



Texas Annual Conference

*Logo & Brand
Guidelines*

2022

Logo Specifics

What is it?

The primary logo for the Texas Annual Conference contains the three ascending blocks, the United Methodist cross and flames, and our full name. It can be used in three colors. The logo is available for download at txcumc.org/communications.

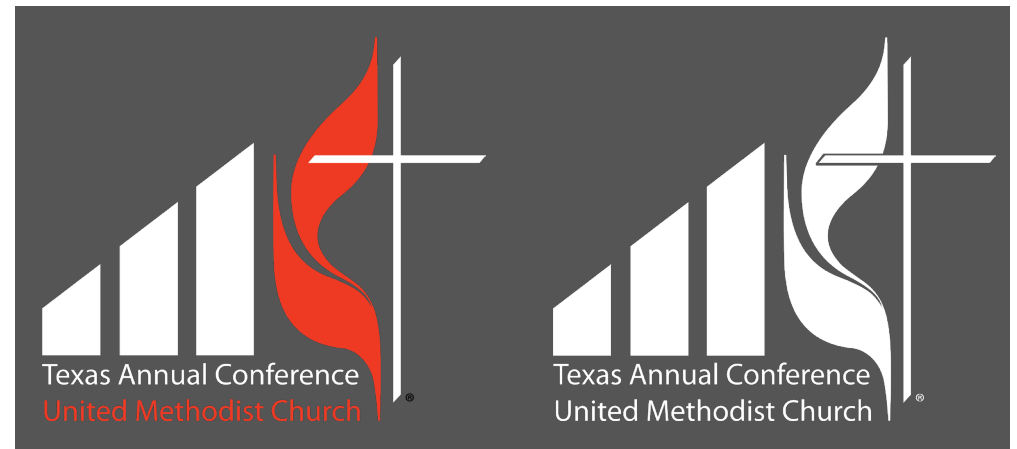
Full Color



All Black



White and Red



All White



Acceptable Logo Variations

When can I use logo variations?

Approved logo variations can be used in circumstances when the text of the primary logo might not be legible. Additionally, the icon can be used for social media purposes, and the Spanish version can be utilized when the document is in Spanish. All approved logo variations are available at txcumc.org/communications.

Horizontal



Icon

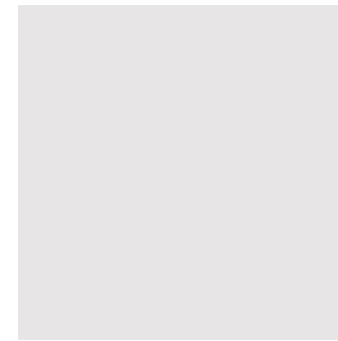


Spanish



Brand colors

Primary Colors



CMYK 0; 85; 85; 35

48; 18; 0; 37

56; 34; 0; 62

0, 1, 1, 9

0, 0, 0, 67

RGB 167; 25; 25

84; 131; 160

43; 65; 98

231, 229, 229

85, 85, 85

HEX #A71919

#5483A0

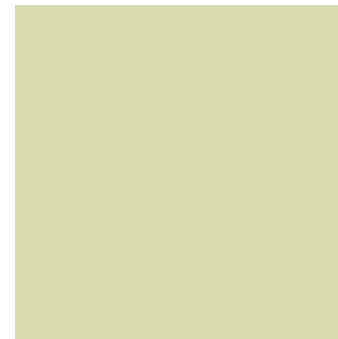
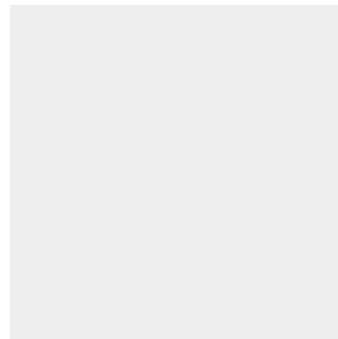
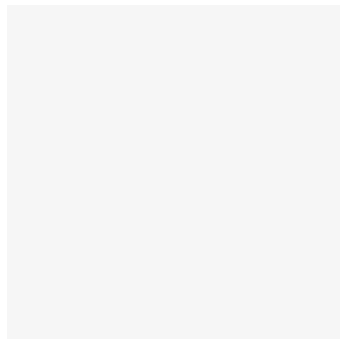
#2B4162

#E7E4E5

#555555

Brand colors

Secondary Colors



CMYK 0; 0; 0; 4

0; 0; 0; 7

0; 1; 1; 58

2, 0, 22, 14

79, 35, 0, 30

RGB 246; 246; 246

238; 238; 238

107; 106; 106

216, 220, 172

37, 117, 179

HEX #F6F6F6

#EEEEEE

#6B6A6A

#D8DCAC

#2575B3

Typography

**ACUMIN
VARIABLE
CONCEPT**

A B C

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & * ()**

Typography

**MYRIAD
PRO**

A B C

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & * ()



For questions, contact:

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