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**YOUR BRAND IS  
WHAT OTHER  
PEOPLE SAY  
ABOUT YOU**

**WHEN  
YOU'RE NOT  
IN THE ROOM**

*- Jeff Bezos, CEO & Founder of Amazon*

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# CUL TUR EGU IDE

Here at Metro, we believe that our culture is what identifies us and what sets the tone for everything we do. Bringing excellence is a must and being intentional with people is part of our DNA. We're kingdom-minded and that will be the driving force and heartbeat of everything we do here. We are culture setters and consider that a privilege. Through this guide, we want to shed light on our language, values, and heart. So, grab a cup of coffee. Read it. Embrace it. It's who we are.



**V A  
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E S**

# 01 WE ARE ALL ABOUT JESUS

Our message and focus will always be simple... it's Jesus. Everything we do - outreach, groups, discipleship - it all flows from Jesus. Jesus, for our house, is central. Paul said it best in 1 Corinthians when he said, "I did not come with eloquence or human wisdom as I proclaimed to you the testimony about God... but with a demonstration of the Spirit's power, so that your faith might not rest on human wisdom, but on God's power." Unapologetically, we are Jesus people.

## 01a. KNOW GOD

It's about more than just knowing who God is and how he works. It's about relationship with him. When we truly know him, we are able to show that to others and live our lives to the fullest.

## 01b. FIND FREEDOM

We don't want people to simply attend church, but to fully encounter God and step into the identity that He has called them to. Only then can life change and true freedom happen! Walking through the doors is only the beginning.

## 01c. DISCOVER YOUR PURPOSE

When you understand whose you are, you begin to learn what God intended and created you to be. Everyone has purpose and a place at the table. We will always call out the gold in others and offer ways to help cultivate and steward what God has given them!

## 01d. MAKE A DIFFERENCE

Life change starts from within and then we must extend this gift to others. Our gifts are not for ourselves, but are meant to bring others to Jesus.

## 02 WE ARE FAITH-FILLED

As followers of Jesus, we believe and stand on God's word. We believe in miracles, we move in faith, and we trust God. God has called us to serve and be a faithful presence in our city, our workplaces, and our homes - just as Jesus was in the many places he encountered. We are called to know the people of our city and be a representation of the Kingdom of God. It starts with faith.

- 02a.** Our conversation is always hope filled and full of positivity. Because we trust in God, we have no doubts for our future and are always believing for what He has next for us.
- 02b.** We trust and believe in the leadership God has put over us.
- 02c.** What God has in store for Metro is going to be bigger than ourselves and we trust that God is going to exceed any expectations of the impact we will have in our community.
- 02d.** We believe what we do here is an eternal investment in the lives of the people we impact, whether through a Sunday experience or outreach within our community.

# 03 WE ARE GENEROUS

Our generosity stems from our relationship with God. We believe we are at our best when we have a desire to bless others. We are generous with our words and our interactions with others. We are generous with our finances and put God first in this area, including bringing our first tithe to God. We don't give to get. We are contributors, not consumers. We are owners of nothing, and stewards of everything.

## 03a. WE GIVE OF OUR TIME

Time is one of our greatest gifts, so let's use it and use it wisely! We have time to listen. We have time to pray. We have time to serve. If there's anything we could give the most of, it's definitely time.

## 03b. WE GIVE OF OUR SKILLS/TALENTS

One body - many working parts. In other words, your gifts and talents matter to God and are crucial in building the Kingdom. Learn how to do your craft well. Get advice from those who do it better. Bring what you have and constantly strive to learn. Let's steward what we've been given and allow God to take care of the rest.

## 03c. WE GIVE OF OUR RESOURCES

We are investors in what God is doing, and that requires a little resourcefulness. One of the biggest resources we have in building the church is our tithe. Beyond our own blessing is the greater outcome of more lives being reached by the gospel and more people coming to Jesus. So, whether it's giving to the cause financially or providing next steps for someone, let's utilize the resources we have well!

*"The man who had received five bags of gold brought the other five. 'Master,' he said, 'you entrusted me with five bags of gold. See, I have gained five more.' His master replied, 'Well done, good and faithful servant! You have been faithful with a few things; I will put you in charge of many things.'"*  
Matthew 25:20-21

# 04 WE ARE WELCOMING

We want Metro to be a place where people from all backgrounds can come and experience the love of Jesus. Our focus will always be others first. We want people to be seen, heard, and feel like they belong. This is a place where broken people, and those in different walks of life, can be changed by God. From the moment people walk through our doors, they will be greeted with a smile. Our heartbeat is hospitality - our love should be genuine.

