The United Methodist Church General Conference 2020

LOGO GUIDE

LOGO

This logo should be used to maintain a consistent visual identity system throughout all marketing for the 2020 General Conference.

FILE INFORMATION

The marketing kit contains 2 versions of the logo in several high-resolution formats.

The **full color logo** is the main logo and should be used most often.

The **grayscale** logo may be used on projects that do not offer a full color option.

FILE TYPES & TIPS:

- The .EPS file offers the most flexibility across marketing channels. However, if you cannot open that type of file, use either the .JPG or the .PNG file.
- The .PNG and .EPS files always have a transparent background.
- The .JPG files always have a white background.
- The .PNG or .JPG files are best for websites or social media marketing.

COLORS

PANTONE	7687 C
PROCESS	C100 M86 Y15 K3
SCREEN	R26 G66 B138
WEB	#1A428A

PANTONE	2925 C
PROCESS	C76 M24 Y0 K0
SCREEN	R0 G155 B223
WEB	#009BDF

PANTONE	BLACK
PROCESS	C0 M0 Y0 K100
SCREEN	R0 G0 B0
WEB	#000000

FONTS

Only two font styles are used for the conference logo.

CHUNKFIVE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm NnOo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

ROBOTO

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

USAGE RULES

To ensure the integrity of the conference logo, please do not change, alter, skew, rotate or modify any part of the logo.

DO NOT FLATTEN

DO NOT STRETCH

DO NOT ADD ELEMENTS

DO NOT CHANGE COLORS