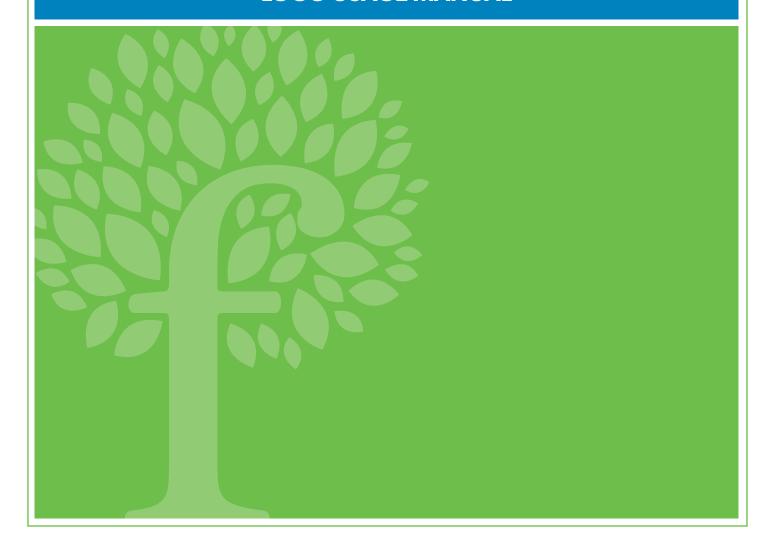# fellowship HALL

Drug + Alcohol Recovery Center

LOGO USAGE MANUAL

LOGO ORIENTATION

The Fellowship Hall logo has two acceptable formats as listed below - horizontal and vertical. Best judgment must be used to determine which version is appropriate based on space and application.

HORIZONTAL LOGO

VERTICAL LOGO

CLEAR SPACE REQUIREMENTS

No design elements, type or photos should come within $\frac{1}{3}$ of the height of the mark.
The actual distance will change depending on how large the logo is scaled.

PROPORTION

The mark and type should always be kept in proper proportion to maintain the integrity of the logo. Always use the approved logo files and use only vector files of the logo when printing. Never try to recreate the logos yourself, but if you need to scale the logo, always constrain proportions so the height and width are scaled together. To maintain the correct proportions of the logo, always hold down the shift key as you drag the corner to increase or decrease its size.

SIZE

The vertical logo should not appear smaller than 1½" and the horizontal logo should not appear smaller than 2" in any printed material, or 100 pixels wide on screen.

1½"

2"

PMS 360
CMYK: 61, 0, 96, 0
RGB: 108, 192, 74
HEX: 6CC04A

PMS Process Blue
CMYK: 100, 35, 7, 0
RGB: 0, 130, 202
HEX: 0082CA

fellowship
Drug + Alcohol
Recovery Center
HALL

SECONDARY COLOR PALETTE

These secondary colors are accent colors which may be used in graphics or typography
in conjunction with the logo. However, these colors should not be used in the logo itself.
The logo should ONLY appear in colors PMS 360 and PMS Process Blue in all color applications.

Graphics - Secondary Colors

PMS 129
CMYK: 0, 11, 78, 0
RGB: 243, 208, 62
HEX: F3D03E

PMS 541
CMYK: 100, 58, 9, 46
RGB: 0, 60, 113
HEX: 003C71

PMS 7662
CMYK: 60, 87, 5, 0
RGB: 122, 65, 131
HEX: 7A4183

Warm Gray 1
CMYK: 3, 3, 6, 7
RGB: 215, 210, 203
HEX: D7D2CB

Typography - Secondary Colors

80% Gray
CMYK: 0, 0, 0, 80
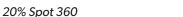RGB: 88, 89, 91
HEX: 58595B

PMS 541
CMYK: 100, 58, 9, 46
RGB: 0, 60, 113
HEX: 003C71

COLOR APPLICATIONS

Below are the acceptable full-color applications in which the logo may appear.
In instances that the logo must appear on a darker background, the reversed/white version of the logo should be used. Please note the logo should ONLY be used on backgrounds that contrast well with the colors in the logo.

Light Background

20% Spot 360

20% Spot Process Blue

Reversed on Darker Background

60% Spot 360

60% Spot Process Blue

DO NOT use the logo on backgrounds that don't contrast well:

BLACK & WHITE APPLICATIONS

Below are the acceptable black and white applications for the logo. In certain instances a reversed out version of the logo may be used on a 50% grey background.

Vertical Format B&W

Horizontal Format B&W

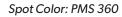*Vertical Format Reversed:*
Mark is 50% grey on 50% grey background

Horizontal Format Reversed:
Mark is 50% grey on 50% grey background

THE MARK

The mark may also be used separately from the type in certain instances.

Spot Color: PMS 360

Black and White

Reversed Out in White:
An uncropped version of the mark may be used on backgrounds that complement the logo well.

60% PMS 360

60% PMS Process Blue

Watermark/Screened Back:
An uncropped version of the mark may be screened back on a white background or on colored backgrounds that complement the logo well.

75% Screen

25% Screen

Please do not make any alterations to the logo.
The following are examples of what NOT to do.

Do not rotate /angle

Do not stretch or distort.

Do not use a drop shadow with the logo.

Do not print in any colors other than as specified in this manual.

LOGO TYPEFACE

The typefaces used in the logo are Sabon Roman and Sabon Italic.

SUPPORTING TYPEFACES

Two fonts may be used in Fellowship Hall materials; whether a Powerpoint presentation, email, letter, or handbook, the primary and secondary fonts below should be used.

PRIMARY FONT

Bell Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Example at 11 pt: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas augue ante, malesuada ac eleifend quis.

Bell Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Example at 11 pt: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas augue ante, malesuada ac eleifend quis.

Bell Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Example at 11 pt: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas augue ante, malesuada ac eleifend quis.

SECONDARY FONT

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Example at 11 pt: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas augue ante, malesuada ac eleifend quis.

Arial Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Example at 11 pt: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas augue ante, malesuada ac eleifend quis.

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Example at 11 pt: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas augue ante, malesuada ac eleifend quis.