



PRIMARY LOGO

For brand consistency, please use logos from files provided. Do not stretch, angle, or change colors of the logos.

In print and web layouts, leave a decent amount of white space around logo.

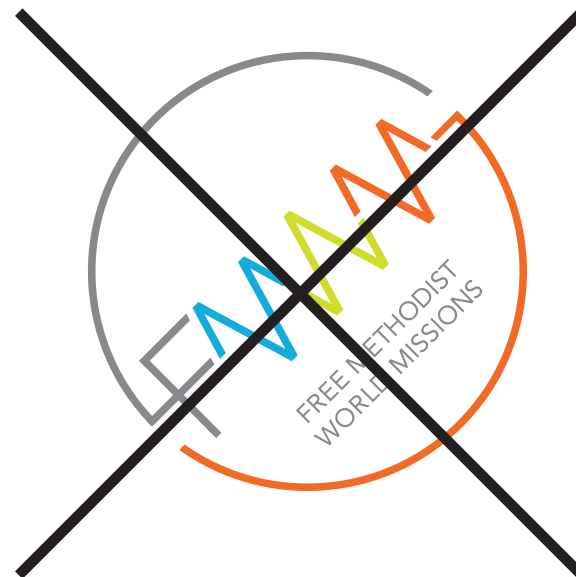
1-Color Logo

When printing only in one color, if possible choose the Blue Pantone 298.

FULL COLOR



1-COLOR



LOGO WITH TAG LINE

When featuring the logo with the tag line, see proper orientation. The tag line should be a smaller font size than FREE METHODIST WORLD MISSION, and ideally follow the proportions demonstrated on the right.

The tag line should be the color palette of orange and is typeset in Avenir Book.



**PRIMARY LOGO
ON DARK BACKGROUND**

When reversing the logo out of a dark and/or solid background, the all white logo should be used. If you can choose the background color, choose the Blue Pantone 298.

LOGO ON DARK/COLOR BACKGROUND



LOGO AS PHOTO WATERMARK



LOGO VARIATIONS

When it makes sense, use the Logo horizontally and without the circle. I would recommend this use when there is not a lot of vertical space and the logo must be small in scale.

HORIZONTAL LOGO - FULL COLOR



FREE METHODIST WORLD MISSIONS

HORIZONTAL LOGO - ONE COLOR



HORIZONTAL LOGO AS WATERMARK



COLOR PALETTE

The primary FMWM colors most visible should be the Pantone blue 298,c and Pantone gray (or their respective CMYK mixes).


Pantone 382 C should be used in smaller areas such as web headings or buttons.

Pantone Gray can be used for body type color unless the type is small, and then a darker color should be used.

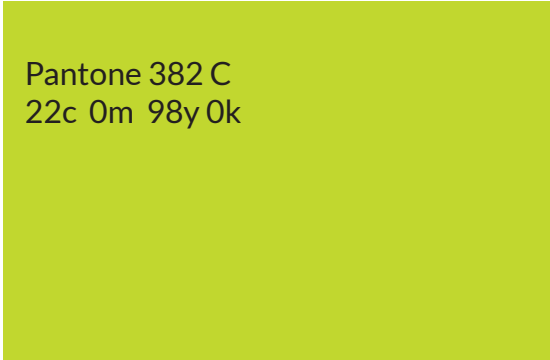
The warm red is an accent color and should be used in very small quantities such to draw special attention to a specific item or message. See the banner design as an example.

PRIMARY COLORS:

Pantone 298 C
72c 11m 5y 0k



Pantone 382 C
22c 0m 98y 0k




ACCENT COLOR:

Pantone Warm Red C
0c 73m 96y 0k



FIELD COLOR:

Pantone 424 C
50c 40m 39y 4k



TYPOGRAPHY

The primary type face used in the logo and tagline is Avenir. It comes in a variety of Typefaces, and is very versatile.

Ideally use only the Book and the Black typeface for best contrast. The Avenir Black should be used for heading, and highlighted items.

Avenir Book is an excellent font for use in larger blocks of copy.

PRIMARY FONT- Logo / Headings

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BODY COPY - Great for legibility use

Avenir Book

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?"sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.