

BRAND GUIDELINES



Texas Annual Conference
United Methodist Church

WHY DO WE NEED BRANDING?

Visual guidelines for a brand take the essence of who we are and translate that into a defined look and feel. A brand is recognizable and important for all communications and products, both digital and printed. When our brand image is strong and consistent, we become trustworthy and accessible to the people we are trying to reach.





OUR MISSION

Equip congregations to make disciples of Jesus Christ for the transformation of the world to the glory of God.

PRIMARY LOGO

WHAT IS IT?

The Primary Logo for the Texas Annual Conference contains the three ascending blocks, the United Methodist cross and flames, and our full name. It comes in three colors.

full color

all black

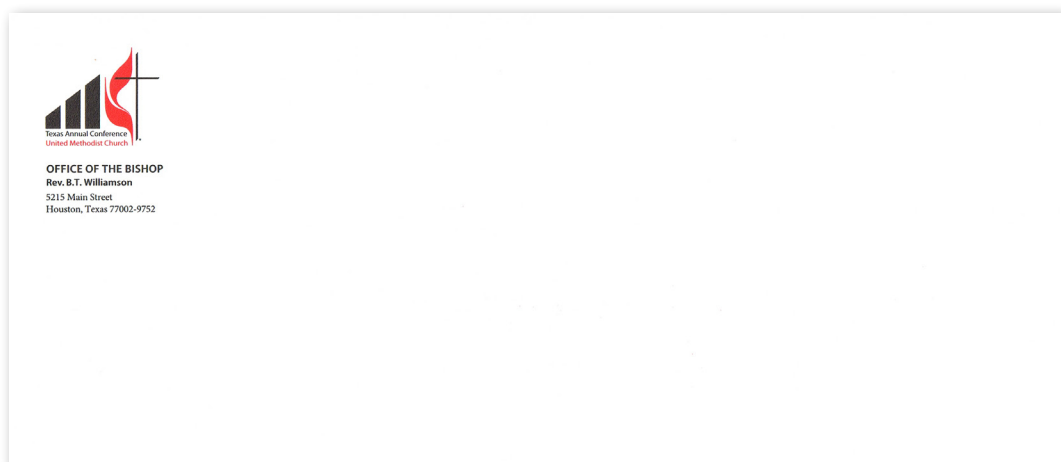
white and red

all white



WHEN SHOULD I USE IT?

This logo should be used whenever possible on all official documents, letterhead, envelopes, flyers, videos, and more.



Download logos at txcumc.org/graphicsandlogos

HORIZONTAL LOGO

WHAT IS IT?

Sometimes the primary logo may be difficult to read on print flyers and other documents. Use the horizontal logo in this case.

full color



white and red



all black



all white



WHEN SHOULD I USE IT?

This logo should be used on prints where the text of the Primary Logo would not be legible.



Download logos at txcumc.org/graphicsandlogos

METODISTAS LOGO

WHAT IS IT?

When creating documents in Spanish, use the Spanish version of the Texas Annual Conference logo.



Download logos at txcumc.org/graphicsandlogos

ICON LOGO

WHAT IS IT?

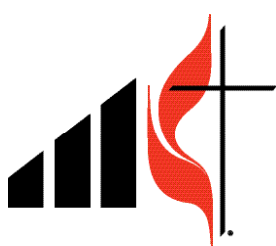
Also known as the “mark, the Secondary Logo for the Texas Annual Conference only contains the three ascending blocks and the United Methodist Cross and Flames. This logo comes in four colors.

