MISSION STATEMENT

The Fuller Center for Housing, faith driven and Christ centered, promotes collaborative and innovative partnerships with individuals and organizations in an unrelenting quest to provide adequate shelter for all people in need worldwide.

The Fuller Center for Housing — Building a better world, one house at a time.
The Fuller Center for Housing went for several years without a graphic designer on-staff. During that time some design tasks like newsletter layout and brochures were handled by various people without formal design training. Some graphics were created by freelancers or in spec. work. Someone designed the logo and drew up a rudimentary set of identity guidelines but these were followed only roughly. As a result, there was a great deal of very different materials in repeated use by the organization. Some programs had very distinct visual systems of their own while others matched the general Fuller Center look. The color scheme was relatively standard but had obviously been changed since the sign in front of the office had been made, with its brown and green logo.

Typefaces in use at the time I joined included:

- **Geo-Sans Light**  
  (used in the logo itself)
- **Gill Sans**  
  (used especially online)
- **Times New Roman**  
  (probably chosen for convenience)
- **Arial**  
  (Bike Adventure program)
- **Dakota Handwriting**  
  (Bike Adventure program)
- **Bell Gothic standard**  
  (Newsletter headlines)

Gill and Times were the only ones listed in the existing standards sheet, but when designing new issues of the newsletter and other items I generally imitated the style of previous versions for the first few times.

In 2009 I created a more detailed identity guide encouraging the use of Times and Futura (as a replacement for Gill). Since that time I have developed the system further, eliminating several less effective styles. This guide should serve as the definitive identity system for the Fuller Center as of 2012. When in doubt, use the standards presented here.

**Richard Aguirre**  
Graphic Designer,  
The Fuller Center for Housing,  
2009-2012
The system focuses mostly on a clean blue-on-white color scheme.

Tan may be used to soften the effect if desired.

Use solid bars of bright blue with white text as at the head of this page.

Footers may be a bar of solid bright blue or the bright/dark blue gradient (shown at the base of this page) at your discretion.

Keep brown to a secondary role.

Use the tans as backgrounds only.

Mix bright and dark brown in secondary text like address blocks or quotes for a lighter effect.
Use two typefaces: Century Gothic and Minion Pro.

Century is for titles, address blocks, headers and footers, captions etc.

You don't need to make Century particularly large, as long as it contrasts with the color of its background.

Try pairing Century bold with less bold text at a larger size as in the example on the previous page.

Use Minion for any extended amount of body text, especially at smaller sizes.

Minion italic in brown works well for quotes and captions but not for extended reading.

Restrict underlines to headings

When use semibold italic *for emphasis* in a body of text.

URLs like fullercenter.org should be a brighter color, underlined and, if possible, an active hyperlink. Don't include the standard punctuation that is attached to all URLs (http://fullercenter.org/) only what the reader would need to type into an address bar to reach the site.

Only use the condensed versions when you really have to for space constraints. It looks awkward normally.

Don’t substitute *Times Roman* or *Futura* for the standard fonts. They are similar but not identical.

Don’t use double spaces after periods. This convention is leftover from typewriters. Computers automatically space periods.

When pausing midsentence use an M-dash — a hyphen is only for ranges like 1,900-2,000.

Avoid unneeded capitalization. In titling particularly you should err on the side of undercapitalizing. CENTURY IS NOT ATTRACTIVE IN ALL CAPS.

Never mix typefaces within a line of text.
The logo should appear once, at a tasteful size on most Fuller Center designs. Unfortunately it is an awkward shape and its colors aren't very bold.

It is acceptable to print it in solid dark blue or in solid white on a blue background.

When there isn't enough space for the standard logo (e.g. the Fuller Center's facebook profile pic) you may use the circular lapel pin design or simply use the house icon.

Only use the underlined version when there is a text subhead underneath. The text may be the name of a department of program within the Fuller Center (if it doesn't have its own logo) or an event like the legacy build (if the event emblem isn't practical for some reason). when doing so, use the Covenant Partner logo template so you have the correct spacing and text size.

The parts of the logo are sized and placed purposefully. Do not resize or move the pieces, change their spacing or font for any individual project as shown here. This damages the brand and is unprofessional.

We could do with a better logo but such a redesign must be done across the board, bot piecemeal and not to fit the arbitrary layout of any given project.
Earlier designs used dark blue frames, lots of gradients and leaf-shaped outlined photo frames. Text was usually justified. Consider these elements obsolete.

Layouts should be clean, inviting and easy to read. Use white backgrounds and white margins of ¼ inch when possible.

Allow text at least 2pt. of leading taller than the point size of the text itself (except in titling).

Use space to break up paragraphs instead of tabs.

Don't use bullet points. They are unnecessary clutter.

A narrow column is easier to read and scan than a very wide one.

If you place text over an image use a bright color or a subtle drop shadow to aid readability.

Crop photos to fit into your layout, don't muddy the layout to accommodate photos.

Use a simple .25" white margin instead of framing.

Place photos without rounding their corners. If one edge of a photo fades to white use a subtle inner shadow to create an edge.

Don't justify text unless the column is very narrow as in the newsletters.

Gradients like those used in this title bar are beginning to look dated. Use flat colors instead.

When you have to line up several objects of different shape pick one height and place a consistent margin between each one.
The Global Builders program uses a slightly different look, referencing vintage travel posters and postcards.

Another typeface is available for Global Builders projects:

**Brush Script MT**

Use this for occasional decorative touches, not long stretches. It is meant to represent handwritten notes and should be treated as such.

I have created a custom world map of Fuller Center international partners. Match this style for pictured maps instead of using generic maps.

Use a tan background or a faint map background whenever possible.

Mix solid bars of bright and dark blue to emphasize headings and subheads. Do not use the gradient bar on Global Builders projects.

Information should be presented to the viewer in a way that makes them feel special and excited about the trip. As if this were a dossier of exclusive information.
The Bike Adventure has its own identity system rooted in cycling iconography.

Instead of the standard FCH typefaces use **Helvetiva Nue**

Another typeface is available for Bike Adventure projects: **Lobster 1.4**

Use this for titling only, in blue with a white stroke and black drop shadow.

The Bike Adventure colors are:

- **PMS 165**
- **PMS 287**
- **Rich Black (not flat black)**

Text should be white on a black or carbon-fiber textured background. Use orange or blue as accent colors. Textboxes can be grey.

Banners play a big role in the Bike Adventure look. Try to keep an energetic, celebratory look to the layouts.

The FCBA logo comes in three sizes. Use whichever is most readable in the space you have.