

Brand Guideline



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1.0

Brand Overview

The church was established and held its first worship service on Palm Sunday, April 5, 1998. The name Church of the Palms was officially adopted on September 27, 1998. Bible studies were held, choirs established, and additional families added.

Vision

The refined Vision Statement for Church of the Palms, how we want to be seen as we carry out our God-given work, is:

TRANSFORMING LIVES BY CONNECTING PEOPLE TO GOD AND TO ONE ANOTHER.

Mission

The focused Mission Statement for Church of the Palms serves to declare where we will put our primary attention and energy going forward to achieve our vision:

SPIRITUALLY NOURISH AND GROW A FAITHFUL, ACTIVE CONGREGATION OF CHRIST FOLLOWERS WHO EXTEND LOVE AND GENEROSITY IN SUPPORTING THE NEEDS OF ALL OTHERS

Our Story

The dream of a church called can be traced back to October 6, 1997. It was then that a planning group, called the Dream Team and led by Rev. Russell Freeman, began laying the groundwork for the first service of a new congregation. The Dream Team continued to meet in St. Luke's fellowship hall, and then later in restaurants, and still later in the Academy for Career Excellence, and even the Outpatient Clinic.

Foundation and Early Years (1997-2001):

- Planning group, known as the Dream Team, initiated groundwork in October 1997.
- First worship service held on Palm Sunday, April 5, 1998, at the Academy for Career Excellence.
- Officially named Church of the Palms on September 27, 1998.
- Property purchased on January 26, 1999, with the first outdoor Easter Sunrise Service held on April 4, 1999.
- First worship service at the Bluffton-Okatie Outpatient Center on December 5, 1999.
- Church officially chartered on February 25, 2001, with 76 members.

Growth and Development (2001-2003):

- Capital Funds Campaign initiated in April 2001, obtaining pledges of \$342,000.
- Recognized as a new chartered congregation at the 2001 South Carolina Annual Conference.
- Groundbreaking for new church building held on September 15, 2002.
- Certificate of Occupancy received on August 5, 2003, with congregation moving into new building on September 7, 2003.
- Consecration service led by Bishop McCleskey and Rev. Russell Freeman on October 5, 2003.

Expanding Ministries and Mission (2003-2008):

- First Fall Festival and Pumpkin Patch held on October 11, 2003.
- Installation of a carillon in May 2006.
- Establishment of Stephen Ministry in January 2008.
- Record attendance of 218 worshippers at Easter worship in 2008.

Appointment of Rev. Shannon Bullion (2023):

- Rev. Shannon Bullion appointed as the next pastor of Church of the Palms in June 2023.

Continued Growth and Development (2008-2023):

- Appointment of Church Secretary in July 2008.
- Addition of Director of Music position in October 2008.
- Improved and expanded playground built for children in fall 2008.
- Rev. David Norrell appointed in June 2010.
- Rev. Pete Berntson appointed in June 2011.

2.0

Logo

The logo features a minimalist and geometric contour outline design of the **front façade of a church building**. This simple yet striking representation captures the essence of the church, symbolizing its **role as a place of worship, community, and spiritual guidance**.

Primary Logo



Church OF THE Palms



The three palm trees rise gracefully from behind the Church, reaching towards the heavens. These palm trees are a powerful symbol, representing the **Holy Trinity—Father, Son, and Holy Spirit**.

The inclusion of the palm trees is not merely decorative but holds significant meaning rooted in the **history** of the church. The three palm trees that are visible from within the window over the choir loft, a deliberate choice made by the **founders and trustees** of the church when it was first established. This intentional design reflects the deeply ingrained spiritual beliefs and values of the congregation, serving as a constant reminder of the guiding presence of the **Holy Trinity**.

