



Horizontal



Stacked



Mini-stacked

Versions:

The Swansboro UMC logo is available in 3 basic versions, as shown above. The *Horizontal* and *Stacked* versions are the primary versions. The *Mini-stacked* version should be used when the font would be too small to read - generally when the smallest letters would be less than 1/8" high printed or about 100 pixels in digital work.

File types:

Each version is available in 3 file types: jpg, png, and eps. If printing or displaying on a colored background, use the png or eps file since the background on those files is transparent.

Colors Used:

The red of the flame in the 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 (CMYK 0,0,0,100 / RGB 35,31,32) The gray is a light gray (421 C / 31,24,25,0 / 177,180,179 / b1b4b3)

Fonts:

Trade Gothic (for lower case "swansboro") and Gotham

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. Please contact the Communications Team for assistance in resizing without distorting if you're not sure.)
- 3) Don't change the colors.

Contact the Communications Team for approval of variations from one of the standard versions.

Color options: Each of the three versions is available in color, black-white (grayscale), white, and black. (See samples below. The red background represents any colored background.)



COLOR

BLACK-WHITE

WHITE-ON-COLOR

BLACK

If you need help or have any questions about using the logo, please contact the Communications Team (Communications@SwansboroUMC.org).

Updated: 7 April 2018