



COLOR



BLACK-WHITE



WHITE-ON-COLOR



BLACK

**Colors:**

The red in color version should always be a bright primary red. As designed, it matches the red in the Methodist cross & flame. (Pantone 185 C / CMYK: 0,93,79,9 / RGB 228,0,43 / Hex #e4002b)

The black is 100% black. The gray is a light gray (421 C / 31,24,25,0 / 177,180,179 / b1b4b3)

**Font:** Trade Gothic

If you need help resizing or otherwise using the logo, please contact Bonnie Johnson (Bonnie@SwansboroUMC.org or 252.764.3178).

Updated: 5 March 2018

**Usage Guidelines:**

When using the Swansboro UMC logo, please remember these things:

- 1) Leave some free space around the logo.
- 2) Don't alter the components. (Keep the proportions the same.)
- 3) Don't change the colors.

The Swansboro UMC logo is available in 2 basic versions: horizontal and stacked, as shown above.

Each version is available in 3 file types: jpg, png, and eps. All types are available in color and black-white (grayscale). The all white image is available in png and eps files. There is also a black only in jpg and png format.

*If printing on a colored background, use the png or eps file since there is no background color with those images. Note in the sample on the left with red background, the red represents a colored background. The background may be any color.*