

BRAND
OVERVIEW



Branding Guidelines

Tennessee-Western Kentucky Conference
of the United Methodist Church






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Logo History



Legacy conference identities before joining together



New identity for conference beginning in 2022



About the Logo

THE TWK LOGO TODAY



The TWK Colors



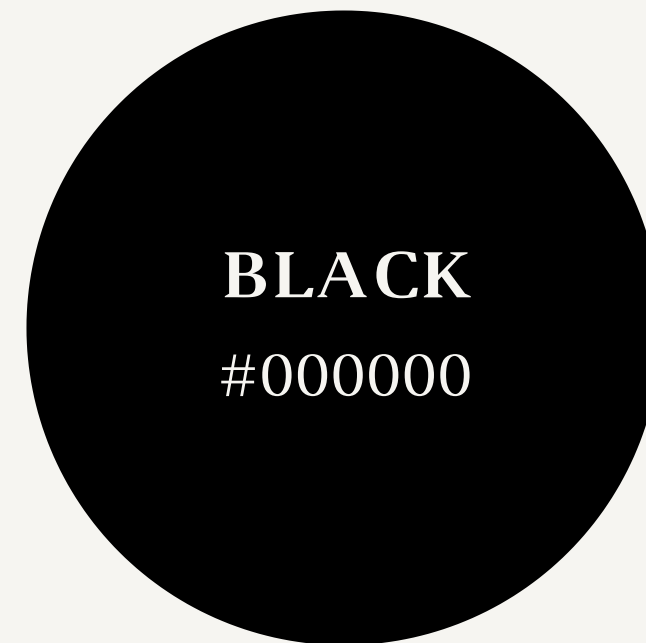
**LIGHT
BLUE**
#4caedc

RGB (76, 174, 220)



**DARK
BLUE**
#1682b8

RGB (22, 130, 184)



BLACK
#000000

RGB (0, 0, 0)



RED
#ec1c2d

RGB (236, 28, 45)

OUR COLOR PALETTE FOR LOGO USAGE

Symbols and Meanings

PARTS OF THE TWK LOGO



River



Rivers are a defining feature within our Episcopal Area with many of our districts named for rivers that runs through them. Our Area stretches from the Mississippi River on the west, up into western Kentucky, across the Tennessee River, and eastward into middle Tennessee. The river symbol reminds of the ebb and flow of our ministries, adapting to our ever changing contexts.

Cross & Flame

We embrace our connectionalism with the UMC and include its mark within our logo. Adopted shortly after the merger of The Methodist Church and the Evangelical United Brethren Church, the symbol relates the United Methodist church to God through Christ (cross) and the Holy Spirit (flame).

[Demonimational Branding Kit Link](#)

Logo Font



Existence Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



OUR OFFICIAL LOGO FONT

EXISTENCE LIGHT

Logo Variations



Acronym



Horizontal

**Greyscale versions of each logo are available in the downloadable resources folder.*

Logo Usage



Do

Be sure to include a hyphen between Tennessee and Western. Download our branding kit from the website. This will ensure proper use of both the horizontal full length and the condensed acronym version of our logo.

Don't

Use an acronym beside the official TWK or TWKUMC.

Do

Download the branding kit for the cross and flame from the link on our website. This will ensure no trademark violations.

Don't

Modify by adding, subtracting, or adjusting the official TWK logo in any way.

About the TWK Conference →

Our Vision: Uniting to embody the love of Christ in Spirit-led actions one community at a time.

Our Mission: To discover, equip, connect and send lay and clergy leaders who shape congregations that offer Christ to a hurting world, one neighborhood at a time.

Our Values:

- The local church as the disciple-making center
- Transparency and integrity in our communication
- Seeking a purposeful and more generous way of love
- Courage to explore possibilities and take risks by being nimble, experimenting, permitting failure, and staying the course
- Empowering all leaders and enabling leaders with gifts and graces for the task
- Seeking input from both people and useful data
- We welcome diversity, rooted in Christ, a deep love of one another, celebrating our differences.

Strategic Focus: Develop transforming lay and clergy leaders to engage the mission field to grow fruitful and faithful congregations.

Leadership Structure



The new conference Structure Design Team worked with the guidelines provided in the Book of Discipline (Section IX, The Annual Conference beginning with paragraph 601) regarding conference structure and also considered the book *Seven Levers: Missional Strategies for Conferences* by Bishop Robert Schnase as a resource. The work to shape the structure of our new conference focused on our mission, vision, and values, adopted by both the Memphis and Tennessee annual conferences.

Six area-wide strategy teams are included in the structure for the Tennessee-Western Kentucky Conference. Members for each team were nominated and approved by the 2020 annual conferences. Leaders and staff represent each of these strategy areas on the Connectional Table leadership team for the conference.

The Connectional Table

- Appointive Cabinet Strategy Team
- Administrative Services Strategy Team
- Communications Strategy Team
- Connect Strategy Team
- Discover/Send Strategy Team
- Equip Strategy Team



Download the Resources

WWW.TWKUMC.ORG