full color

all black

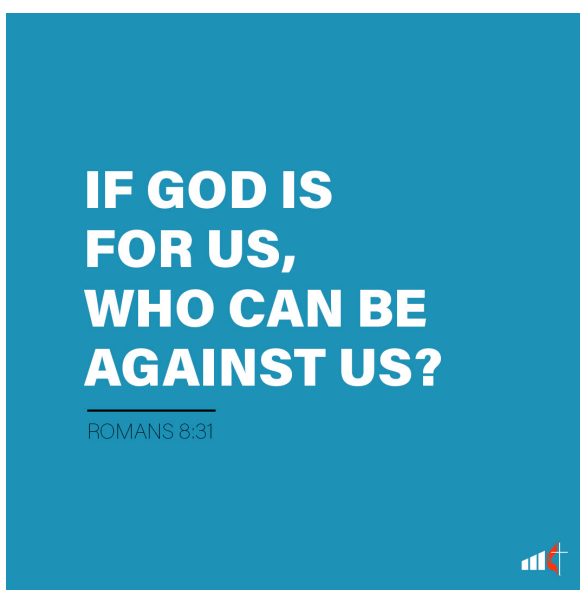
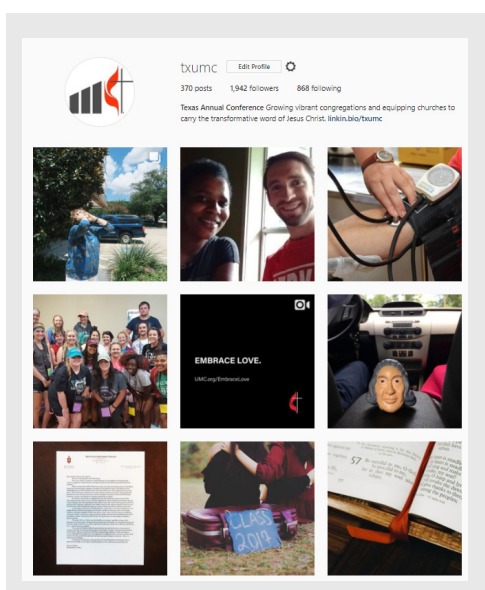
red and white

all white



WHEN SHOULD I USE IT?

This logo should be used on small prints where the text of the Primary Logo would not be legible. This is the main logo that should be used for social media because the Primary Logo is not mobile friendly.



Download logos at txcumc.org/graphicsandlogos

LOGO GUIDELINES

WHAT SHOULD I LOOK OUT FOR?

In order to maintain the integrity of our logo, no modifications are allowed. The logo looks best with room around it on a contrasting background. Giving approximately “half the width of the cross” around the edges of the logo leaves a sufficient buffer space.

DO leave space around the logo.



DO place text on the side of the logo when possible.



**2018 REGISTRATION
OPEN NOW!**

DON'T place objects over the logo.



DON'T rotate the logo.



DON'T alter the proportions.



DON'T change the colors.



DON'T place on top of a busy background.



DON'T place a red logo over a red background.



Download logos at txcumc.org/graphicsandlogos

TYPOGRAPHY

WHAT FONTS SHOULD I USE?

Sticking with a handful of fonts allows our *message* to really stand out.

For graphic design we recommend users utilize **Acumin Pro** and its many styles.

Microsoft Office users should use **Myriad Pro** and **Minion Pro** whenever possible. When those are not available, Arial or Calibri Light are good alternatives.

SANS SERIF APPLICATION: FOR DIGITAL USE

Headline	LOREM IPSUM AMET SET DOLOR
Acumin pro Bold or Myriad Pro Bold	
Intro Text	RUNT REPED MAXIMPERESTI DITAECU LLACCUSA DOLUPTIANDI
Acumin Pro Light or Myriad Pro Light	
Body Copy	Simi, comniationet hiliquos molupta dest, utatem quantissit et optate prate quis et mod ut voluptur aut qui arum cum sit, inum ellat dit omnimi, sini optur, quist volorerio consequaes dempore nimus moles eum dustia culparu ptassi dolor re occum erepratur sinihitem fugiamus, ullaudae volo bea simus modigendit, comnisciis accatiorem. Nequibusciam dellaccae cus pa quid
Myriad Pro Regular	

SERIF APPLICATION: FOR PRINT

Headline	LOREM IPSUM AMET SET DOLOR
Acumin pro Bold or Myriad Pro Bold	
Intro Text	RUNT REPED MAXIMPERESTI DITAECU LLACCUSA DOLUPTIANDI
Acumin Pro Light or Myriad Pro Light	
Body Copy	Simi, comniationet hiliquos molupta dest, utatem quantissit et optate prate quis et mod ut voluptur aut qui arum cum sit, inum ellat dit omnimi, sini optur, quist volorerio consequaes dempore nimus moles eum dustia culparu ptassi dolor re occum erepratur sinihitem fugiamus, ullaudae volo bea simus modigendit, comnisciis accatiorem. Nequibusciam dellaccae cus pa quid
Minion Pro	



COLORS

THE PRIMARY COLORS

The initial Texas Annual Conference color palette includes TAC Red, which matches the cross and flames on our logo. To compliment it, we have included other colors that are minimal and professional.



