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.
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

Texas Annual Conference
United Methodist Church

Icon

Spanish

Conferencia anual de Texas
Iglesia Metodista Unida
# Brand colors

## Primary Colors

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>0; 85; 85; 35</td>
<td>48; 18; 0; 37</td>
<td>#A71919</td>
</tr>
<tr>
<td>167; 25; 25</td>
<td>84; 131; 160</td>
<td>#5483A0</td>
</tr>
<tr>
<td>0, 1, 1, 9</td>
<td>231, 229, 229</td>
<td>#E7E4E5</td>
</tr>
<tr>
<td>0, 0, 67</td>
<td>85, 85, 85</td>
<td>#555555</td>
</tr>
</tbody>
</table>
Brand colors

Secondary Colors

<table>
<thead>
<tr>
<th>CMYK</th>
<th>0; 0; 0; 4</th>
<th>0; 0; 0; 7</th>
<th>0; 1; 1; 58</th>
<th>2, 0, 22, 14</th>
<th>79, 35, 0, 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>RGB</td>
<td>246; 246; 246</td>
<td>238; 238; 238</td>
<td>107; 106; 106</td>
<td>216, 220, 172</td>
<td>37, 117, 179</td>
</tr>
<tr>
<td>HEX</td>
<td>#F6F6F6</td>
<td>#Eeeeeee</td>
<td>#6B6A6A</td>
<td>#D8DCAC</td>
<td>#2575B3</td>
</tr>
</tbody>
</table>

TEXAS ANNUAL CONFERENCE: Logo & Brand Guidelines
Typography

ACUMIN VARIABLE CONCEPT

ABC

ABCDFGHJKLMNOPQRSTUVWXYZ1234567890!$£%&*()
Typography

MYRIAD PRO

ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@$%^&*()
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