

The Laity Minute

Kelly Price

In my marketing classes, we often talk about branding. Branding is a general term that encompasses many aspects including advertising, social media, logos, and much more. We often describe branding as a way to tell the story of the product in question. Brands will spend millions of dollars and sometimes several years researching and developing a brand story.

However, sometimes that branding and the brand story must change. There are several reasons for this, but a few include a restructure of the company, a new vision, or a new product offering. There are many classic examples of this. For instance, take a moment to look up the numerous logo changes over the years by brands such as John Deere, Pepsi, Starbucks, and Apple. I highly suggest taking a look at the original logos for each of these. I think you will get a good chuckle out of them!

So, as you may imagine, when the United Methodist Women announced that they would be making branding changes, I got very excited. Some of the branding components they had been using for years had grown a little tired and increasingly did not convey what the United Methodist Women were truly all about. Well, not only did we get new programs, new ways to join, and a new mission statement, we got a new logo and a new name!

The United Methodist Women will now be known as United Women in Faith.

United Women in Faith is still the official women's organization of United Methodist Church. Several components of the organization will remain. However, we have a refresh of the brand that will truly tell our story much better! As stated on the United Women of Faith website, <https://uwfaith.org/>, "Our new logo represents the past, present, and future of our organization. The symbol refers to our Christian roots. The multicolored pieces of the cross coming together represent the diversity we aim for and the inward and outward reflection we engage in as women of faith. The typography is solid, modern and bold, showcasing our power to support the causes in which we invest."

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This is a welcome and exciting change for a faith-based organization which has been empowering women, children, and youth around the world for over 150 years. I personally invite all women in our congregation to join this faith-based women's organization. I encourage you to invite your friends, as well. United Women in Faith does not require one to be Methodist. It invites anyone who wants to engage in faith-based mission on a local to a global scale. This is a brand story for the ages!

Faith, Action, and Sisterhood.

A handwritten signature in black ink, appearing to read 'Rung'.