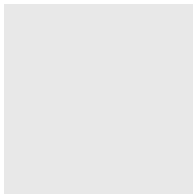
TAC RED
#EE3923
RGB: 228, 57, 35



APPLE
#6D190F
RGB: 109, 25, 15



TOMB
#000000
RGB: 0, 0, 0



LINEN
#E8E8E8
RGB: 232, 232, 232



STONE
#6D6E71
RGB: 109, 110, 113



SANDALS
#C7B299
RGB: 199, 178, 153

THE ACCENT COLORS

Graphics accross social media and the Conference website should adhere as closely to the accent colors as possible. We chose these as complimentary colors to TAC Red.



BAPTIST
#1D91B6
RGB: 29, 145, 182



FISHERMEN
#136885
RGB: 19, 104, 133



ROSE MARY
#BF9292
RGB: 191, 146, 146



OLIVE BRANCH
#B1A136
RGB: 177, 161, 54



DREAMCOAT
#5F5300
RGB: 95, 83, 0



LIKE A ROSE
#932757
RGB: 147, 39, 87

To use any of these colors in Microsoft Office, open the color chooser, click "More Colors", select the "Custom" tab, and type the RGB values into the dialogue boxes.

EMAIL SIGNATURES

HOW SHOULD I SET UP MY EMAIL SIGNATURE?

An email signature is an important part of office communications. You should have an email signature set up on every initial email that you send, although it is up to your own personal preference whether you would also like to include a signature on replies.

The most important part of your email signature is your name, job title, and company name and contact information. Adding a quotation to your signature is appropriate.

Fonts

You can use the default fonts in Outlook (Calibri) or switch to other professional fonts such as Arial.

Firstand Lastname
Job Title
Texas Annual Conference of the
United Methodist Church
5215 Main Street
Houston, Texas 77002

Cell Number

Adding your cell phone number to your

713-521-9383
713-000-0000 (cell)

Logo

If you choose to, you can add the Texas Annual Conference logo to your email signature. Download the PNG file at txcumc.org/graphicsandlogos



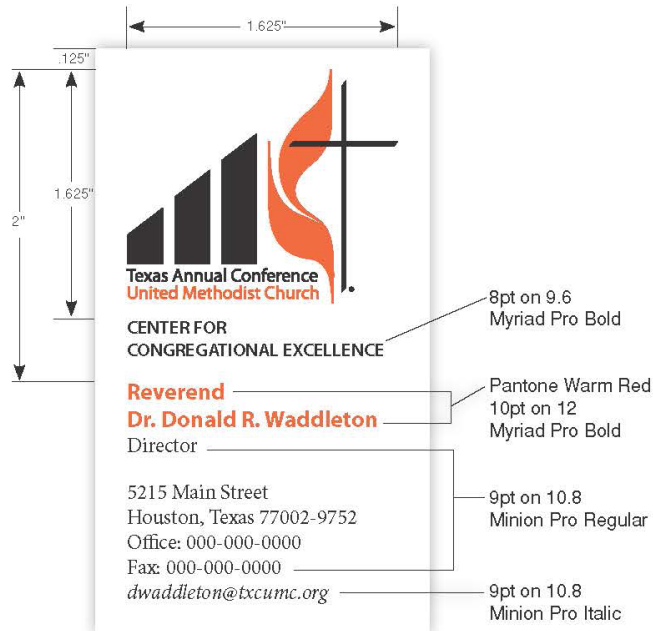
Download a logo for your email signature at txcumc.org/graphicsandlogos

BUSINESS CARDS

LANDSCAPE



PORTRAIT



The communications department will order business cards for employees.

LETTERHEAD EXAMPLE

Texas Annual Conference
United Methodist Church

CENTER FOR
MISSIONAL
EXCELLENCE

Rev. Diane McGehee
Director
dmcgehee@txcumc.org

12 pt on 14.4 pt
Myriad Pro Semibold

Pantone Warm Red
9 pt on 18 pt
Myriad Pro Bold

9 pt on 10.8 pt
Minion Pro Italic

9 pt on 10.8 pt
Minion Pro Italic

11 pt Minion Pro Regular † 11 pt Zapf Dingbat (=) Pantone Warm Red
Centered to page

5215 Main Street † Houston, Texas 77002-9752 † Office: 713-521-9383 † Fax: 713-521-3724

.625"

.5"

.625"