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We exist to encourage &
equip our family of
independent churches to
thrive, impacting our
nation with the good
news of the Lord
Jesus Christ.



OUR LOGO

This is our logo. Take a good look at it.

Now look at it again.

You'll notice that it consists of three elements; the acronym 'FIEC', the pentagon icon, and the full name. The key values and design decisions behind the logo are as follows:

STRATEGY: The pentagon is made up of five arrows, representing the five *strands* or *areas* of FIEC strategy & activity. These strands are central to our organisation, therefore the logo has been designed to reinforce our strategy and enable clear communication.

FLEXIBILITY: With many activities and initiatives, we need to be able to create sub-brands that have an FIEC feel to them. The aim is to create a family of logos and brands that are clearly FIEC.

STONE: This is the more subjective nature of the logo. We want the logo to reflect the size and seriousness of our organisation; representing over 500 churches means that we're actually a big player in the UK church scene. We also want to be seen as vibrant and friendly—hence using bright colours and lowercase text for 'FIEC'.

TAGLINE: Previous FIEC logos have had taglines such as *'Bible Churches Together'* and *'Bible Churches growing together'* and have featured a Bible in the graphics. However, even though the Bible is core to the FIEC's convictions, there are other groups to which those taglines could apply. Because of this—and because we mustn't assume people know what FIEC is—we have simply put *'the fellowship of independent evangelical churches'*.

HOW TO USE THE LOGO

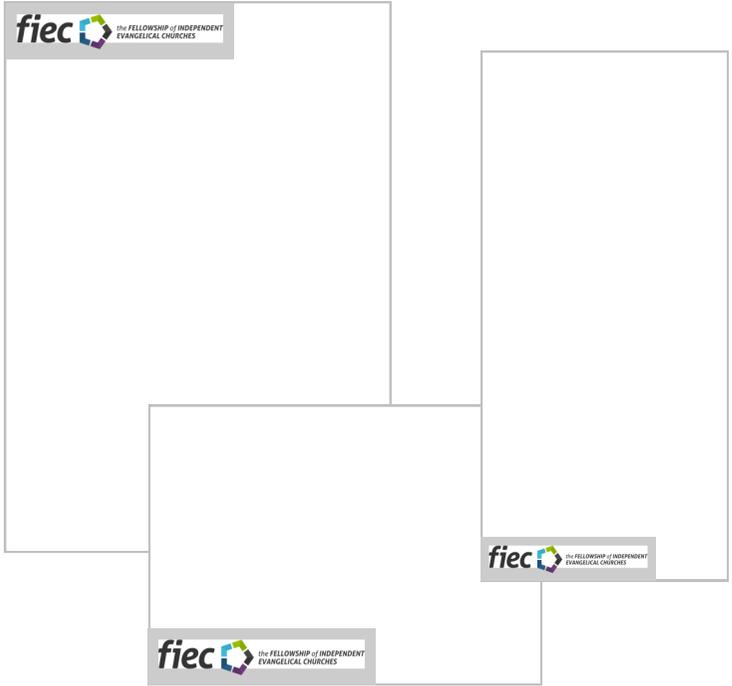
Our logo likes to be used in certain ways.

COLOUR: It should be used in colour and on light backgrounds (white is best) wherever possible. However it can be used in monochrome white, black, or dark grey (80% black) if needed. Feel free to use it on top of images, but make sure the contrast is adequate.

SPACE: Every logo needs breathing space. Nothing should ever enter the grey box shown. This is a good distance for the logo to be from the edge of a page. Any other elements on a page (e.g. text or pictures) should be **at least** this distance away, but further if possible.

POSITION: The logo naturally sits on the left hand side of documents and printed materials, but is happy at the top or bottom of the page.

SIZE: For legibility reasons, the logo should never be less than 8mm high, or 5mm without the tagline. At smaller sizes you may want the arrows to be a single shade, rather than two-tone.



< Spacing examples

Minimum Heights...



PLEASE DO NOT...

...squash it



...stretch it



When re-sizing the logo, make sure that you grab a corner of the image so that you keep its proportions. Avoid the temptation to squash or stretch the logo to fit it into a space.

...change the colour



...change the font



The colours and fonts have been chosen for a reason and must be kept consistent. Don't change things to suit your preferences! As stated already, you can display the logo in white, black, or dark grey (80% black) but avoid other colour variations.

...miss off 'fiec'



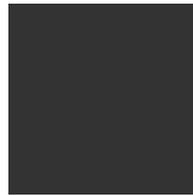
...miss off the icon



The 'fiec' acronym and the pentagon icon are both essential elements of the logo and must be present in general usage. The tagline may be missed off if it is clearly stated nearby on the same document.

LOGO ABUSE

Our logo can't defend itself. It's at the mercy of your mouse pointer. So each one of us must become guardians of the FIEC logo. Here's a collection of things not-to-do...



c: 0 **r: 51**
m: 0 **g: 51**
y: 0 **b: 51**
k: 90



c: 10 **r: 92**
m: 50 **g: 51**
y: 0 **b: 102**
k: 60



c: 74 **r: 30**
m: 31 **g: 79**
y: 0 **b: 115**
k: 55



c: 73 **r: 55**
m: 15 **g: 171**
y: 0 **b: 200**
k: 22



c: 20 **r: 136**
m: 0 **g: 170**
y: 10 **b: 0**
k: 33

COLOURS

We have five main colours. Shades of these can be used in publicity materials but not in the logo itself.

Remember that each colour represents one of the FIEC strands...

NATIONAL	<i>(dark grey)</i>
PASTORAL	<i>(purple)</i>
PRACTICAL SERVICES	<i>(dark blue)</i>
TRAINING	<i>(light blue)</i>
MISSION	<i>(green)</i>

...and therefore colour should be used wisely to identify the strands and their activities in publicity materials.

If anything doesn't fall within a specific strand then please use all five of the colours together, or just the dark grey (National).



Sponsored by...

Oak Hill College



Sponsored by...

Oak Hill College



OTHER USES

You may be reading this as someone who isn't working for FIEC directly. Here are a few things you probably need to know...

Affiliated churches: Please don't use the main FIEC logo on publicity for your own events. Also, please don't try to make your own 'affiliated to' logo but rather use the ones featured here. You can use the one with the tagline if it's at a readable size, or the one without the tagline for smaller sizes.

Sponsored events & initiatives: We recognise that we can't be too picky with publicity where FIEC is one of multiple organisations involved. Actually, we don't want to hinder good creative design work. For that reason we're willing for you to use one of our alternative logos (p6) depending on space and design. You may also reproduce the logo in non-FIEC colours as long it's either...

- 1) a single solid colour, or
- 2) a two-tone as shown.

But our ideal would always be to use the main logo in full colour. Just so you know.

If you have any questions about our visual identity then please get in touch rather than assuming anything.