









FRIENDS OF THE HOLY LAND
GIVING HOPE TO VULNERABLE CHRISTIANS



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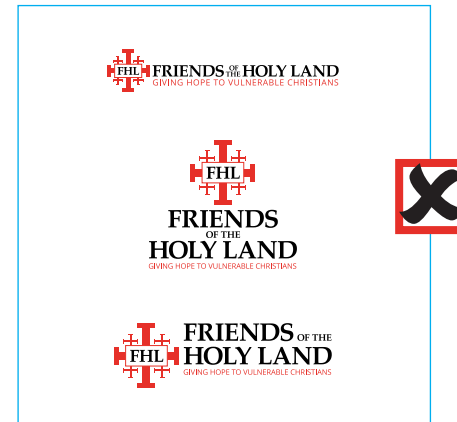
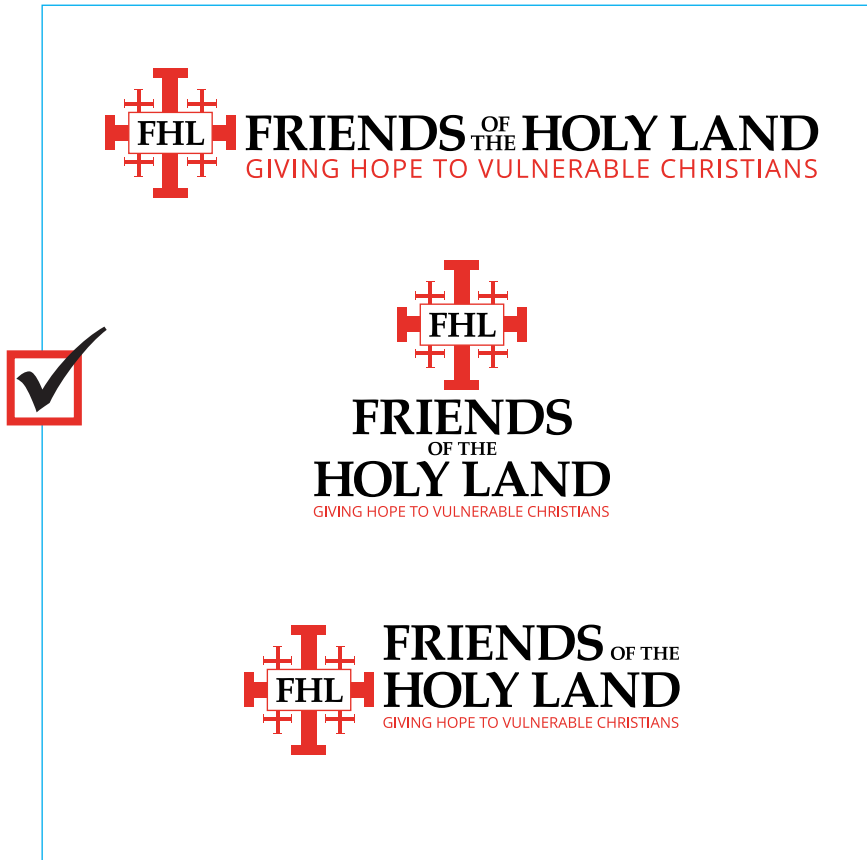
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Logo use - minimum sizes

