



# Visual Branding Guidelines

January 2019



How we present ourselves at **Feed My Starving Children® (FMSC)** is very important to us. We make a point of doing the best we can in our food and shipping operations, volunteer experience, donor relationships, and our partner relationships. The same is true for our branding.

This guide, used in conjunction with our website, **fmsc.org**, provides all the tools and information you'll need to do your part in promoting a common and consistent image of FMSC. Take a peek into our inspiration, and find the rules that ground us.

# LOGO STANDARDS

## LOGO

Make sure to adhere to the FMSC Logo Standards. To request approval of logo usage, send your documents to [LogoStandards@fmsc.org](mailto:LogoStandards@fmsc.org)



## REVERSING FROM A COLOR OR PHOTO BACKGROUND

Use the following art when reversing the logo from a color background.



## COLOR DESIGNATIONS

The FMSC logo art exists for print as one spot color, CMYK (four-color process); and RGB/HTML for electronic publications.



### FMSC BLUE

PMS 647  
CMYK 96 / 54 / 5 / 27  
RGB 35 / 97 / 146  
HTML 236192



### FMSC BLACK

PMS Black 6  
CMYK 100 / 79 / 44 / 93  
RGB 16 / 24 / 32  
HTML 101820

## PLEASE NOTE

Never use the logo in colors other than FMSC blue, black or white when reversed out.



Do not use the logo any smaller than .875 inches wide.



Keep all images and type .055 inches minimum distance from all sides of the logo (about the height of the 'F').

## LOGO USE

### DO

#### DOWNLOAD FMSC LOGO FILES ONLINE AT [fmsc.org/logos](http://fmsc.org/logos)

File formats available are:

**.eps** for print (high resolution vector)

**.jpg** for web use

Leave the logo as you got it from FMSC.

Maintain proportions.



### DON'T

Alter, rotate, embellish or attempt to recreate the logo.

Modify the logo in any way, such as changing design or color. If you are unable to use the correct color due to technical limitations, you may revert to black and white.

#### TIP:

Hold the "Shift" key in most software programs to maintain the proportions while scaling up or down.



*wisconsin mobilepack*

# MOBILEPACK LOGO STANDARDS

## LOGO

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RGB 35 / 97 / 146  
HTML 236192



### FMSC BLACK

PMS Black 6  
CMYK 100 / 79 / 44 / 93  
RGB 16 / 24 / 32  
HTML 01820

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# MARKETPLACE LOGO STANDARDS

## LOGO

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### FMSC BLACK:

*PMS Black 6*

*CMYK 100 / 79 / 44 / 93*

*RGB 16 / 24 / 32*

*HTML 101820*



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# COLORS

## THESE COLORS GIVE LIFE & PERSONALITY TO OUR IDENTITY

Our colors are confident and hope-filled. Like a healthy plate of food, they bring a colorful sense of hope and joy to what FMSC does in feeding starving children around the world. Follow these guidelines on how to use our colors appropriately.

### PRIMARY COLOR PALETTE

PMS 647 is the main color for representing FMSC. This should be the primary color on any piece.

### SPOT COLOR PROJECTS

Pieces that are not a four-color job should include PMS 647 as one of the selected colors. Use Black or PMS 647 for one-color jobs.

#### PRIMARY COLORS



#### FMSC Blue PMS 647 CP

CMYK 96 / 54 / 5 / 27  
RGB 35 / 97 / 146  
HTML 236192



#### FMSC Black PMS Black 6 CP

CMYK 100 / 79 / 44 / 93  
RGB 16 / 24 / 32  
HTML 101820

#### SECONDARY COLORS



#### PMS 285 CP

CMYK 90 / 48 / 0 / 0  
RGB 0 / 114 / 206  
HTML 0072CE



#### PMS 3105 CP

CMYK 44 / 0 / 11 / 0  
RGB 104 / 210 / 223  
HTML 68D2DF

### SECONDARY COLOR PALETTE

The secondary colors are to be used as supporting elements to the primary PMS 647. In order to keep FMSC recognizable, stick to these colors. Never use the secondary palette as a color for the FMSC logo. You may use tints of these colors.



