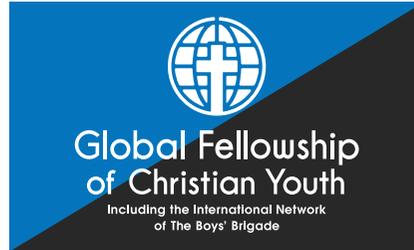
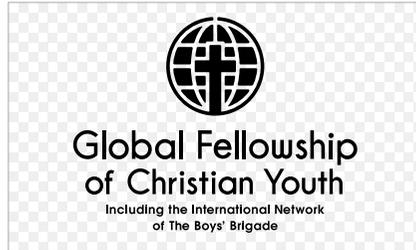
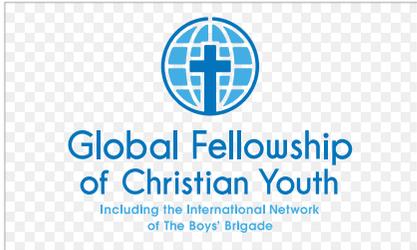


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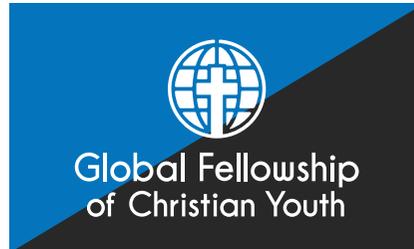
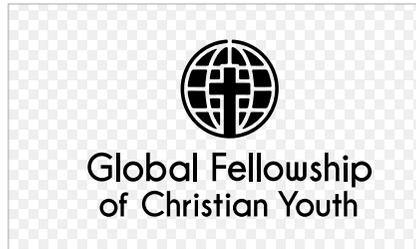
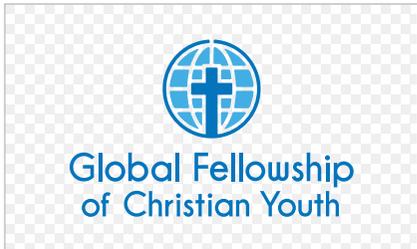
Vertical Logo (with tagline)

Below are the variations for the vertical logo. The full colour logo should be primarily used. The black logo can be used for greyscale print jobs. The white logo can be used on top of 'Blue', images or in restricted black and white print work.



Vertical Logo (without tagline)

Occasionally the tagline may not be readable if it has been scaled to small dimensions, in this instance it is advised to use the logo without tagline. This version may also be useful if the logo is being added to a document / design that contains a lot of text.



File types explained

JPEG don't hold any transparency making the backgrounds solid white. JPEGs are the smallest in file size.

PNG do have transparent backgrounds which can be useful when placing the logo on a colour or image. However they are bigger in file size than JPEGs.

TIFFs are used extensively in print work. They do have a transparent background. TIFFs files are not compressed so the file size can be quite big. TIFFs should not be used for web or video work as the colour output is intended for print.

EPSs files are to be used for high end graphic programmes and professional printers. EPS files can be scaled as big as necessary without any distortion or loss in quality.

Brand Colours

Blue #0474BB

	C: 87	R: 4
	M: 50	G: 117
	Y: 0	B: 188
	K: 0	

Light Blue #42AEE3

	C: 65	R: 67
	M: 14	G: 174
	Y: 0	B: 227
	K: 0	

Colour values explained

HEX (#) colours are often used for HTML web language

CMYK colour format should be used for print design

RGB colour format should be used for digital design

Brand Fonts

ITC Avant Garde Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890: ", ; , . < > / ? ~ ! @ # \$ % ^ & * () _ + = { }

A font that compliments the logo is 'ITC Avant Garde Gothic'. This can be purchased online at www.myfonts.com.

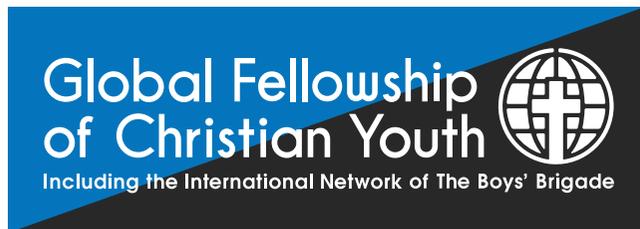
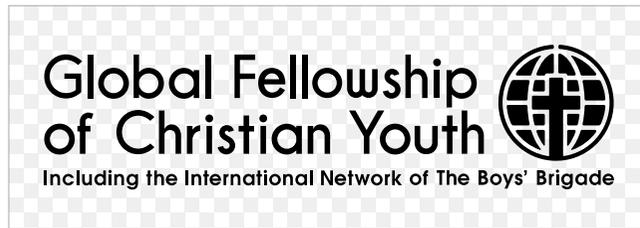
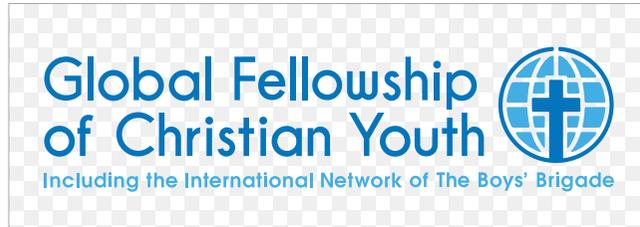


