BRANDING GUIDELINES

Osterville United Methodist Church

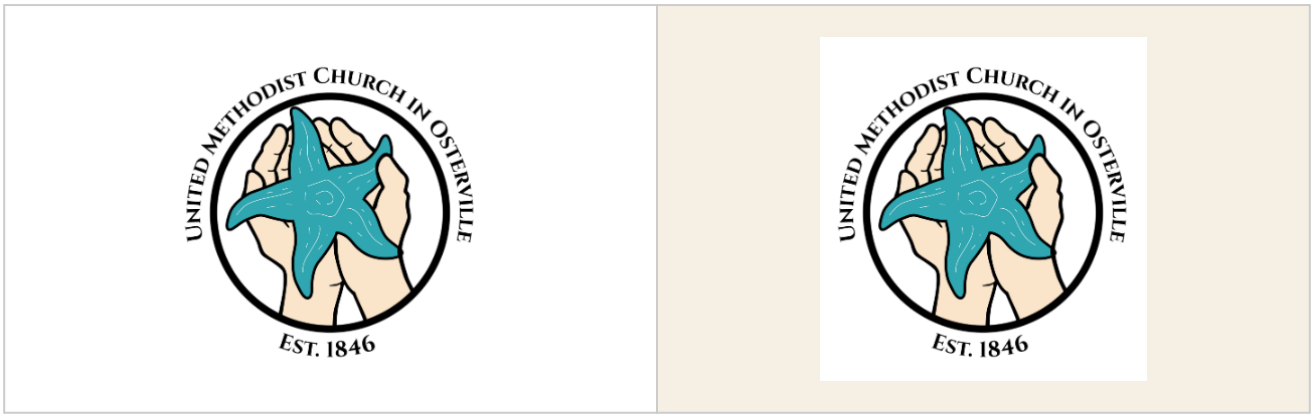
Together in Christ... committed to serve.

The look and voice of our church — drawn from ostervillechurch.com so that our website, social media, print, and signage all feel like one congregation.

November 2026 • Based on the church website as of November 4, 2026

1 The Logo

Our emblem is a circle: two cupped hands holding a bright turquoise starfish, ringed by the words “UNITED METHODIST CHURCH IN OSTERVILLE” with “EST. 1846” below the hands. The starfish is our signature — it says, in one image, that every person matters and that we are here to serve.



The logo on white (left) and on our warm cream (right). The file’s white background is part of the artwork as served on the website; when placing it on cream or a photo, set it inside a white or cream panel, or mask it to its circle.

Clear space & minimum size

Keep clear space around the emblem equal to the height of the starfish on all sides — no text, rules, or photo edges inside that space. Minimum size: 3/4 inch in print, 48 pixels on screen. Below that, use the starfish alone.

Please don’t

- Stretch, squash, or rotate the emblem, or rearrange the hands, starfish, or lettering.
- Recolor the starfish or hands — the turquoise (#3FACB5) is the brand’s brightest note and should stay exact.
- Add drop shadows, outlines, or filters, or redraw the emblem in another style.
- Place it on a busy photograph without a clean white or cream panel behind it.
- Pair it with the United Methodist cross-and-flame on the same piece — our public identity leads with the starfish, as the website does.

Tagline

“Together in Christ... committed to serve.” — set in Merriweather Italic in Teal (#0F6374), under the logo or a headline. Keep the wording and the ellipsis exactly as the website uses them.

2 Colors

A coastal Cape Cod palette: deep teals from the water, the turquoise of the starfish, warm gold for light, and warm cream instead of stark white wherever a background can be soft. Colors below were sampled directly from the rendered website on November 4, 2026.

Color	Swatch	HEX	RGB	CMYK	Use
Deep Teal		#0B5A6D	11 / 90 / 109	90 / 17 / 0 / 57	Primary. Headings, buttons, key panels — the voice of authority and welcome.
Panel Teal		#0F6374	15 / 99 / 116	87 / 15 / 0 / 55	Large section panels and secondary headings.
Starfish Turquoise		#3FACB5	63 / 172 / 181	65 / 5 / 0 / 29	Accent only. The starfish, thin divider lines, small highlights. Never body text.
Warm Gold		#EBC079	235 / 192 / 121	0 / 18 / 49 / 8	Hairline rules, small labels on teal, the anchor detail. An accent, not a background for text.
Warm Cream		#F6F0E4	246 / 240 / 228	0 / 2 / 7 / 4	Page and graphic backgrounds — our default instead of white.
Pale Mint		#EEF6F5	238 / 246 / 245	3 / 0 / 0 / 4	Cards and quiet inset panels (the website's worship-time cards).
White		#FFFFFF	255 / 255 / 255	0 / 0 / 0 / 0	Header background, panels on cream, text on teal.
Black		#000000	0 / 0 / 0	0 / 0 / 0 / 100	Navigation, body text, and the footer bar.

