Guidelines for Usage

• The logo may be used by any local EFC-ER church, district, or educational institution, provided that the entity is recognized by EFC-ER and is in agreement with the Faith & Practice.

• Any use of the logo in any materials signifies conformity with the beliefs and policies set forth in the current EFC-ER Faith and Practice (http://efcer.org/media/1/9/Faith-and-Practice-2013.pdf)

• This guideline has been prepared to ensure the success of the EFC-ER visual identity through consistency of use.

• Churches are encouraged to incorporate the logo within their local church signage, websites and promotional materials.

• Recommended formatting options include circular text (right) or glyph with horizontal text (above) or the glyph design with text either horizontal or vertical. Illustrations for each format are included in packet and available in digital format.

Style Guide prepared by the EFC-ER Office
For additional information contact:
Donna Neff, Communications Director
dneff@efcer.org

Complete media kit available: www.efcer.org/media-kit
**COLORS**

Color is a powerful means of visual identification and consistency is the key. We encourage using only the recommended logo colors.

Churches are encouraged to incorporate the logo into their custom church logo, website or signage. When doing so, please pick one of the four pantone colors* that best compliment the color scheme or use the screened grayscale version with applied spot color.

For accurate PANTONE color-standards, refer to the current edition of the Pantone Color Formula Guide. Pantone® is a registered trademark of Pantone, Inc., (C= Cyan; M= Magenta; Y= Yellow; K=Black)

**Typography**

The primary type family Roboto has been used. It has a wide range of variations and provides a rich typographic palettes.

Roboto is a friendly sans serif typeface that works well across all media and applications. Feel free to use this font for business cards, stationery and/or newsletters at the local church level. Roboto is a free font and may be downloaded from the media kit webpage.

**Church Signs**

We encourage churches to use the logo in exterior signs. Please keep the colors and look consistent with the intent of the design. Examples to be shared on the website may be submitted to the EFC-ER office.

**Church Name Integration**

When customizing the logo with your church’s name:

- Use font Roboto, if possible.
- Contact Donna Neff for suggestions, samples and ideas for layout of business cards, etc.

(A complete, EFC-ER logo media packet, including downloadable fonts, is available on the website.)

**Logo Distortions**

These are examples of distortions of the logo that may comprise the integrity of the EFC-ER logo.

- Disproportionate
- Inappropriate Background
- Inappropriate color application
- Text overlapping logo

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*NOTE: THE CROSS IS PANTONE 433 C (C-33/ M-3/ Y-0/ K-95)
Globe outline is the logo blue at 30%

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**Print guidelines:**

- 4 color or grayscale
- Single applied colors need to be used with the screened version
- In some cases the logo may print 100% black or reverse to white.
Evangelical Friends Church
EASTERN REGION
Pantone Colors

![Color Swatches]

<table>
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<th>Color</th>
<th>Value</th>
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<tbody>
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<table>
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</thead>
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<tr>
<td>433C</td>
<td>95%</td>
</tr>
<tr>
<td>433C</td>
<td>35%</td>
</tr>
</tbody>
</table>

**Typeface**

- Roboto Thin
- Roboto Thin Italic
- Roboto Light
- Roboto Light Italic
- Roboto Medium
- Roboto Medium Italic

- Roboto Bold
- Roboto Bold Italic
- Roboto Black
- Roboto Black Italic