



Visual Branding Guidelines

May 2017



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@fmesc.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 1 inch wide.



Keep all images and type this minimum distance from all sides of the logo.

LOGO USE

DO

DOWNLOAD FMSC LOGO FILES ONLINE AT 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.



MOBILEPACK LOGO STANDARDS

LOGO

Make sure to adhere to the FMSC Logo Standards. To request approval of logo usage, send your documents to MobilePackPromotion@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 01820

PLEASE NOTE

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



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Keep all images and type this minimum distance from all sides of the logo.

MARKETPLACE LOGO STANDARDS

LOGO

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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 CMYK (four-color process); and RGB/HTML for electronic publications.



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 black or white when reversed out.



Do not use the logo any smaller than 1" wide.



Keep all images and type this minimum distance from all sides of the logo.

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

Italic

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

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.

NOTE

Use lowercase characters only.
Use sparingly to call-out special words.

seren script heavy

abcdefghijklmnopqrstuvwxyz

TYPOGRAPHIC ELEMENTS

TAGLINES

Myriad Pro Bold Condensed Italic

Kerning: Optical

Tracking: 0

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™, MarketPlace™

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/fm-sc](https://www.flickr.com/photos/fm-sc/)

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.



LAUZA BEFORE
MANNAPACK RICE

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