  
UNITED METHODIST CHURCH

*Loving God. Loving Others.*

SANFORD, NC



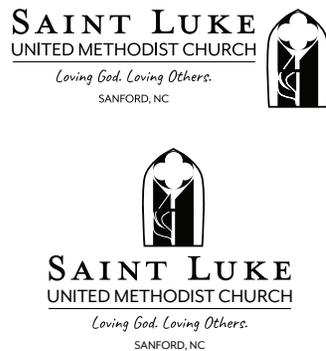
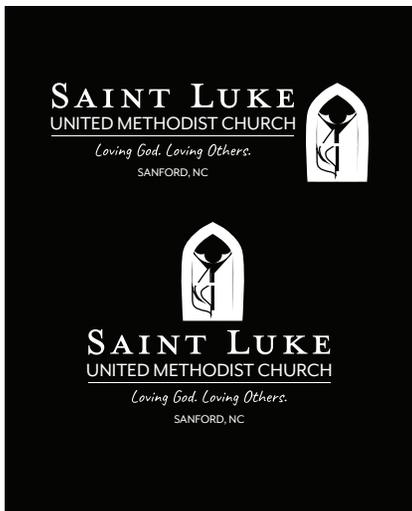
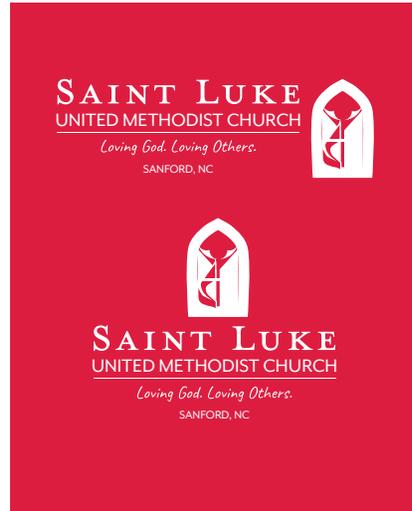
No rotating

# Alternative Logo Use

When used against a blue background, the logo icon and name should become white. The tagline and flame should stay red.

When used against a red background, the logo icon, name, and tagline should become white. The flame stays red with a .25" white stroke line.

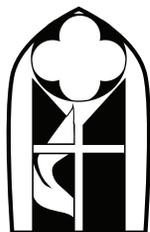
Black and white alternative logos are also provided on the bottom left and right. The flame is outlined with a white or black .25" stroke accordingly.



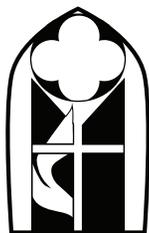
**SAINT LUKE**  
UNITED METHODIST CHURCH

*Loving God. Loving Others.*

SANFORD, NC



### Primary Screenprinting Logo



**SAINT LUKE**  
UNITED METHODIST CHURCH

*Loving God. Loving Others.*

SANFORD, NC

### Secondary Screenprinting Logo, Stacked

## Alternative Logo Use: Screenprinting Logos

When used for screenprinting, a black logo with the flame knocked out should be used (see left for primary and stacked screenprinting logos.)

This will mean that the color the garment is printed on will show through all the negative parts of the logo (negative parts of the logo appear as white here.)

The black logo on this page is used to burn a screenprint screen. No other logo should be used to create a screenprint.

**SAINT LUKE**  
UNITED METHODIST CHURCH

**Wordmark**

**Vendor Responsibility**

- Each embroidery vendor must digitize the logo into a stitch file compatible with their equipment.
- Vendors must provide a sample or digital proof for approval before production.

## **Alternative Logo Use: Embroidery Logo**

Use the simplified primary logo wordmark on the left for embroidery applications. Avoid gradients, fine lines, or small type.

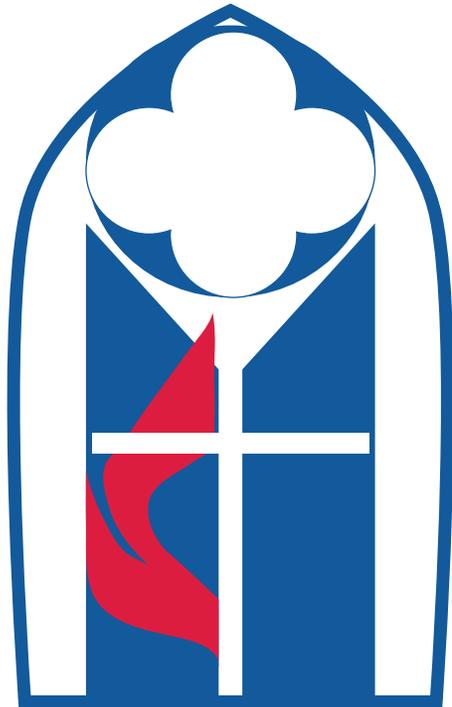
**Minimum Size**

- The logo must not be embroidered smaller than 1.5" wide to ensure legibility.
- Text elements should not be smaller than 0.25" high.

**File Formats for Vendors**

- Approved vector files (AI, SVG, PDF) will be provided for vendor digitization.

**Note:** Stitch (DST, PES, etc.) files must be created by the embroidery vendor to suit their machines.



## Iconography

The icon in the logo is a stained glass window (outlined in blue with blue window elements inside the outline), with a trifoliate cross (clover-shaped) on top and a red flame on the bottom left, interlocked with a white cross. The white cross is the central element tying the whole symbol together. (NOTE: A cross and flame is the traditional United Methodist Church symbol.)

The trifoliate cross is a nod to the four major gospels of the Bible, which includes Luke.

The following icon represents Saint Luke United Methodist Church of Sanford, North Carolina. Branding does not stray from the provided iconography, nor does it omit the icon from the logo.

# Typography

## Headings

MRS. EAVES ROMAN ALL PETITE CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 ` - = ! @ # \$ % ^ & \* ( )

## Body

MR. EAVES MOD OT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 ` - = ! @ # \$ % ^ & \* ( )

## Tagline

*CAVEAT BOLD*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890 ` - = ! @ # \$ % ^ & \* ( )*

# Colors



#010101  
RGB: 01, 01, 01  
CMYK: 75, 68, 67, 90

**True Black**



#FFFFFF  
RGB: 255, 255, 255  
CMYK: 00, 00, 00, 00

**True White**



#025A9B  
RGB: 002, 090, 155  
CMYK: 97, 70, 11, 01

**Blue**



#DC1D40  
RGB: 220, 029, 064  
CMYK: 07, 100, 76, 01

**Red**