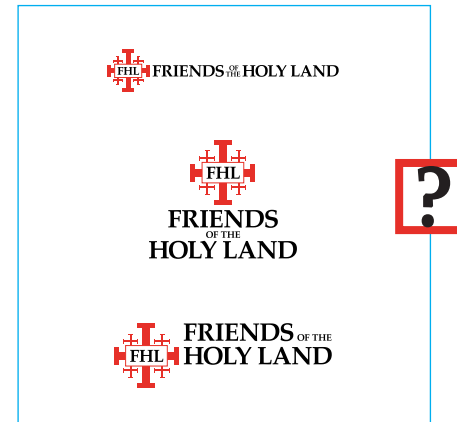
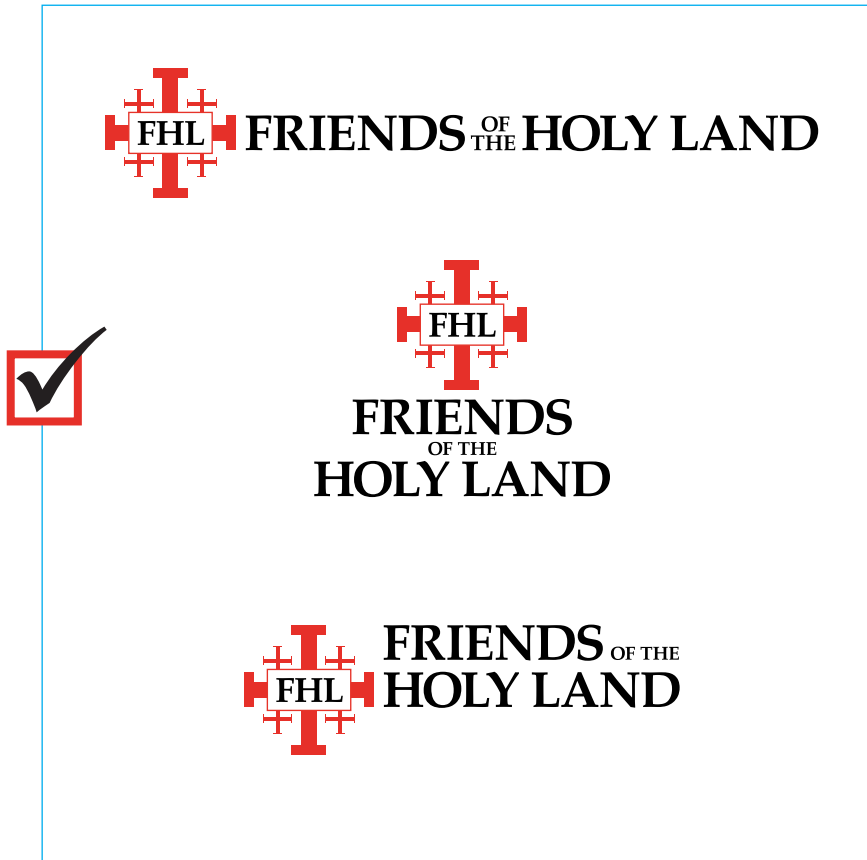
When using the logo considered judgement is needed to make sure that text is a readable size.

These examples show a selection of acceptable and unacceptable sizes of logo use.



Logo use - minimum sizes

When using the logo small it would always be preferable to use the **NO STRAPLINE** version.



Logo use - Do's & Dont's

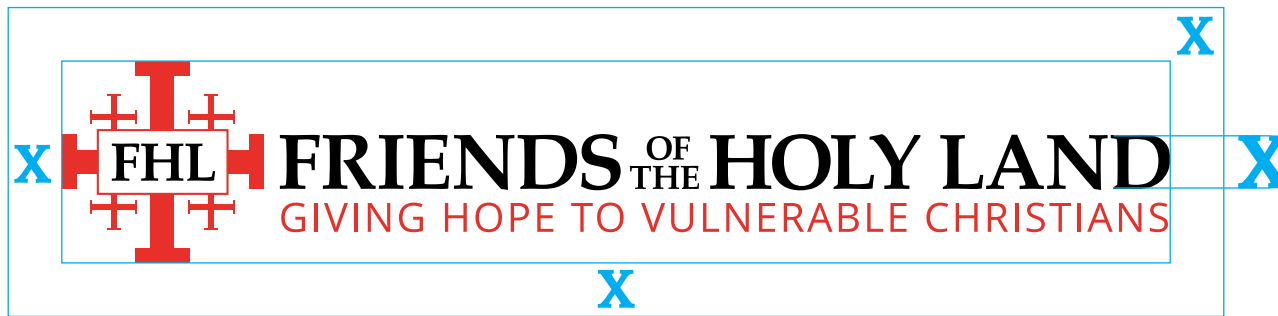
When placing the logo into artwork, always increase or decrease the size in scale. DO NOT stretch the logo to fit. These examples show the right and wrong way of adjusting the logo size.



Logo use - Exclusion area

For maximum impact the logo should always be prominent and legible. The exclusion zone gives the logo enough space to make this impact and not become compromised by other elements.

