



Fuller Center Logo Guidelines

The Fuller Center for Housing logo may be used by all FCH covenant partners and by other partners and supporters of The Fuller Center.

Requests

The logo art may be obtained by e-mailing info@fullercenter.org with your request. Please note in your request whether you need the logo for web display, print display or large-format printing as well as whether you prefer an illustrator file. The artwork will be attached to an e-mail unless a different delivery method is requested.

File Formats Available

The logo is available in JPG, PNG, PDF, EPS and AI formats. The latter two formats require some form of graphics software to open but produce superior results.



Using The Logo

The standard Fuller Center logo consists of a graphic of a house and the words “The Fuller Center for Housing” *with no underline*. The graphic cannot be separated from the text when used as a logo.



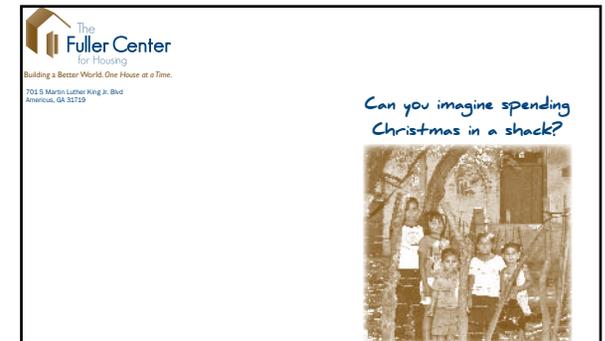
Standard Logo — House Icon



The house icon may be used separately as a graphic marker in Fuller Center promotional materials, for example, as a marker on a map. To obtain the house icon e-mail info@fullercenter.org with your request.



*Building a better world,
one house at a time*



An underlined version of the logo is also available. This can be useful for stationary and for visually separating the logo from its surroundings. Please use the provided underlined logo, do not make your own by adding a line yourself.

The phrase “**Building a better world, one house at a time**” can accompany the logo either underneath or off to the side. There are no strict guidelines for placing the slogan. However, this text should be **Futura light italic** and the text color should match the brown in the logo: **Pantone #463U**.

Color

You may request the logo in the standard two-color version (full color) or solid (all black). We request that you use the two-color logo as much as possible in your communications and marketing and only resort to the black-and-white version when color is not possible.



Pantone/PMS numbers

Although the color version of the FCH logo appears to have only two colors (brown and blue), it actually consists of two colors and two tints.



The darker blue is **Pantone #295U** and translates to:
R-0; G- 68; B- 124



The lighter tint of blue is **Pantone #295U at 70% opacity**.
R-62; G-105; B- 155



The darker brown is **Pantone #463U @ 100% opacity**
R- 128; G- 86; B- 27



The lighter tint of brown is **Pantone #463U @ 70% opacity**.
R-159; G-124; B-77;

Complementary Color Palette

We have added the following new colors that complement our logo to enrich the look of our marketing pieces. These colors cannot be used in the logo itself, but we encourage you to use them in borders, titles, backgrounds, etc. Lighter tints of these colors are also acceptable.



Pantone #4625C

RGB: 78-38-20

CMYK: 43-76-85-62



Pantone #463C

RGB: 109-73-33

CMYK: 42-64-95-40



Pantone #466C

RGB: 202-179-36

CMYK: 23-27-51-0



Pantone #468C

RGB: 224-212-187

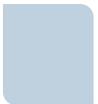
CMYK: 13-14-27-0



Pantone #295C

RGB: 0-45-98

CMYK: 100-83-34-33



Pantone #285C

RGB: 0-119-212

CMYK: 88-53-0-0



70% — 50% — 25%

Placement

The logo must be displayed on a white background. It should not be placed on a colored background, texture or a photograph. Suitable placements include a bar of white at the top or bottom of a page or a white box cutting into the page.



Customization of the Logo for Covenant Partners

As a service to our new covenant partners, our communications department will customize the master FCH logo by adding the name of your local group in optimized proportion underneath. Please e-mail Brenda Barton (brenda@fullercenter.org) with your request for a customized logo. Turnaround time is usually within one business week.



Typeface

The font used in the FCH logo is Geo Sans Light. Made in 2003 by designer Manfred Klein (<http://www.dafont.com/geo-sans-light.font>).

When creating marketing pieces, such as brochures and press releases, Either **Futura** or **Times** should be used for all text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Futura Medium Condensed

Futura Light

Futura Light Italic

Futura Book

Futura Bold

Futura Heavy

Futura is preferable for titling

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Times Roman

Times Italic

Times Bold

Times works best for main body text or captions