



FIRST UNITED METHODIST CHURCH

# Brand Guidelines

## OUR VISION

We exist to offer creative experiences that lead people to inspiring encounters with God, meaningful engagement with each other, and lifelong transformation.



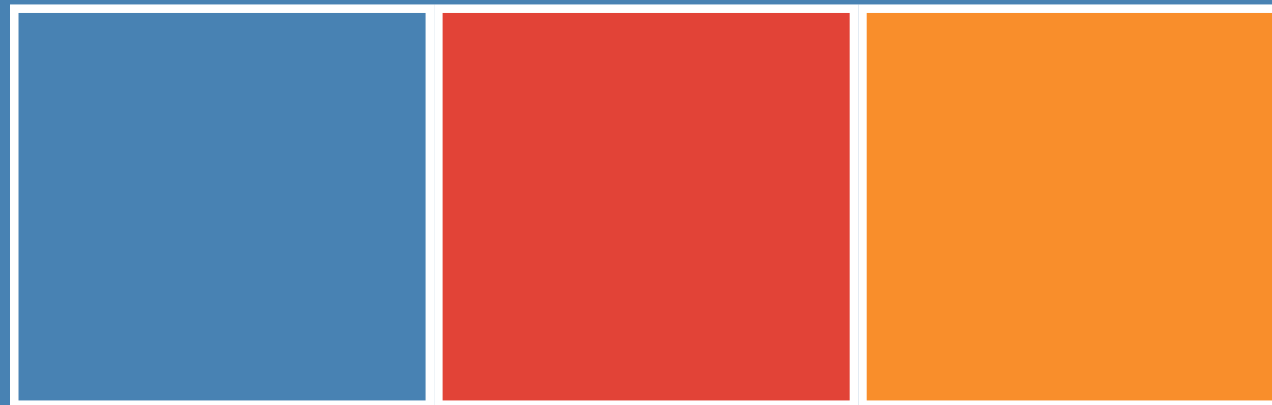
# USING THE LOGO

## RESPECTFULLY REPRESENTING FUMC

The FUMC logo should not be stretched, cropped, or otherwise altered from its original format, colors, and circular style.



## PRIMARY COLORS



#4882B3

#E24337

#F98E2B

## SECONDARY COLORS



#236093

#F6B336

#6CC6E9

## TEXT/ACCENT COLORS



#38383A



#FEFEFF

# COLOR PALETTE

## SOME GUIDELINES TO FOLLOW

Our color palette of comforting blues and warm shades of red, orange, and yellow was compiled to reflect our church's colorful and creative personality with a nod to the timeless shades in our stained glass art. The primary colors should take center stage in our official publications, complemented by pops of secondary colors to promote brand recognition and maintain consistency.



# TYPOGRAPHY

"QUICKSAND" FONTS COMPLEMENT OUR BRAND

**QUICKSAND BOLD**  
for Headings

QUICKSAND REGULAR  
for Subheadings

QUICKSAND LIGHT  
for Body Text

# OUR TAGLINE

## REFLECTING THE VISION

FUMC's vision was drafted in 2019 after much deliberate prayer and contemplation. We've pulled three key words from our vision statement to create a "tagline," or a shortened, simple statement of what experience our church has to offer. In other words, what can FUMC do for a prospective, new, or current member?

Create.  
Engage.  
Transform.