

#BeUMC

STYLE GUIDE

CAMPAIGN LOGO

STRUCTURE AND ALIGNMENT

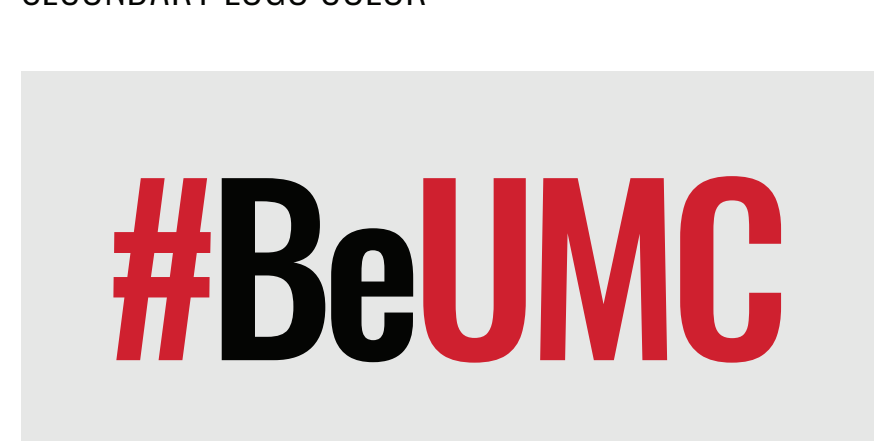


- Font used: Oswald Medium
- Tracking (Spacing between all the letters) set to -50
- The "e" in be always remains lowercase
- All other letters remain uppercase ("B", "U", "M", "C")


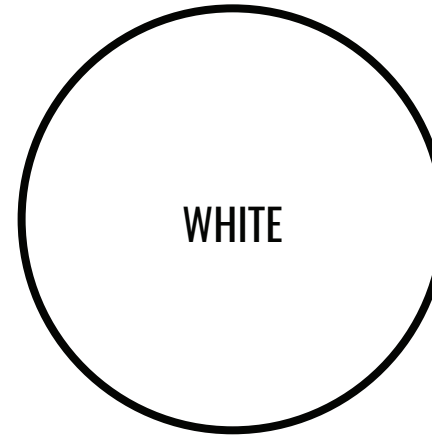

PRIMARY CAMPAIGN LOGO COLOR



SECONDARY LOGO COLOR



COLORS

 <p>PROCESS BLACK</p>	 <p>WHITE</p>	 <p>PANTONE 185</p>
<p>CMYK 0/0/0/100</p> <p>RGB 44/42/41</p> <p>HEX 2C2A29</p>	<p>CMYK 0/0/0/0</p> <p>RGB 44/42/41</p> <p>HEX FFFFFF</p>	<p>CMYK 0/93/79/0</p> <p>RGB 228/0/43</p> <p>HEX E4002B</p>



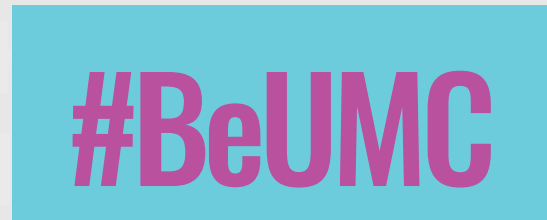

TYPEFACE

OSWALD MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#\$%^&*()



LOGO USAGE

 <p>DO NOT STRETCH OR SQUISH</p>	 <p>DO NOT ADD ELEMENTS</p>	 <p>DO NOT CHANGE COLORS</p>	 <p>DO NOT ADD A BORDER</p>
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CAMPAIGN GRAPHIC ELEMENTS



LARGE SIZED ADVERTISING



- 1 PEOPLE OF GOD STATEMENT**
 - This section is made up of a descriptor word and "PEOPLE OF GOD"
 - All words should be in pantone #185 red
 - The descriptor word should also be smaller than "PEOPLE OF GOD"
 - All words stack together with the descriptor word on top of "PEOPLE OF GOD"
 - When the descriptor word or phrase is longer than "PEOPLE OF GOD", it should stack in 2 lines above the "PEOPLE", the descriptor word or phrase should never stack in more than 2 lines.
 - The "PEOPLE OF GOD" statement should be placed in a corner of the image or other area that does not block the main elements within the photo
- 2 CAMPAIGN LOGO**
 - Campaigns should include the #BeUMC logo
 - Logo should be white and pantone 185 red
- 3 WEB ADDRESS**
 - Campaigns should include the web address
 - Web address should always feature the cross and flame logo
- 4 PHOTO**
 - Photo should represent the descriptor word in the "PEOPLE OF GOD" statement
 - Photo should cover the full width and height of the ad
 - Photo should be edited to be black and white
 - Add a sheer black feathered gradient to boost contrast under copy elements if the words are hard to read

SMALL SIZED ADVERTISING



- 1 PHOTO**
 - Smaller advertising should still try and include a photo
 - Does not have to cover full ad width and height
 - Needs to represent descriptor word used in the "PEOPLE OF GOD" statement
- 2 PEOPLE OF GOD STATEMENT**
 - Statement should be horizontally stacked
 - Descriptor word(s) should still be smaller than the "PEOPLE OF GOD"
- 3 CAMPAIGN LOGO & WEB ADDRESS**
 - Smaller Ads should all incorporate both the #BEUMC Logo and the web address