- 04a.** Talk like a human... say normal words and avoid inside jargon or overly spiritual talk... People don't know what you mean. Don't be weird!
- 04b.** Aesthetics are important. We not only want to make people feel welcome with our words and gestures, but also through our environment. In other words, we're going for a clear identity that people can grasp onto and feel a part of the minute they walk through the doors. We will have a critical eye when it comes to creating, which includes getting called out on the bad stuff. Don't worry - this is how we get better. We are ruthless about this, and soon you will be too. Our code should be clean. Our designs flawless. Our presentations elegant. Details are everything. Find one and make it awesome.
- 04c.** We are judgement free. We smile, make eye contact, and assure every person that comes to Metro Church that they are welcome. They are part of the family.
- 04d.** We are prepared to answer questions and direct people to the right place or to their next step when the moment arises.

# 05 WE ARE DIVERSE

We recognize we have people from all walks of life and believe that Jesus has brought us together from different experiences and backgrounds. We are not the same and that is one of our greatest strengths. We are diverse and express diversity of thought. We are not limited to race, stature, age, or economic background. We all have unique gifts and talents that bring value. We are, each of us, individual expressions of God that exist nowhere else in the world. We are diverse, but unified - and there's power in unity.

**05a.** You will never see a group of people that's only representative of one culture or demographic here... on platform, in photos, or in leadership. We are intentional about this.

**05b.** We celebrate the differences in others and make way for opposing voices and opinions to be heard. Let's not unintentionally quiet the voice of a certain demographic, culture, or belief system. Let's have conversations!

**05c.** The style of worship, preaching, and communication will vary from person to person, and that's ok. We believe everyone is unique in the way they were created, and we want to nurture and develop those gifts in a way that blesses God and His church.

**05d.** We are all a part of the whole and cannot exist without each other. When we view ourselves through the eyes of God, we see that our differences coming together is his masterpiece in the grand design... and that's something to fully embrace.

# 06 WE ARE STORYTELLERS

We believe that stories are verbal acts of hospitality - inviting others into the activity of God in our lives. There is power in our testimony, and we believe that one person's story could lead to life change for someone else.

*"They triumphed over him by the blood of the Lamb and by the **word of their testimony.**"*

**Revelation 12:11**

We are a people filled with stories of hope and we are witnesses to what God is doing in the everyday. Sharing our stories serves as a reminder to others that God is present and active. When is the last time you told someone about the activity of God in your life? We'd love to hear about it. Email us at **[livedifferent@metrochurch.com](mailto:livedifferent@metrochurch.com)** or visit our website at **[metrochurch.com](http://metrochurch.com)**.

- 06a.** You can expect to see faces and hear stories of life change in our services, on social media, and in videos. We will always prioritize sharing the activity of God in our church in whatever ways possible. If you hear someone's story that should be told, let us know!
  
- 06b.** We make people known for their normal... We are great at not just telling stories, but listening to stories.
  
- 06c.** We give language to the things of God in everyday conversation.
  
- 06d.** We love our city, we rep our city, and we participate in the life and culture of our communities. We are not just a church apart from our city, but we are integrated into the life of our city to be a predominant voice of influence.

C U L

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## **GOD-FIRST LIFE**

We believe that everything we do flows from our relationship with God. Before you lead your family or serve others, you must make sure you are investing time with God. What's poured into you flows out of you. Making God a priority in your life gives space for you to pour into others.

## **THE BEST IS YET TO COME**

We believe that what God has prepared for this house is far better than what we could ever imagine. We are a faith-filled church and know that God is in the business of seeing lives changed, broken hearts restored, and making eternal impact in our city and community.

## **CRUSH IT**

Whatever we put our hand on will be done with excellence. At Metro Church, we work hard and we play hard. We will always steward what God has given us. If we produced something that does not quite make the cut the first time, we will always strive to make it better. Our goal is to get it right, not just get it done!

## **GET OUT OF ROWS & INTO CIRCLES**

Don't just attend church, get plugged in. Get to know people. Join a group, or a team, and use your gifts to bring others into community. Getting plugged in is where community happens -

where you flourish and grow in your relationship with God.

