



# **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](mailto:brand@brf.org.uk).

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

# 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](https://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.

Download the Messy Church values icons at [messychurch.org.uk/values-download](https://messychurch.org.uk/values-download)

# Messy Church standard wording

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

The Messy Church® name and logo are registered trade marks of Bible Reading Fellowship, a charity (233280) and company limited by guarantee (301324), registered in England and Wales.

**brf.org.uk**

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

### Church, but not as you know it

BRF's Messy Church ministry is a creative, inclusive way of being church for families which enables people to encounter Jesus in a relaxed space. It's primarily designed for people who don't already belong to another form of church, no matter how 'messy' they feel their lives are – and it's definitely not just for children! Around the world, people of all ages and backgrounds are coming to faith through Messy Church's unique combination of warm hospitality, creative activities that open up Bible themes, a celebratory approach to worship, conversations over a shared meal and a clear focus on Jesus.

## Brief description of BRF (to be used where appropriate):

BRF is the home of Messy Church; it supports, resources and enables its work. BRF is a Christian charity. Our vision is to enable people of all ages to grow in faith and understanding of the Bible and to see more people equipped to exercise their gifts in leadership and ministry. 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 ministry. 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.

Full colour and grayscale logos are available. 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

## Size and positioning

### 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.



### Minimum size

The minimum size that the logo should appear in footers is 25 mm wide.



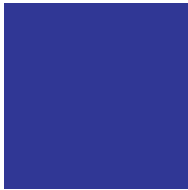
# Messy Church colour palette

Please see below for colour values.

Various tints of the colours **EXCEPT the red** can be used.



CMYK: 91M 87Y  
RGB: 239R 62G 51B  
WEB: HEX #EE3C34



CMYK: 96C 95M  
RGB: 56R 46G 135B  
WEB: HEX #382e87



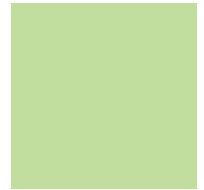
CMYK: 4C 19M 93Y  
RGB: 241R 194G  
WEB: HEX #f1c200



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



CMYK: 70C 21Y  
RGB: 24R 190G 205B  
WEB: HEX #18becd



CMYK: 26C 48Y  
Not for use digitally.

## 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 Ministry Support Coordinator at [brand@brf.org.uk](mailto: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.

# Messy Church typefaces

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

## Body copy typefaces

Source Sans Pro Regular

Source Sans Pro Semibold

**Source Sans Pro Bold**

**Source Sans Pro Black**

## Main headings

**Anton**





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**[brf.org.uk](http://brf.org.uk)**

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a charity (233280) and company limited by guarantee (301324), registered in England and Wales