Visual Branding Guidelines

January 2018
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
Make sure to adhere to the FMSC Logo Standards. To request approval of logo usage, send your documents to 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.

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

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

MINIMUM WIDTH
1 inch

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”).
**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

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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.

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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

MINIMUM WIDTH
1 inch
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’).
COLORS

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.

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.

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 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

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 235 / 198 / 0
HTML FFE600
**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
- Condensed Italic
- Bold Condensed
- Bold Condensed Italic
- Regular
- Italic

- Semibold
- Semibold Italic
- Bold
- Bold 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
- Light Italic
- Regular
- Italic

- SemiBold
- SemiBold Italic
- Bold
- Bold Italic

**NOTE**
Use the designated weights only.
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.

“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
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

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.