It is recommended that ITC Avant Garde is used for all design however 'Helvetica' or 'Arial' can be used as a substitute font.

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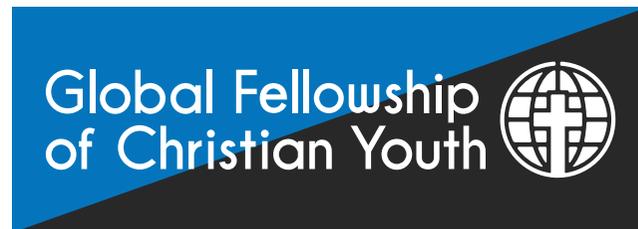
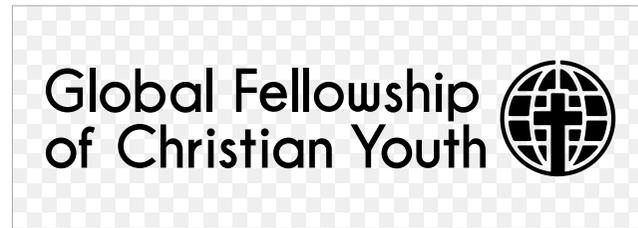
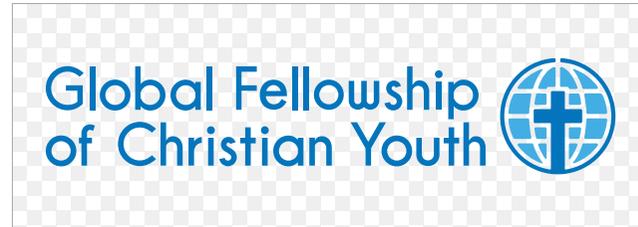
Horizontal Logo (with tagline)

Below are the variations for the horizontal logo which should be used when there is limited vertical space. The full colour logo should be primarily used. The black logo can be used for greyscale print jobs. The white logo can be used on top of 'Blue', images or in restricted black and white print work.

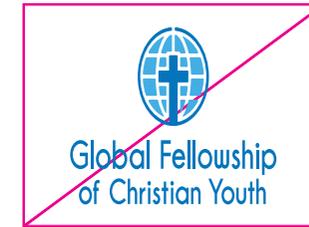


Horizontal Logo (without tagline)

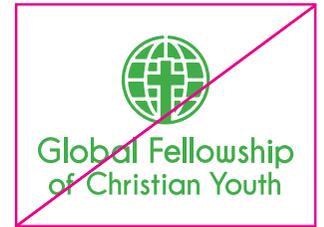
Occasionally the tagline may not be readable if the it has been scaled to small dimensions, in this instance it is advised to use the logo without tagline. This version may also be useful if the logo is being added to a document / design that contains a lot of text.



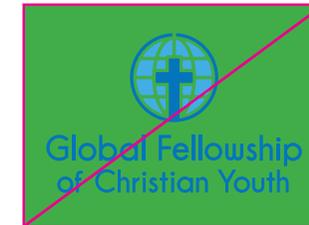
Brand Misuse



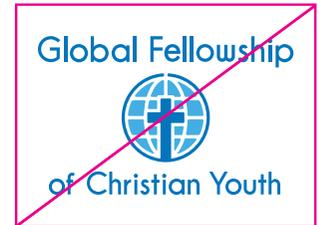
Do not resize unequally



Use only brand colours



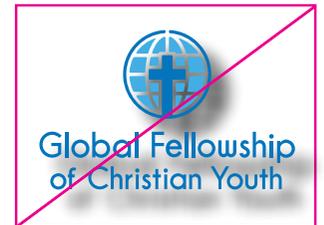
Use the correct background



Do not rearrange the logo



Don't use the tagline version for small application



Avoid applying effects

Logo Sizing

The logo should not be sized any smaller than the measurement shown below. If the logo is smaller than this it can become difficult to read.



Vertical logo no smaller than 52mm in width

Global Fellowship of Christian Youth



No smaller than 20mm in width



Horizontal logo no smaller than 72mm in width

Global Fellowship of Christian Youth



No smaller than 25mm in width