

# Branding at a Glance

The CROSS AND FLAME  
is the official logo of  
The United Methodist Church.



**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.

## ONLINE 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](mailto:brand@umcom.org).

This service is paid for through your World Service dollars.

## FONT FAMILIES

Trade Gothic Condensed is the official typeface family of United Methodist branded logos.

Our secondary font family, Adobe Garamond, is a highly legible, classic, serif font.

These fonts can be purchased [fonts.com](https://www.fonts.com).

### TRADE GOTHIC CONDENSED 18

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
0123456789

### TRADE GOTHIC BOLD CONDENSED 20

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
0123456789

### ADOBE GARAMOND

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
0123456789

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
0123456789

*A no-cost alternative font to Trade Gothic is Oswald and can be downloaded at [fonts.google.com](https://www.fonts.google.com).*

## 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 70 0  
RGB: 228 0 43  
Hex: #E4002B

### 100% Black

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

### UMC Red 2

Pantone: 1805  
CMYK: 21 97 90 12  
RGB: 178 41 46  
Hex: #AF272F

### UMC Gray 1

Pantone: 421  
CMYK: 13 8 11 26  
RGB: 178 180 178  
Hex: #B2B4B2

### UMC Red 3

Pantone: 1815  
CMYK: 16 97 86 54  
RGB: 124 37 41  
Hex: #7C2529

### UMC Gray 2

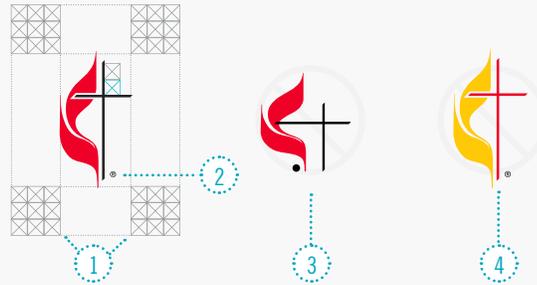
Pantone: 425  
CMYK: 48 29 26 76  
RGB: 84 88 90  
Hex: #54585A

Download **BRANDING TOOLKIT RESOURCES** at [ResourceUMC.org/brand](https://ResourceUMC.org/brand)

# Branding at a Glance

## THE CROSS AND FLAME ICON

- 1 Please keep open space around the Cross and Flame. Nothing should crowd the logo or the space around it.
- 2 The registration symbol must also be visible.
- 3 Don't alter the shape or proportion of the Cross and Flame.
- 4 Don't change or swap the colors.



☒ = 1 UNIT OF MEASURE

## BRAND PROMISE LOGO

- 1 **BRAND PROMISE**  
The "Brand Promise" of The United Methodist Church is "Open Hearts. Open Minds. Open Doors."  
The Brand Promise always sits to the right of the Cross and Flame and over "The people of The United Methodist Church" in a smaller font.
- 2 **HORIZONTAL AND VERTICAL OPTIONS**  
Please never display horizontal at less than ¼ inch or the vertical version less than 1".
- 3 **MINISTRY/CHURCH NAME**  
You may add your ministry/church name in black type below the denomination line.



## 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.
- 4 **DENOMINATION NAME**



## 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**

