

FELLOWSHIP OF CHRISTIAN ATHLETES

Branding Guidelines



Since 1954, the Fellowship of Christian Athletes has been challenging coaches and athletes to use the powerful medium of athletics to impact the world for Jesus Christ. Chances are, the millions of coaches and athletes whose lives we've touched have allowed us to do so because we have earned their trust.



This document is a guide to help earn that trust. In order to earn and maintain trust, we must communicate consistently at every point of contact.



Simply put, this is how we communicate our character. The way we work, our personality as an organization and our values.

These guidelines describe the essential visual elements of the Fellowship of Christian Athletes brand – the logo, typefaces, and color palette. These are the fundamental building blocks of our communications.

January 2016



**FELLOWSHIP OF
CHRISTIAN
ATHLETES**

The Fellowship of Christian Athletes Logo

It all starts with the logo. The Fellowship of Christian Athletes logo is the cornerstone of our visual identity. It represents us – what we do and how we do it.

Designed for maximum flexibility.

35 options to choose from. The FCA logo is available in seven layouts and five color options: Color, Color Reverse, White, Black and FCA Blue.

Why so many versions? There are hundreds of reproduction scenarios and each has its own requirements. No matter what those requirements may be, one of these options will work effectively without alteration. So...

Do not alter the logo in any way!

Always place the logo in a horizontal position, never vertically up the page. Other than when utilizing FCA's national Camps logo, do not reproduce the FCA logo in other colors. Adding a drop shadow under the logo is discouraged. Changing the transparency of the logo is acceptable on 1-color versions only. Contact Amy Richards at arichards@fca.org with questions

Contact Amy Richards (arichards@fca.org) with any logo questions or issues.

Logo Staging Area

Surround the logo with clear space at least equal to the height of "FELLOWSHIP" in the logo.



Color

Primary



**FELLOWSHIP OF
CHRISTIAN
ATHLETES**

Vertical



**FELLOWSHIP OF
CHRISTIAN
ATHLETES**

Vertical Alternate



**FELLOWSHIP OF
CHRISTIAN ATHLETES**

Horizontal



**FELLOWSHIP OF
CHRISTIAN ATHLETES**

Extreme Horizontal



FELLOWSHIP OF CHRISTIAN ATHLETES

Circle



Incorrect logo use



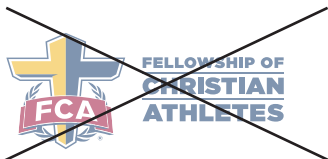
Incorrect: Width/height ratio altered



Incorrect: Altered colors



Incorrect: Vertical positioning



Incorrect: Transparency changed on color logo



Incorrect: Typeset letterforms used to approximate logo



Incorrect: Color logo placed on busy or patterned background

Color reverse

Primary



**FELLOWSHIP OF
CHRISTIAN
ATHLETES**

Vertical



**FELLOWSHIP OF
CHRISTIAN
ATHLETES**

Vertical Alternate



**FELLOWSHIP OF
CHRISTIAN ATHLETES**

Horizontal



**FELLOWSHIP OF
CHRISTIAN ATHLETES**

Extreme Horizontal



FELLOWSHIP OF CHRISTIAN ATHLETES

Circle



1-color reverse (white)

Primary



**FELLOWSHIP OF
CHRISTIAN
ATHLETES**

Vertical



**FELLOWSHIP OF
CHRISTIAN
ATHLETES**

Vertical Alternate



**FELLOWSHIP OF
CHRISTIAN ATHLETES**

Horizontal



**FELLOWSHIP OF
CHRISTIAN ATHLETES**

Extreme Horizontal



FELLOWSHIP OF CHRISTIAN ATHLETES

Circle



1-color (black)

Available in all seven layouts



**FELLOWSHIP OF
CHRISTIAN
ATHLETES**

1-color (PMS 282 Blue)

Available in all seven layouts



**FELLOWSHIP OF
CHRISTIAN
ATHLETES**



Only a 1-color logo may be placed over photos. Position logo only over background areas. Transparency may be changed only on 1-color versions of the logo.

