

# FCS FOUNDATION

## LOGO USAGE + STYLE GUIDE



### MAIN LOGO

The FCS Foundation logo should always appear as shown (above, top).

### ALTERNATE LOGOS (when appropriate)

- Circles: 4-color, black or knocked out (white).
- 4-color (no FCS).
- 4-color (FCS spelled out).
- 4-color (stacked version)
- 4-color horizontal.
- Knocked-out (white) all versions.

### DON'T ABUSE THE LOGO

These rules apply for not only the FCS Foundation logo, but also any partner logos.

- DON'T CHANGE ELEMENT POSITION or SIZE
- DON'T STRETCH or DISTORT
- DON'T CHANGE FONTS or COLORS

### PARTNER LOGOS

Partner logos may appear on the same piece with the FCS Foundation logo. When partner logos are used, they should be positioned so they do not crowd the FCS Foundation logo and should be sized visually proportionate to approximately no more than 50% of the size of the FCS Foundation logo. Partner logos should be sized visually proportionate to each other so that one does not have more weight than the others. Partner logos should only be used in full color as provided by the partner, one color (black) or knocked-out (white).

### FONTS

Gotham is the preferred font family for all text. If unavailable, alternative sans serif fonts, such as Helvetica or Arial can be substituted.

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### TEXT

The “FCS FOUNDATION” and its alternate logos work tracking is set at 300.

### COLORS

CMYK and RGB formulas as shown at right.

### FILE FORMAT DEFINITIONS AND USES

The logo can be used in a variety of ways. Each application of the logo requires a specific file format. Whether you are placing the logo in a Microsoft PowerPoint presentation or providing a logo to a vendor for screen printing a t-shirt, it is important to make sure you are using the correct file format.

#### .PNG

The .png or “ping” file is for use in PowerPoint and Keynote presentations. This format can be used over lightly colored backgrounds without displaying a white box around the logo, but it can’t be resized without losing quality. Available in 4-color (RGB), one color (black) and reverse (white).

#### .JPG

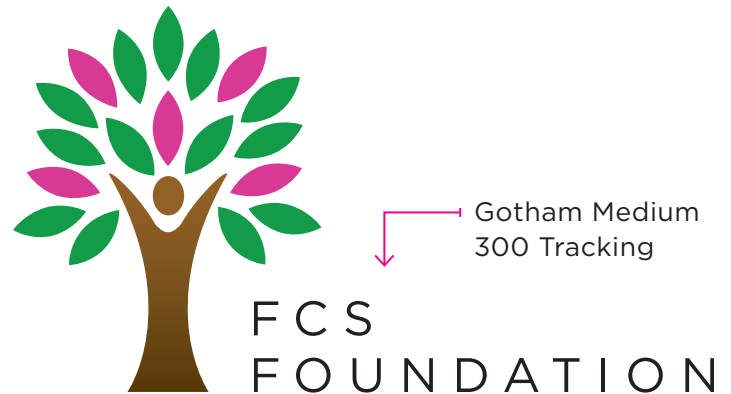
The .jpg or “J-PEG” file is for use in electronic forms. It can’t be resized without losing quality and will display a white box around the logo when placed on a colored background. Available in 4-color (RGB), one color (black).




#### .EPS or .TIFF




The .eps file is sometimes referred to as “vector” and is used for flyers and other printed materials. This format can be resized without harming the logo. Available in 4-color (spot, CMYK and RGB), one color (black) and knocked-out (white).

#### PINK LEAF (at right)

The 4-color illustration can be used as symbolic flair (when appropriate).



|   | C  | M  | Y   | K  |
|---|----|----|-----|----|
|   | 10 | 90 | 0   | 0  |
|  | 85 | 15 | 100 | 0  |
|  | 40 | 65 | 90  | 35 |

|   | R   | G   | B   |
|---|-----|-----|-----|
|  | 216 | 13  | 117 |
|  | 61  | 156 | 76  |
|  | 150 | 74  | 41  |