Contrast notes

White text on Deep Teal is our standard button and banner pairing and reads well at any size. Starfish Turquoise and Warm Gold are accents — both are too light for text on cream. Body text is black or Deep Teal on cream, mint, or white.

A note on seasons

Christmas, Easter, and other seasons are expressed with photography and the event's own artwork inside this palette — not by replacing the palette. A Christmas graphic still sits on Warm Cream with teal and gold; seasonal reds and greens belong to a specific event's artwork (for example, the Sugar Cookie Christmas fair poster), not to the church's identity pieces.

3 Typography

Two typefaces, both free from Google Fonts and already in use on the website.

Merriweather — headings

A warm, sturdy serif for headlines, sermon and event titles, and the tagline in italic. It carries the church's history — a congregation established in 1846 — without feeling stiff.

Looking for a church?

Come spend time with us!

If Merriweather isn't available, Georgia is the approved fallback — never a decorative script for headlines.

Lato — body, labels & buttons

A clean sans-serif for body copy, captions, navigation, and buttons. Labels and eyebrows (small lines above a headline) are Lato Black in ALL CAPS with wide letter spacing, in Deep Teal.

CHRISTMAS IS COMING

Join us each Sunday in the sanctuary, or online from wherever you are. Worship is at 8:30 and 10:00 AM, and there is a place for you here.

If Lato isn't available, the website's own fallbacks apply: Helvetica Neue, Helvetica, then Arial.

Type hierarchy at a glance

Element	Font	Color
Headline	Merriweather, heavy weight	Deep Teal
Tagline / subhead	Merriweather Italic	Panel Teal
Eyebrow label	Lato Black, caps, spaced	Deep Teal (gold on teal panels)
Body	Lato Regular	Black
Button	Lato Bold	White on Deep Teal

4 Imagery & Motifs

Photography first. Real photos of our church, our people, and our coast do more for an invitation than any illustration. The white church and steeple, the front gardens, and the “Main Entrance” sign are instantly recognizable from Pond Street — use them.



The church and gardens — our most recognizable photograph. Portrait orientation suits flyers and brochure panels; for wide graphics, crop to the steeple and entrance and let the text sit on a cream panel beside it.

Recurring motifs

- **The starfish** — in the logo and as a small repeat mark. One starfish, used sparingly, never a pattern of dozens.
- **Cupped hands** — they belong to the logo; don’t separate them from it.
- **The gold anchor with hairline rules** — the website’s divider device: a thin gold rule, a small anchor, a thin gold rule. On graphics without the anchor, a plain gold rule is the divider.
- **Coastal light** — beach, water, and sky photography in the same soft light as the website’s hero images.

Buttons & panels (web and graphic callouts)

Solid Deep Teal (#0B5A6D), softly rounded corners, white Lato Bold text — exactly the website’s buttons (“View Worship Details”, “Sign Up for Weekly Email”). On graphics, one teal callout box per piece, at the bottom; gold Lato Black caps make a good eyebrow line inside it.

5 Voice

Warm, plain, and invitational. We write the way the website greets people: “You Are Welcome Here.”

- **Welcome is the headline.** Osterville is a reconciling, welcoming congregation where all people, without exception, are welcomed as they are. Invitations say so, plainly.
- **Write to the newcomer first.** Answer the questions they actually have: when to come, what happens for kids, where to park their nerves. Insider language (committee names, stewardship terms) belongs in member communications, not invitations.
- **Concrete over general.** Real times, real places, real names of things: “Sunday School at the 10:00 service”, “57 Pond Street”, “Weekly Tidings, every Saturday by 9:00 AM.”
- **One invitation per piece.** A post or flyer asks for one next step — visit, come to the fair, read the Tidings — and says where to take it (ostervillechurch.com).

Standard details — copy exactly

Osterville United Methodist Church — also written “The United Methodist Church of Osterville.” 57 Pond Street, Osterville, MA (the corner of Main Street and Pond Street, in Osterville Village). Church office: 508-428-2811, Monday–Thursday, 9:00 AM–1:00 PM. Sunday worship: 8:30 AM early worship and 10:00 AM in the sanctuary and online. Website: ostervillechurch.com.

6 Social & Print Sizes

Use	Size	Notes
Facebook event cover	1920 × 1005 px	Keep title, date, and place inside the center — phones crop the edges.
Facebook / Instagram post	1200 × 1200 px (square)	Our default post format. Photo one side, cream panel with text the other.
Wide banner / email header	1920 × 1005 px	Same master as the event cover.
Flyers & posters	US Letter, portrait	Cream background, teal headings, one teal callout box.

The System at Work

The November 2026 “Looking for a church?” invitation, built entirely from this guide: a real photograph of the church, a Warm Cream panel, the logo and tagline at the top, a Merriweather headline in Deep Teal, Lato labels, gold rules, and one Deep Teal callout box at the bottom — the website’s button style.



Prepared November 2026 from ostervillechurch.com. When the website’s branding changes, this guide changes with it.