



Logo Guidelines

January 2016

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 at **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.

PRIMARY LOGO

LOGO

Make sure to adhere to the FMSC Logo Standards. To request approval of logo usage, send your documents to LogoStandards@fmsc.org.



REVERSING ART FROM A COLOR 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.

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



PLEASE NOTE:

Never use the logo in colors other than as designated.



Do not use the logo any smaller than 1" wide.



Keep all images and type this minimum distance from all sides of the logo

Native files of the FMSC logo can be obtained online at fmsc.org/Logos.

File formats available are:

For printing (high resolution):
.eps

For internet use:
.jpg

For PowerPoint:
.jpg

USING THE LOGO



DO

Leaving 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

LOGO

The FMSC MobilePack™ logo standards are the same as the FMSC Logo. This logo is only to be used in the promotion of a MobilePack event. To request logo approval usage, send your documents MobilePackPromotion@fmsc.org.



REVERSING ART FROM A COLOR BACKGROUND:

Use the following art when reversing the logo from a color background.



COLOR DESIGNATIONS:

The FMSC MobilePack logo art exists for print as one spot color, CMYK (four-color process); and RGB/HTML for electronic publications.

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



PLEASE NOTE:

Never use the logo in colors other than as designated.



Do not use the logo any smaller than 1" wide.



Keep all images and type this minimum distance from all sides of the logo

Native files of the FMSC MobilePack logo can be obtain online at fmsc.org/Logos.

File formats available are:

For printing (high resolution):
.eps

For internet use:
.jpg

For PowerPoint:
.jpg



Volunteer. Donate. Learn More at [FMSC.ORG](https://www.fmsc.org).