



Branding at a Glance

BRANDING is the emotional connection, experience and reaction to our public image as an organization. It is how we look and talk to the world.

A **LOGO** is the distinctive design element that identifies our organization and helps communicate the brand.

The **ICON** symbol is basically the logo in its simplest trademark form.

The **UMC BRAND IDENTITY** is a marketing communication strategy comprised of various visual components including logos, colors, fonts and images. We develop our reputation through the consistent use of these tools.

When United Methodist churches identify themselves with our denomination, it strengthens trust and our brand connection overall.



The cross and flame is the official logo of The United Methodist Church.

FONT FAMILIES

Oswald is the official typeface family of United Methodist branded logos.

OSWALD LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

OSWALD BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

[DOWNLOAD THE OSWALD TYPEFACE](#)

COLOR PALETTE

Red and black are the main colors in our visual identity.

Below each, you will see its Pantone number and the numbers associated with the RGB (red, green, blue), CMYK (cyan, magenta, yellow, black) and hex color systems (for web use).

UMC Red

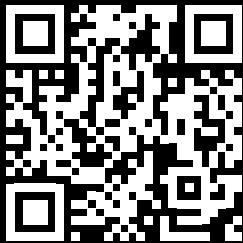
Pantone: 185
CMYK: 0 93 79 0
RGB: 228 0 43
Hex: #E4002B

100% Black

CMYK: 0 0 0 100
RGB: 35 31 32
Hex: #231F20

THE CROSS AND FLAME ICON

- ▶ Keep open space around the Cross and Flame. Nothing should crowd the logo or the space around it.
- ▶ The registration symbol must be visible.
- ▶ Don't alter the shape or proportion of the Cross and Flame.
- ▶ Don't change or swap the colors.



BRANDING TOOLKIT

United Methodist Communications' toolkit makes it easy for local churches, annual conferences, general agencies, and other denominational entities to adopt more unified branding across the connection.

With downloadable logos, guidelines for fonts and colors, and more, this toolkit provides all assets and guidelines needed for maintaining visual consistency.

We can develop standard branding logos for your church. Please contact us about our logo development service at brand@umcom.org.

This service is paid for through your World Service dollars.

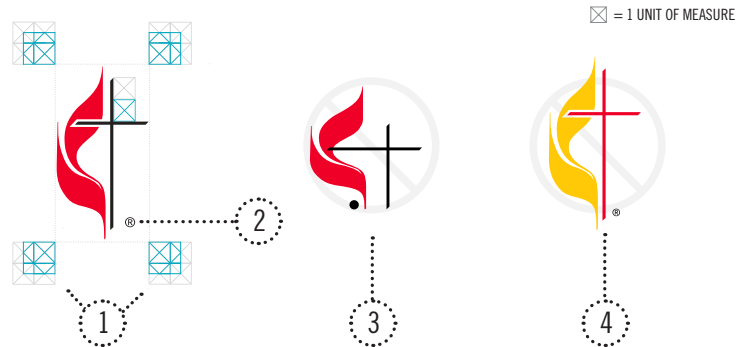
Download **BRANDING TOOLKIT RESOURCES** at ResourceUMC.org/brand



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CHURCH LOGO TEMPLATE

1. CROSS AND FLAME
2. CHURCH NAME
3. SUPPORTING INFO
Optional space is provided for a tagline or church location. If unneeded, the denomination name moves up into this space.



MINISTRY LOGO TEMPLATE

1. CROSS AND FLAME
2. MINISTRY NAME
The first word in the name is a heavier weight than the second to help identify the ministry quickly.
3. CHURCH/AGENCY NAME
4. DENOMINATION