Color

Using color consistently is one of the easiest ways to create memorable communications. The FCA color palette is simple but very flexible, allowing a wide range of bold to understated design.



**FELLOWSHIP OF
CHRISTIAN
ATHLETES**

Primary color palette: these colors should dominate any layout/composition

Tint



FCA Blue PMS 282



FCA Gold PMS 124



FCA Crimson PMS 202

100%



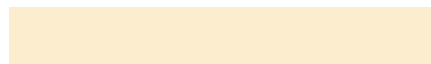
80%



60%



40%



20%

Recommended Secondary color palette: these colors should be only used as accents



PMS Blue 285



PMS Orange 159



PMS Red 485



PMS Green 3435



PMS Purple 2607

100%



80%



60%



40%



20%

Typography

Sticking to the same fonts help make our organization easily identifiable. There are only two font families needed for all Fellowship of Christian Athletes logos or marks: Gotham and Eurostile.

Gotham is available in an extremely wide range of weights ranging from Thin to Ultra, and styles including Narrow and Extra Narrow. Use Gotham as the primary font and Eurostile when a wider or more masculine font is desired.

The FCA Tagline is available as a graphic file, but may also be set as text in Gotham Narrow Bold Italic:

The heart and soul in sports®

Contact Amy Richards (arichards@fca.org) with any font questions or issues.

Eurostile

abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy 0123456789

Eurostile Bold

**abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy 0123456789**

Eurostile Extended

abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
0123456789

Eurostile Extended Bold

**abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
0123456789**

Gotham Thin

abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy 0123456789

Gotham Book

abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy 0123456789

Gotham Bold

**abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy 0123456789**

Gotham Ultra

**abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy 0123456789**

Gotham Thin Italic

*abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy 0123456789*

Gotham Book Italic

*abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy 0123456789*

Gotham Bold Italic

***abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy 0123456789***

Gotham Ultra Italic

***abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy 0123456789***

Gotham Narrow Book

abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy 0123456789

Gotham Narrow Black

**abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy 0123456789**

Gotham Narrow Ultra Italic

***abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy 0123456789***

Gotham Extra Narrow Light

abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy 0123456789

Gotham Extra Narrow Bold Italic

***abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy 0123456789***

FCA Symbol

The symbol component of the FCA logo (cross, banner and wreath) may be used by itself, or with the tagline. Provide the same clear space around the symbol as you would for the full logo.



FCA Cross

The FCA Cross may be used as a design component as a background/watermark/wallpaper element. It may be cropped or repeated and does not require clear space. Any version of the FCA logo may be placed over an FCA Cross if the cross is 10% or 20% tint or opacity.



FCA Tagline

The FCA Tagline is available as a graphic file, but may also be set as text in Gotham Narrow Bold Italic.

The heart and soul in sports®

Examples of correct use of Symbol and Tagline.



The heart and soul in sports®



The heart and soul in sports®



The heart and soul in sports®

Additional FCA logo variations

There are a myriad of sports, ministries, and locations that have a need for their own FCA identity. To unite the branding imagery of FCA, for synergy and recognition, please use the following guidelines:

- Any addition to the logotype to communicate a specific sport, type of ministry, location, etc. should be created using the primary or vertical format used in our Four C's of Ministry.
- These logos can be reproduced in the following color options: Color, Color Reverse, 1-color and 1-color reverse. Please adhere to the same usage standards as the FCA primary logo (refer to page two of this document).

Contact Amy Richards (arichards@fca.org) to obtain editable logo files for sport/ministry/location-specific logos.

Four C's of Ministry: Primary color logos



Color Reverse



1-Color Reverse

1-Color: PMS 282



1-Color: Black

Four C's of Ministry: Vertical color logos



Examples of correct logotype formatting

