



Brand Guidelines (external)



Messy Church

Brand identity

Messy Church is visually represented by the Messy Church logo and brand kit. This helps present Messy Church as a trusted brand, which is important for anyone who interacts with us. You are sharing Messy Church not only locally but as part of a wider team.

We consider anyone using the Messy Church brand to be a brand guardian. You are responsible for protecting the integrity of Messy Church through applying the brand as laid out in these guidelines.

For advice and to present draft materials for approval, please email them to brand@brf.org.uk.

Thank you for everything you do to support and share Messy Church.

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Messy Church is part of The Bible Reading Fellowship (BRF), a Registered Charity (233280)



Messy Church

Principles and values

Messy Church principles

Messy Church is not a stepping stone into existing congregations, nor is it a church plant, but it is a congregation in its own right.

Messy Church is ecumenical and seeks to work with all Christian churches.

Messy Church values

Christ-centred

Messy Church is a church, not a craft club, that helps people encounter Jesus as Lord and Saviour. Messy Church believes, with the historic churches, in one God who is Father, Son and Holy Spirit.

All-age

Messy Church is for adults and children to enjoy together. Every element should be relevant and accessible to all ages.

Creativity

Messy Church uses hands-on activities to explore Bible stories, to reflect a God of creativity and to give people a chance to play together.

Hospitality*

Messy Church reflects a God of unconditional love and is a church for people outside church, providing an oasis of welcome and a safe space in which to thrive. Messy Church is about hospitality, expressed most evidently by eating together – whether it's a plate of sandwiches to share, or sausage and mash.

Celebration

Messy Church reflects a God of joy who wants his people to have life in all its fullness.

To read more about these values, and how BRF expresses them, visit messychurch.org.uk and search for content tagged with 'Values'.

* Please note:

Each Messy Church must adhere to the health and safety and safeguarding laws and guidelines applicable within its jurisdiction of operation and have established health and safety and safeguarding policies in place that it can provide on request. BRF cannot be held responsible for any matters relating to health and safety or safeguarding in respect of any Messy Church.



Messy Church

Standard wording

The following standard wording about Messy Church and The Bible Reading Fellowship should be used on your website and publicity materials.

To clarify your relationship with BRF and Messy Church (essential):

Messy Church is part of The Bible Reading Fellowship (BRF), a Registered Charity.
brf.org.uk

Brief description of Messy Church (to be used where appropriate):

Messy Church enables people of all ages to belong to Christ together through their local church. It is a way of being church which is particularly suited to families, but welcoming to all. It meets at a time and on a day that suits local families and is particularly aimed at people who have never belonged to a church before.

Brief description of The Bible Reading Fellowship (to be used where appropriate):

The Bible Reading Fellowship (BRF) is the home of Messy Church; it supports, resources and enables its work. BRF is passionate about making a difference through the Christian faith. For more information on the work of BRF, visit **brf.org.uk**.

Text you can use for your own fundraising:

Support Messy Church

If you would like to help us continue to reach families through Messy Church, please support us through giving and prayer. We have a growing family of people praying for Messy Church; you can join them. Messy Church is offered free of charge to churches, and we are dependent on gifts to enable this work of God to keep going. [Local contact details]

Use of the Messy Church name

Please ensure that your individual enterprise cannot be confused with BRF's own Messy Church programme. For example, Facebook pages should be named 'Messy Church [town/church name]' rather than 'Messy Church' or 'Messy Church for families'.

If you're opening a bank account for your Messy Church, please make it easy for the bank by opening it with a name that makes it very clear that it is *your* Messy Church, as there may be several Messy Church accounts in the same bank.

Messy Church

Logo

Repetition and consistency are essential to brand recognition. The Messy Church logo should be placed in a prominent position.

Unless for b/w printing, the colour logo must always be used.

DO NOT at any point change the colour or arrangement of the logo. For example, no other words are permitted within the logo. **The logo should always appear in its entirety.** Do not remove 'Church' from the logo. Do not tilt the logo.

BRF does not give permission for the logo to be redesigned or modified in any way.



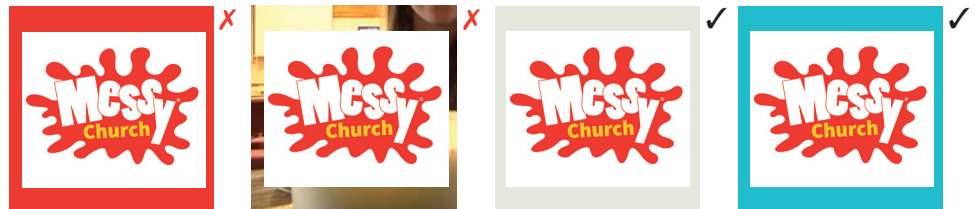
Messy Church

Logo use

Backgrounds

You may use the Messy Church logo on a background of any colour other than a red similar to the logo colour. Avoid running it on dark or busy backgrounds. This is to ensure legibility.

The logo must always stand out from the background it appears on.



Clear area

To make sure the logo always appears clear and prominent, it must be surrounded by an exclusion zone as indicated opposite.

No text or graphics should encroach into this area.



Publishing projects

On book covers, the preferred position for the Messy Church logo is top right. We realise that, for certain designs, this may not always be the most effective place, so, as an alternative, the logo could be positioned bottom right. Top right position should always be used for all electronic material.

Minimum size

The minimum size that the logo should appear in footers is 16 mm wide.





Messy Church

Creation of materials

BRF can supply a range of templates and advice for the development of your materials. Master files are available on request. The text can be contextualised and local photographs used subject to image guidance below, but the materials should not be redesigned as this will undermine the Messy Church brand.

All materials should be sent for approval to our Programmes Administrator at brand@brf.org.uk.

Selection of images

A core Messy Church value is that it is for all ages. Photographs or illustrations that promote the misconception of Messy Church as being primarily for children should therefore be avoided. For example, graphics such as handprints should not be used. A mix of all ages should be featured.

Colour palette

Please see below for colour values. Various shades of all colours can be used.



CMYK: 91m 87y
RGB: 239R 62G 51B
WEB: HEX #EE3C34



CMYK: 78C 34M
RGB: 33R 140G 204B
WEB: HEX #4A90E2



CMYK: 4C 19M 93Y
RGB: 246R 202G 44B
WEB: HEX #f6ca2c



CMYK: 69C 76M
RGB: 105R 87G 165B
WEB: HEX #6957a5



CMYK: 26C 48Y
RGB: 193R 222G 159B
WEB: HEX #c1de9f

Typefaces

Please see below for details of our standard Messy Church typefaces, which are all free to download from Google Fonts: fonts.google.com.

Body copy typeface:

Source Sans Pro Light

Source Sans Pro Regular

Source Sans Pro Semibold

Source Sans Pro Bold

Main headings:

Anton