



The Methodist Church of Southern Africa

Tel: +27 11 615 1616
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Methodist Connexional Office
33 Ernest Oppenheimer Ave
Bruma Office Park, Bruma
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Garden View 2047

MCSA BRAND POLICY

Preamble

The Methodist Church of Southern Africa (MCSA) brand is our unique promise to all our stakeholders. It defines the relationship we have with them and signals a consistent image and promise, shaped by our heritage and our vision to be *'a Christ healed Africa for the healing of nations'* that *Proclaims the Gospel of Jesus Christ for healing and transformation.* Our brand captures our values as an organisation that respects diversity; embraces the poor; encourages innovation and the preservation of our heritage. Our brand represents our identity; our work, our distinctiveness and our competitive advantage.

Remaining a strong member of the Body of Christ, with what we believe is an approach vital to a healthy Doctrine and ministry; unique whilst displaying considerable growth requires consistent and coherent custodianship of our most important asset, our brand.

Our brand consists of all the identifying symbols, words or marks that distinguish the Methodist Church of Southern Africa Brand and all its related services and offerings across the world.

The image of the church and how it is portrayed **by** and **to** all our stakeholders is paramount as it is a representation of who we are and what we stand for and has a direct impact on our witness as a church and on perceptions that develop about the MCSA brand.

PURPOSE

The purpose of the Branding Policy therefore is to ensure that

Members and staff of the Methodist Church of Southern Africa who use the MCSA brand and its various expressions throughout the church including but not limited to the organisations; the units, the departments and ministers do so consistently and coherently, in order to maintain the integrity of, and build the MCSA brand. It will also serve to protect the intellectual property of the MCSA

SCOPE

This policy applies to all members of the MCSA and any third parties who have been granted permission to use the MCSA logo and related insignia..

OBJECTIVES

A Christ-healed Africa for the Healing of Nations

Presiding Bishop: Rev Ziphozihle D. Siwa
e-mail: presbish@mco.org.za

Lay General Treasurer: Mrs Thini Ngonyama
e-mail: lgtreasurer@mco.org.za

General Secretary: Rev Charmaine Morgan
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The objective of this policy is to ensure clear and consistent presentation of the MCSA brand by

- Standardising the presentation of communications and key messages to all stakeholders' and publics
- Controlling the use of all church insignia/ logos/ to ensure high quality standards are applied at all times these are used
- Controlling the use of the church insignia/ logos/ identity in all marketing, communication, publications and any for-sale items.
- Providing for regular monitoring and evaluation/ review of the MCSA brand/identity

BRAND IDENTITY

The brand identity of the MCSA includes all identifying symbols (logos, badges, uniforms,) words, and or marks that distinguish the church's brand and its related products, services and programmes in the market place.

MCSA is distinguished by firstly the Shell logo and the wording that accompany it "The Methodist Church of Southern Africa". All organisations and units are entities that fall under the MCSA and so their emblems etc. are subordinate to the main logo.

These insignia include but are not limited to:

- The shell logo with the wording "The Methodist Church of Southern Africa" and the colours should always be red, black and white.
- The Local Preachers Association, their badge and their uniform
- The Women's Manyano badge and their uniform and related colours
- Young Women's Manyano badge and their uniform and related colours
- The Young Men's Guild badge and their uniform and related colours
- The Women's Association Badge
- The Women's auxiliary Badge etc.
- The Wesley Guild emblem

The trademarks of the organisations above have all been registered and the MCSA is the sole proprietor of these trademarks in terms of the Trademarks ACT 194 of 1993. Consequently, no person or entity may use any trademarks of the MCSA or anything similar to them without the express permission in writing from an authorised officer of the MCSA.

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Violation of a trademark of the MCSA may result in legal action in terms of the laws of the Republic of South Africa or some other corrective measures established by the church.

Application of the Identity

- The identity/ies shall be used on all official MCSA materials. The Shell logo should be prominently placed on the left hand corner of any document with organisational insignia appearing on the right or below. The proportion and integrity of the shell logo and the colours has to be maintained – a high resolution logo will be made available on the website for those who will be granted permission to use it.
- The proportion and integrity of all other insignia including organisational badges also have to be maintained. Our trademarks distinguish us from others such as the Anglicans or the Catholics and should also serve as an indication of consistent quality.
- Managing and protecting the MCSA brand and reputation constitutes a specific responsibility for all stakeholders who call themselves Methodists. It is within this responsibility that any Methodist found slandering the church on any media platform can be put under church discipline.
- The MCO and all District Offices will ensure that all internal stakeholders are educated and fully aware of the MCSA Brand Protection Policy and Guidelines.
- The MCO and District Offices will have the right to enforce compliance

Procedures

More than ever before, brands drive business and organisations, making them (the brand) one of the most valuable assets an organisation can own. With the advent of the digital world, it is more important and more challenging than ever to protect them.

The MCSA shell logo and related trademarks are our invaluable assets; they are protected by trademark and other relevant intellectual property laws.

Procedures to be followed when making products for re-sale:

Within District: A request form with the District Bishops Office will be filled out; once permission is granted, sample of product to be sold shall be availed for quality checks; a commitment to pay the district 10% of all money made from the sale of products carrying organisational or church insignias.

Within Circuit: A request form with the Superintendent will be filled out; once permission is granted, sample of product to be sold shall be availed for quality checks; a commitment to pay the district 10% of all money made from the sale of products carrying organisational or church insignias.

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Connexional Events: A request form with the MCO will be filled out; once permission is granted, sample of product to be sold shall be availed for quality checks; a commitment to pay the Connexional Communications Unit 10% of all money made from the sale of products carrying organisational or church insignias.

We also encourage all products for resale to be obtained through negotiations with The Methodist Publishing House.

The brand identity must always be used to promote the general interests of the MCSA

Monitoring and Application

Compliance with all these new rules will be problematic at first because we have had a free-for-all for so long. The general protection of our logo and insignia will be the responsibility of everyone who calls themselves Methodist and identifies with the brand.

It will be our job to call out anyone producing and selling inferior products in the name of the Methodist Church. Promotional material produced for our conventions or similar gatherings should also adhere to similar standards of quality.

Because our logos have been registered, we are well within our rights to call out any company or organisation infringing on our territory by using any of our insignia and related symbols such as our uniforms.

Because the logos and badges have been registered, whenever they are used an encircled R ® can be used to indicate that it is a protected emblem.

Corporate Identity

Corporate identity in terms of the MCSA refers not just our logos and symbols but our colours as well. These can also be termed our visual identity.

The power of how people perceive us as a church is in *our* hands. The emotional and psychological relationship the church will share with her stakeholders solely depend on how we handle and present our brand.

Brand image/reputation

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Brand image is the character and image of the MCSA. It is the total impression of the church in an individuals' mind and what it means to them

Misuse/Abuse of the MCSA Identity

- The identity may not be used to promote political, ethnic, sectarian or any issues that distinctly go against or flouts the dictates of the Bible and the Book of Order
- The identity may not be used to promote commercial undertakings unless a contract has been signed which will ensure that the MCSA derives some benefits from such use or that the use is for the greater good of the MCSA
- The Office of the General Secretary in conjunction with the Communications Unit is the custodian of the brand and is responsible for training, coordinating and advising in this regard. It will also deal with requests, clarifications and deviations

Only Conference-recognised organisations may use the logo and insignia of the MCSA. These are listed in the Methodist Book of Order

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