## **HAVE GRIT**

Where talent counts once, effort counts twice. We strive to be the type of people who not only have the ability, but also grit. Without grit, our talent is just potential.

## **LIVE DIFFERENT**

This is a phrase we use to celebrate the activity of God in people's lives and make people known for their normal. We do this through sharing testimonies from platform, videos, on social media, and in everyday conversation.

## **WE ARE OWNERS OF NOTHING & STEWARDS OF EVERYTHING**

We hold everything with an open hand. Everything given to us is not ours, but entrusted to us by God... how we steward it is our responsibility!

## **HEART FOR THE HOUSE**

We know we are a part of something bigger than ourselves and that when we partner with God, anything is possible. Therefore, we pray, give, and serve the local church! Heart for the House just means that whatever we can do to build God's kingdom, we're in!

## **A MOMENT IS NOT YOUR IDENTITY**

Don't view people through their mistakes, but what God has purposed them to do. We don't believe that a moment in time or a past mistake defines us, but what Jesus did on the cross is where our identity is found.

## **LEAD FROM THE FRONT**

We set the example. When people see us, they see the ways in which we lead, engage in worship, love, and communicate with others. We do everything with excellence. Whether it's picking up trash in the lobby or helping people find a seat, we are not above any task. We own what's in front of us.

## **WE GET BETTER EVERY DAY**

Our desire is to be good over the long haul, not just great for a moment. Spiritual work is not fast work - it's slow and steady. We're not about hype, we're about longevity and consistency.

## **LEAN IN**

We're not afraid to have hard conversations, address conflicts, or tackle difficult situations. We step into them head on. As leaders, followers, and listeners, we stay agile, on our toes, and are ready to step into any situation that comes.

## **MAKE PEACE**

We are not peace keepers, but peace makers... in other words, we fight for justice and make way for peace to happen in our world. Peace is not a passive stance, but an active approach. We will not sit back, but will step into moments that allow us to share the peace and love of Christ in a proactive way.

*"Blessed are the peacemakers, for **they** will be called children of God." - Matthew 5:9*

## **KINGDOM BUILDERS**

We believe the best way to build the Kingdom of God is through the local church. By serving His house, we are becoming a part of the great commission and making way for more people to come to know Christ. We don't just "volunteer", but we make ourselves available to be used by God to further His Kingdom on earth.

# CULTURAL LANGUAGE

## **DON'T SAY...**

My Church

My Team

Volunteer Team

Small Groups

Location

Band/Singers

This isn't working

I have to

It's not my job

Arrival Time

Pre-Service Meeting

Team Meeting

What do I get?

Stage

Main Campus

Work

## **DO SAY...**

Our Church

Our Team

Dream Team

Metro Groups

Campus

Worship Team

How can we do this better?

I get to

How can I help?

Call Time

Team Rally

Team Huddle

What can I give?

Platform

Broadcast Campus

Serve

# F A Q S

## **Are we a non-denominational church?**

Yes, we are associated with ARC (Association of Related Churches). ARC is an organization that provides support, guidance, and resources to help launch life-giving churches. For more information visit [www.arcchurches.com](http://www.arcchurches.com). To find out more about what we believe, visit our website: <http://metrochurch.com/what-we-believe/>

## **Do we have goals to start more campuses?**

Our focus will always be to build the local church and create thriving environments at our current campuses. We will always follow where God leads us, and if that includes more campuses in the future, then we are game!

## **What should I wear when I serve?**

We always want to put our best foot forward! At Metro, we are intentional about embracing a casual culture to make all feel welcome. So, let's set the tone and reflect that. Common sense and a smile also go a long way. Check with your team leader if the area you serve requires a specific wardrobe.

## **I noticed we need a sign for our bathroom, can I make one?**

Did the toilet clog... again? Notify a team lead and they will contact our Creative Team to make a sign. But no, you may not make your own signs (See "We are Welcoming" section).

## **Who chooses the songs we sing?**

Our worship leadership and pastors choose songs for our house. We are constantly seeking songs that resonate with the vision and culture of Metro, but also songs that we feel are a word for our house in that specific season.

## **If someone is new, where should I direct them?**

Our info bar is the one stop shop for first time guests. This is the place to ask questions and learn more about our church. Plus, they get a free welcome gift from us!