Secondary/Vertical Logo



Church OF
THE Palms



Icon



Church OF THE Palms

Church OF
THE Palms

Icon

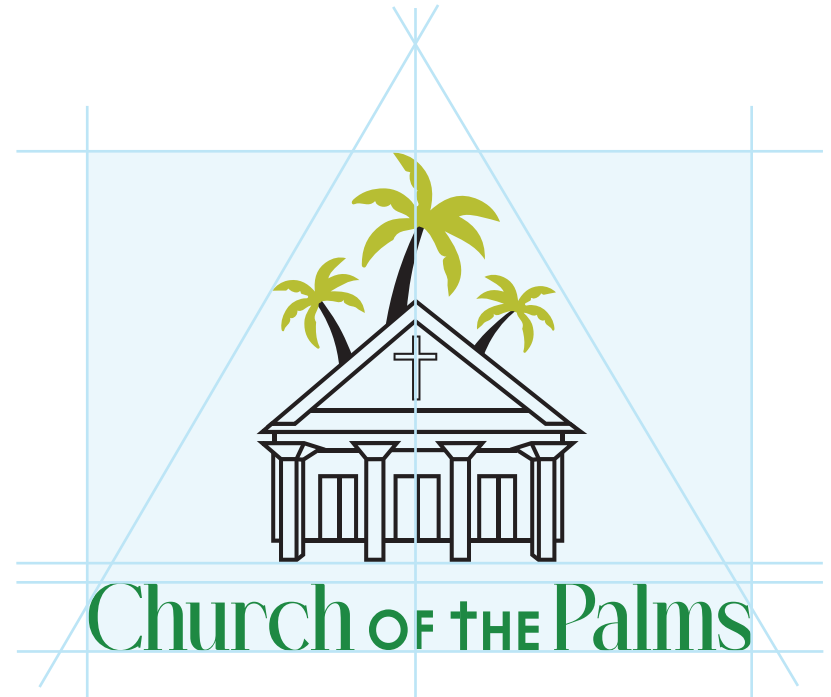


Wordmark

Church OF THE Palms

Church OF
THE Palms

Logo Grid



Logo Color Options



Logo Do's

When it comes to color usage in our logo, it's essential to maintain consistency and versatility across various backgrounds and applications.

The logo should be presented on backgrounds that complement and enhance its visibility, ensuring it remains impactful and recognizable. Additionally, adhere to our approved color palette to maintain brand integrity and coherence.

Consistency in color usage not only reinforces brand recognition but also fosters a strong visual identity that resonates with our audience.



Church OF THE Palms



Logo Don'ts

In establishing our brand identity, it's crucial to avoid certain practices that could undermine the integrity and impact of our logo.

Firstly, refrain from placing the logo on backgrounds that clash with its colors or diminish its visibility. Backgrounds that distract or overshadow the logo should be avoided to maintain clarity and prominence. Secondly, avoid altering the logo's colors or proportions in a way that deviates from our established brand guidelines.

Consistency is key to building brand recognition and trust, so any unauthorized modifications should be strictly prohibited. By adhering to these principles, we ensure that our logo maintains its effectiveness and integrity across all applications.



3.0

Colors

Brand colors are a key component of a company's visual identity. They help **create recognition, convey brand values, and evoke emotions in customers.** A well-chosen color palette should reflect the brand's personality and ensure consistency across all touchpoints—whether it's the website, social media, packaging, or promotional materials.

Sky Blue
#BAEAF9
C 24
M 00
Y 02
K 00

Azure Blue
#2472CC
C 82
M 55
Y 00
K 00

Rich Ocean Blue
#073B4C
C 96
M 67
Y 50
K 41

Forest Green
#238842
C 84
M 22
Y 100
K 10

Palm Green
#B8BF34
C 33
M 13
Y 100
K 00

Accent Color

Palm Green

The accent color provides visual consistency and reinforces brand identity across various communication materials. This shade of green adds a pop of brightness, helping to draw attention to key elements, ensuring they stand out. Incorporating the accent color strategically across designs helps create a cohesive and professional look, which can improve engagement. Consistency in color usage also aids in brand recognition, making it easier for audiences to associate the visuals with the church.

Keywords:

Warm

Inviting

Fresh

Energetic



Examples



Reverend
Dr. Lee van Rensburg
(Interim)

Open Hearts, Open Minds, Open Doors!

www.palmsumc.org



Anna Marie Kuether
Director of Music &
Worship Arts

Sunday Services: 10am
10am live streamed on palmsumc.org

January 12th
"The Jordan, John and Jesus"
Mark 1:1-11
Rev. Dr. Lee van Rensburg

January 19th
"The Iditarod Dogs - Serving on
the Lord's Team"
Matthew 4:18-25
Rev. Dr. Lee van Rensburg



Church of the Palms

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Hwy 170 between River's End & Oldfield
843-379-1888 | www.palmsumc.org
UNITED METHODIST

Welcome



Welcome! We are so glad
you're here.
Please let us know how we can support you!

Scan this QR Code with your phone's
camera to:
Connect with us
Learn more about us
Join our church family
Contribute online



palmsumc.org

PRAYER & PRAISE REQUEST

Place your prayer request in the offering
plate or hand it to one of the ministers,
greeters, or ushers. Prayer requests are
shared with Pastoral Staff and The
Church of the Palms Ministry.

Name

Email

Phone

Prayer/Praise Request

Welcome

Welcome! We are so glad you're here.
Please let us know how we can support you!

Scan this QR Code with your phone's camera to:

- Connect with us
- Learn more about us
- Join our church family
- Contribute online



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Saints in Glory

G.W. Hall
Ron Hillstrom
Phil Bright
William Belcher
Bud Hall
Don Myers
June Taylor Sheldlovsky
Lenny Malys
Maryanne Raw Rowles
Bill Horan



4.0

Typography

Typography plays a critical role in establishing a brand's visual identity and voice. It sets the tone for how messages are communicated, reflecting the personality and values of the brand. In this brand guideline, specific typefaces have been selected to ensure readability, visual appeal, and alignment with the brand's character.

NIGUELLA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

CENTURY GOTHIC

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

GEORGIA

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Another fonts as needed for graphics.

