



**COLOR**



**BLACK-WHITE**



**WHITE-ON-COLOR**

**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)

**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.

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, that background may be any color.