## **Why is Growth Track important?**

Growth Track is the easiest way to learn about the history and culture of Metro Church and it is the front door for any new attendee. It also provides us with the opportunity to get to know you, your unique gifts and personality, hear vision from our pastors, become a member of the church, connect into community, and start making a difference alongside the Metro Church Dream Team.

## **When can I join a Metro Group?**

Metro Groups are split up into three semesters - Spring, Summer, and Fall. Each Semester lasts for eight weeks. Stay tuned to Currently each quarter to see when the next semester launch is. You can also visit [MetroChurch.com/Groups](http://MetroChurch.com/Groups) to see what is available each semester.

## **I notice people are overly excited at church. Does that mean I should be?**

As a team, we always "lead from the front". We want to show people genuine excitement for how God is moving in our lives and in the life of our church. We love to see people engaged in service, but never want you to feel like you have to force "excitement"; however, DO be present and set the example!

## **I noticed someone looks suspicious or is behaving inappropriately.**

### **What should I do?**

Safety is our number one priority. If at any point you feel uncomfortable or notice something abnormal, please find a staff member and they will notify security. We also have police on the premises, who can help, but please notify a staff member.

## **Someone on my team needs pastoral guidance, how should I direct them?**

It is always best to let a team leader know so they can directly notify a campus pastor/director. They will reach out to help whoever is in need. If it is an immediate need, please find any staff member to help assist the person. They can be used as an immediate point of contact if your team lead is not available.

## **How often should I come to church?**

In everything we do, we put God first. We'd love to see you in church every Sunday - whether serving or not! Staying connected to the source comes first and making sure you are being fed spiritually is most important.

## **I have a good idea... can we use it?**

We encourage everyone to dream and we appreciate fresh eyes at Metro. Bring your ideas to your team leader! We are always thinking of ways to create a great experience at church. Your idea or suggestion could help bring a fresh perspective.

## **What is the Celebration Family?**

Metro Church is a part of the Celebration Family of churches. Celebration Church was started in Jacksonville, FL in 1998 by our global Senior Pastors, Stovall and Kerri Weems, and has grown into one of the most successful, thriving churches in the US with campuses both national and international. This partnership provides resources and best practices that allow Metro Church to have greater influence and reach more people in and beyond the DC area.

## **What is Awakening?**

Awakening is a season of prayer and fasting that happens at the beginning of every year. Ten years ago, Celebration Church, led by Pastor Stovall Weems, used the term "Awakening" to define this specific season of prayer and fasting as a time to spiritually tune into all that God was saying and doing. We take this time as a church family to seek how God is moving and to pray over our community, church, and our personal lives, expectant for what God wants to reveal to us.

## **What is Team Conference?**

Team Conference is an annual event we hold for all of those on our Dream Team. This day is dedicated to pouring into our Dream Team members, thanking them, and celebrating everything they do for Metro Church. The day is filled with worship and incredible speakers bringing encouragement to all of our teams. You'll want to be here for this!

## **What is Serve Day?**

Serve Day is our annual outreach as a collective that happens every summer. Metro Church partners with over 300+ churches across the globe as thousands go out into our communities and show the love of Christ in a tangible way. We really look forward to this every year, so stay tuned for upcoming Serve Day opportunities and dates!

# LOGO & COLORS



A

B

C

VERTICAL LOGO  
LOCK-UP

HORIZONTAL  
LOGO LOCK-UP

LOGOMARK  
(only)

## MC LIGHT BLUE

**CMYK**  
C063/M000/Y000/  
K008

**RGB**  
R025/G174/  
B202

**WEB**  
#19aeca

**PANTONE**  
2200XGC

## MC DARK BLUE

**CMYK**  
C076/M000/Y000/  
K073

**RGB**  
R011/G072/  
B089

**WEB**  
#0B4859

**PANTONE**  
2182XGC

## MC DARK GREY

**CMYK**  
C016/M000/Y000/  
K077

**RGB**  
R079/G083/  
B087

**WEB**  
#4F5357

**PANTONE**  
7540XGC

## MC LIGHT GREY

**CMYK**  
C019/M011/Y011/K028

**RGB**  
R0164/G166/  
B168

**WEB**  
#A4A6A8

**PANTONE**  
Cool Gray 6 U