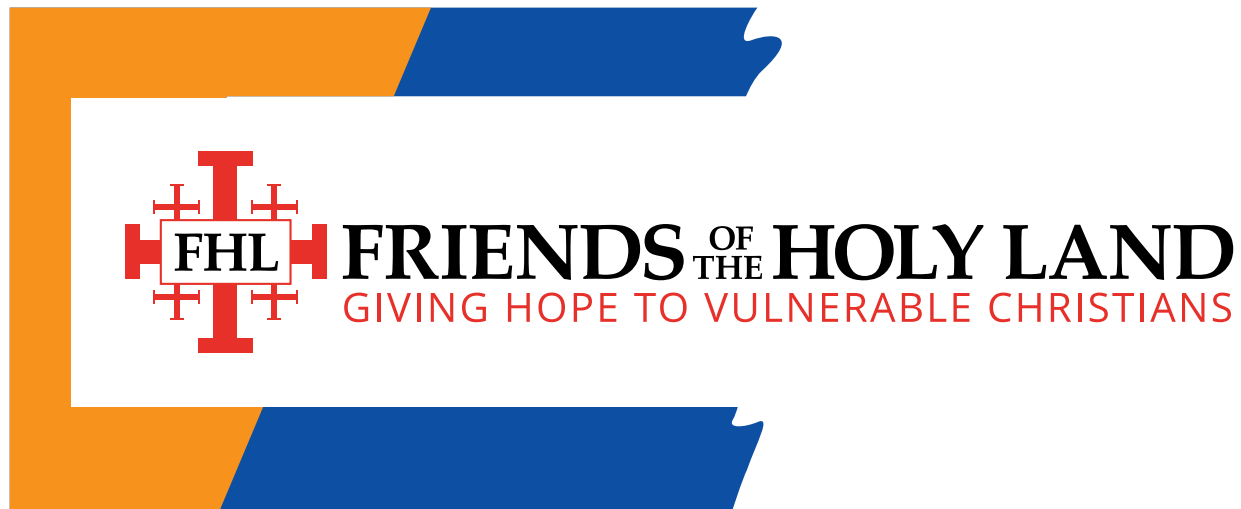
A clear space must be maintained. We have used the cap height of FHL, as illustrated with an X. This should be the minimum space around the FHL logo.



F = X height

Logo use - Exclusion area

When used on a solid colour, multi-colour background or an image, the logo must be placed in a white panel using the exclusion area as the minimum white space.



Logo use

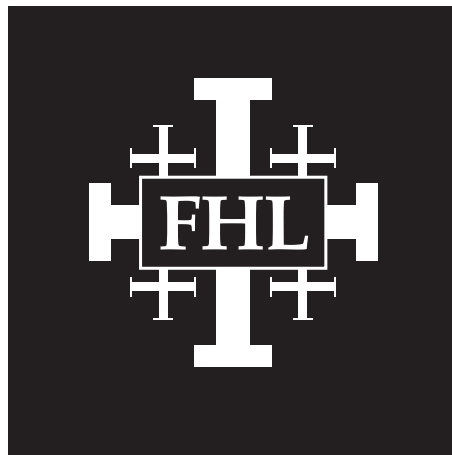
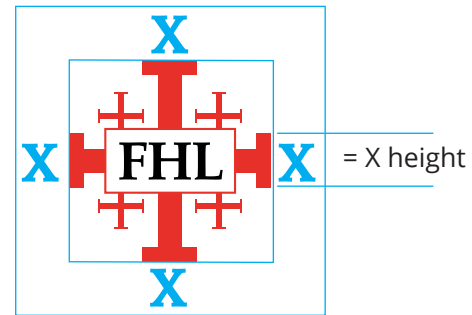
If using a single colour, it is acceptable for the Group logo to appear white out but the exclusion rules must still be adhered to.



FHL emblem only use

The FHL cross emblem can be used on its own when purposes are considered relevant, i.e. internal communication or for use in limited space for maximum impact.

Note the rules of exclusion zone and use of colour or mono associated with the full logo still applies.



Corporate colours

FHL uses 4 colours in its colour palette as part of its identify. Two primary colours and 2 secondary supporting colours. These colours are used together create a simple, yet powerful design and clearly defines the FHL identity.

The CMYK (print) and RGB (web) breakdowns are given for all.

Primary



CMYK 0/79/58/0
RGB 230/48/41



CMYK 0/0/0/100
RGB 0/0/0

Secondary



CMYK 59/15/26/10
RGB 105/164/174



CMYK 53/5/71/0
RGB 138/188/107

Fonts

FHL uses two standard typefaces for all printed and digital material including its website. Having standard typefaces and applying them consistently helps to create cohesion in respect of the visual identity of the brand.

All body copy should be displayed in 'Open Sans Regular' at 11pt set on Auto leading. You can use 'Open Sans Bold' to highlight a opening paragraph, word, or email address that may need to stand out.

All body copy should be justified.

Open Sans Regular
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890@£%&*

Open Sans Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
1234567890@£%&*

'Andada Bold' should be used for headings in artwork, just like in these brand guidelines. You can increase the size of the header depending on space available but it should be at least 4pt bigger than the body copy - and can be used in any of the corporate colours.

Andada Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
1234567890@£%&*

Contact details

If you have any queries regarding corporate information, please do not hesitate to contact:

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