

Colour Swatches in the order of RGB, CMYK, and HEX. Use RGB for desktop publishing only. Use HEX for web only. Use CMYK for files going to a printer.

**Dark Grey**

59 / 45 / 56  
67-73-54-55  
3b2e38



**Light Grey**

188 / 189 / 172  
27-20-32-0  
bcbdac



**Hot Pink**

236 / 0 / 140  
1-99-0-0  
f02475



**Yellow**

207 / 190 / 39  
22-18-100-0  
cfbe27



**Orange**

#f15406  
241 / 84 / 6  
0-81-100-0





All of the colours can be used together in a 'band device' such as the above. The grey tones should always be the largest bands, with the brighter colours forming small central strips. Widths may vary.

Preferred fonts for on-screen media (sans-serif). (Do not use sans-serif fonts on print matter.)

Microsoft Sans Serif

Lucida Grande

## **The FoR Logo**

The logo can appear in only very particular formats. For example, in dark grey it can only appear on light grey, orange, or yellow. The principles for this are enshrined in the TIF and JPEG source files for the logo (supplied on disc).

If a crop of the logo is used, it must be transparent, and dissociated from the logo itself. A crop can only be used where the full uncropped logo is also present. You may use one of the TIF files as your source for this, but it is better to create a crop version from scratch and set your transparency there.

A crop must not include the central words FoR. These must be hidden from view.

Where the logo is used, text should also be used to explain that we are England. 'The Fellowship of Reconciliation, England' is our full registered charity name. The charity number and copyright should also appear.

The following master files contain the details:

FoRE-vector-logo~ (~dark,light,orange,pink,yellow) .eps                      Vector master file

FoRE-logo-dark.tif	Layers for light grey, orange, yellow, white
FoRE-logo-light.tif	Layers for dark grey, pink
FoRE-logo-orange.tif	Layers for dark grey, light grey
FoRE-logo-pink.tif	Layers for dark grey, light grey, white
FoRE-logo-yellow.tif	Layers for dark grey

logo-dark-light.jpg	Dark logo on light grey background
logo-dark-orange.jpg	Dark on orange
logo-dark-yellow.jpg	Dark on yellow...and so on for...
logo-dark.jpg	Dark on white
logo-light-dark.jpg	Light on dark grey
logo-light-pink.jpg	Light on pink
logo-orange-dark.jpg	Orange on dark (example below)
logo-orange-light.jpg	Orange on light
logo-pink-dark.jpg	Pink on dark
logo-pink-light.jpg	Pink on light
logo-pink-yellow.jpg	Pink on yellow
logo-pink.jpg	Pink on white
logo-yellow-dark.jpg	Yellow on dark



## Writing the charity name - onscreen media

The image shows the charity name 'THE FELLOWSHIP OF Reconciliation ENGLAND' in a dark grey color. The text is framed by thin black lines: a vertical line on the left, a vertical line on the right, a horizontal line above 'THE FELLOWSHIP OF', and a horizontal line below 'Reconciliation'. The word 'Reconciliation' is significantly larger than the other words.

THE FELLOWSHIP OF  
Reconciliation  
ENGLAND

This is in 'Sathu' font. If the top and bottom text lines are 14pt, then the main word 'reconciliation' is 58pt. 'The' and 'England' are aligned to the start and end of 'reconciliation' respectively. Keep a distance of roughly one em between the top and bottom lines and the word 'reconciliation'. Sathu will only display correctly in this PDF guide if you have it installed on your machine.

In the above example, the dark grey has been used. Do not use black.

## Writing the charity name - print media

It is out of scope for the website brand to supply this. However the following is suggested - Hoefler text font. The example is in hot pink.

The image shows the charity name 'THE FELLOWSHIP OF Reconciliation ENGLAND' in a hot pink color. The text is centered and uses a serif font. The word 'Reconciliation' is the largest and most prominent.

THE FELLOWSHIP OF  
Reconciliation  
ENGLAND

