



The Florida Conference
OF THE UNITED METHODIST CHURCH

BRAND GUIDE



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The brand—and all of its logomarks, fonts, and colors—for The Florida Conference of the United Methodist Church exists in alignment with the brand standards set forth by the United Methodist Communications agency of the United Methodist Church. It represents the expressions of the UMC movement within the context of the Florida Conference and provides a system of creativity and consistency for all physical and digital branding materials produced throughout the conference.

This brand guide serves as a resource for outlining the standards for building a cohesive voice and image for The Florida Conference. Adherence to these guidelines will strengthen the brand, prevent its dilution, and add value to its presence across the state of Florida.

To remain consistent in the language and the focus surrounding The FLUMC brand and its supporting ministries and functions, the following mission, vision, and mindset statements have been adopted:

Our Mission

Equipping leaders to make disciples of Jesus Christ for the transformation of communities across Florida and beyond.

Our Vision

Courageous Leadership
Missional Engagement
Spirit-led Innovation

Our Mindsets

Future Focused

We prepare for God's future...now.

Wesleyan Rooted

We embody a legacy of faith, grounded in grace and committed to action.

Passionate About People

We desire to see every human being realize their fullest potential in Christ.

Strengthened by Diversity

We celebrate the uniqueness of God's creation by cultivating, not merely tolerating, diversity.

Adaptive

We respond to change by identifying and seizing opportunities to thrive in a new or challenging environment.

Standard Logo – Color



The standard logo in full color is the primary identity mark of The FLUMC brand. This version retains the “wave” shape within the icon with use of the brand color palette.

Standard Logo – Color Reversed



In instances of dark backgrounds when full color is still permitted, the reversed version of the standard logo in full color should be used.

Standard Logo – Solid Black



When only one color is permitted in an instance of a white or light background, the solid black logo should be used.

Standard Logo – Solid White



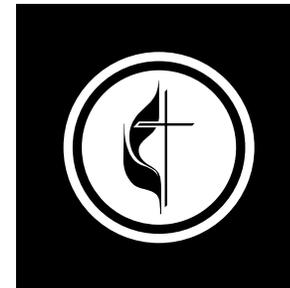
When only one color is permitted in an instance of a black or dark background, the solid white logo should be used.

Icon – Color



The icon can be used as a condensed representation of the brand when space is constrained and abbreviation is needed or when a design accent is desired.

Icon – Solid Black/Solid White



In instances of dark backgrounds when full color is still permitted, the reversed version of the standard logo in full color should be used.

DO NOT stretch the logo.

The logo should only be scaled in correct proportion and should never be stretched vertically or horizontally. Avoid the logo existing smaller than an icon size of 3/8-inch.

DO NOT change the colors.

The logo should only be used with its default colors: **Pantone 185**, **Pantone 7703**, and **Pantone 7468**; or in solid black or solid white.

DO NOT modify the layout.

The logo has been carefully constructed for proper alignment and spacing—the spacing between the icon and the title is equal to the spacing between the flame and the cross. No other layout should be used.



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Primary Palette

The primary color palette builds off of the official UMC red and supporting colors unique to Florida and its brand logo.



Pantone 185

RGB 228 0 43
HEX E4002B
CMYK 0 100 89 0



Pantone 7468

RGB 0 115 152
HEX 007398
CMYK 92 23 9 21



Pantone Black

RGB 45 41 38
HEX 2D2926
CMYK 65 66 68 82

Secondary Palette

The secondary color palette provides defined variation in tints and shades of the primary palette. These should be used sparingly and accentually.



Pantone 1785

RGB 248 72 94
HEX F8485E
CMYK 0 82 51 0



Pantone 7703

RGB 0 156 189
HEX 009CBD
CMYK 78 10 9 3



Pantone 421

RGB 178 180 178
HEX B2B4B2
CMYK 28 20 20 1



Pantone 207

RGB 165 0 52
HEX A50034
CMYK 0 100 59 26



Pantone 7708

RGB 0 86 112
HEX 005670
CMYK 98 21 11 49



Pantone 425

RGB 84 88 89
HEX 545859
CMYK 63 51 45 33

Roboto

Roboto is a sans-serif font with a wide variation of weights. This font has been selected primarily for headlines, and can also be used for body text and captions.

Roboto

Thin	<i>Thin Italic</i>
Light	<i>Light Italic</i>
Regular	<i>Regular Italic</i>
Medium	<i>Medium Italic</i>
Bold	<i>Bold Italic</i>
Black	<i>Black Italic</i>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()-=_+[\]{}|;:'",./<>?

Merriweather

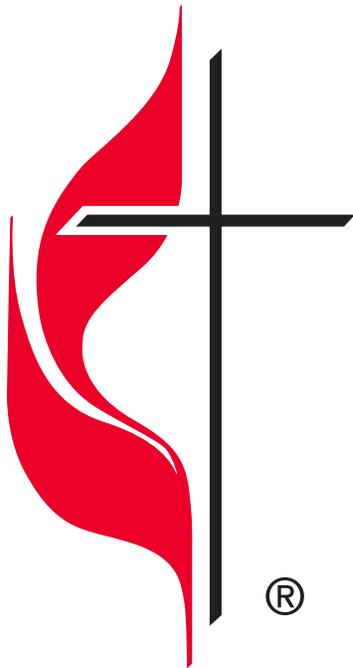
Merriweather is a serif font with a few variation of weights. This font has been selected primarily for body text.

Merriweather

Light	<i>Light Italic</i>
Regular	<i>Regular Italic</i>
Bold	<i>Bold Italic</i>
Black	<i>Black Italic</i>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()-=_+[\]{}|;:'",./<>?

Both fonts are available for download at [fonts.Google.com](https://fonts.google.com).



The Cross and Flame is the most recognizable symbol of The United Methodist Church. This benefits our denomination, as people in communities around the world immediately recognize and connect with The United Methodist Church. As a whole, we engage in national advertising to help raise both awareness and positive perception of the brand, and by connecting with the symbols of the brand, you are further strengthened.

One of the ways this recognition occurs is through consistent use of the logo. Below are resources designed by United Methodist Communications (UMCom) to help you do that:

- [Download](#) logo files for The Cross and Flame
- [Download](#) the Branding-at-a-Glance guide
- [Download](#) the full Brand Manual