#### PMS 2706 CP

CMYK 19 / 10 / 0 / 0  
RGB 203 / 211 / 235  
HTML CBD3EB



#### PMS 656 CP

CMYK 10 / 2 / 0 / 0  
RGB 221 / 229 / 237  
HTML DDE5ED



#### PMS 7548 CP

CMYK 0 / 12 / 98 / 0  
RGB 255 / 198 / 0  
HTML FFC600

# FONTS

## ACCEPTABLE FONTS

Use the following fonts for creating documents and correspondence.  
The sans-serif font is Myriad Pro. The serif font is Adelle.

### MAIN FONT FAMILY

## Myriad Pro

*Kerning: Optical*

*Ligatures: On*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 ~!@#\$%^&\*()\_+

Condensed

**Semibold**

REGULAR 10 PT

*Condensed Italic*

***Semibold Italic***

**Bold Condensed**

**Bold**

***Bold Condensed Italic***

***Bold Italic***

Regular

Lores vid quam illecep repremp  
orecerferro offictam et apitae  
natende sus, corpori doloribus ent  
optata non nem ere volecte velitio  
tecernat lique commolu ptatiat.

*Italic*

### NOTE

Avoid using decorative or alternative type faces except sparingly for special campaigns or events.

Avoid using colored type. If color is used for differentiation, use the FMSC blue.

Avoid underlining, use italic instead.

### SECONDARY FONTS

## Adelle

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 ~»!@#\$%^&\*()\_+

Light

**SemiBold**

*Light Italic*

***SemiBold Italic***

Regular

**Bold**

*Italic*

***Bold Italic***

### NOTE

Use the designated weights only.

## TYPOGRAPHIC ELEMENTS

### TAGLINES

#### *Myriad Pro Bold Condensed Italic*

*Kerning: Optical*

*Tracking: 40*

*Feeding God's Starving Children Hungry in Body and Spirit*

*Turn Hunger into Hope with Your Own Two Hands*

*Meals packed locally by volunteers. Food shipped worldwide by FMSC.*

### FMSC WORDS

These are always one word, with the "P" being capitalized. "TM" should appear with these words the first instance it's used in a marketing piece.

**MobilePack™, MannaPack™**

### BIBLE VERSES

Always use the NIV translation.

**"For I was hungry and you gave me something to eat..." – Matthew 25:35**

**"For nothing is impossible with God." – Luke 1:37**

**"The generous will themselves be blessed, for they share their food with the poor." – Proverbs 22:9**

### URLs

Never include "www." before a web address. Use all lowercase characters and bold the typeface to set it apart as a URL.

**fmsc.org**

**fmsc.org/blog**

**fmsc.org/donate**

**fmsc.org/mobilepack**

## PHOTO USE

Photos should be chosen strategically to tell FMSC's story and mission. They should be chosen with care to visually communicate to the volunteer or donor who FMSC is and the hope that FMSC food provides. These include child photos, before & after photos, living condition photos and volunteer photos.

### TIP

Use our compelling photos from [Flickr.com/fmsc](https://www.flickr.com/photos/fmsc/)

### PHOTO LOCATION

Designate the country that the photo is from with the pin icon when possible.



### CHILD PHOTOS

Hope should always shine through these photos. Avoid using photos of children who are crying, or malnourished unless specified or in a before & after story. Photos of children holding FMSC food or eating FMSC food should be used as much as possible. When using multiple child photos, use a variety of races and genders. Designate country with pin marker when possible.



## PHOTO USE

### BEFORE & AFTER PHOTOS

Emphasise the after photo whenever possible. Always caption the photos to designate before and after MannaPack.



### LIVING CONDITION PHOTOS

These are often used to show the need for FMSC meals in a community and to set the scene for a volunteer or donor.



### VOLUNTEER PHOTOS

A variety of ages, genders and races should be shown when possible. Volunteers should always be wearing a hairnet if in the packing room and jewelry should not be visible. If they are scooping ingredients, they should be wearing a glove. Consent must be given for photos of children under 18. Nametags should not be shown.



# ICONS

## EFFICIENCY



## FMSC FOOD



## VOLUNTEERS



## DONATIONS



## MARKETPLACE



## OTHER





**VOLUNTEER. DONATE. LEARN MORE.**

**[fmsc.org](http://fmsc.org)**