

Financial Empowerment Center Logo Guidelines

The usage versions outlined below are the only allowable versions of the FEC logo; partners are not allowed to apply other color treatments to the FEC logo or alter its proportions.



NEUTRAL USAGE:
This version of the logo does not include a tagline and is used for the most basic settings or instances.



TAGLINE USAGE:
This version of the logo uses a tagline to help communicate more about the Financial Empowerment Center within the graphic itself.



TWO-COLOR USAGE:
This version of the logo does not use the gradient treatment within the graphic. This is helpful for 2-color print jobs or when using printers that do not have the quality output for gradation in color..



BLACK & WHITE:
This version of the logo is for use when only black and white are available.



WHITE ON COLOR:
This version of the logo should be used if the background is solid in color, and at a mid to dark shade..



For lighter background shades it is best to use the color logo, or the Black and White version above. In general, this is the least preferable treatment of the logo.



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Financial Empowerment Center Logo Guidelines *continued*

HELVETICA NEUE (main typeface/headlines)

This is the typeface used for FEC materials.

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FEC LOGO USAGE:

The FEC logo always appears with the local government logo and, if desired, the nonprofit counseling provider logo. FECs are a local government service, and should always be clearly identified as such in FEC materials.

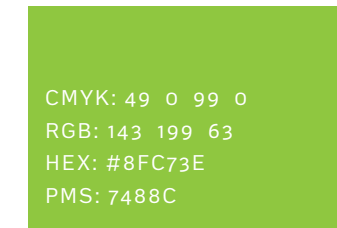
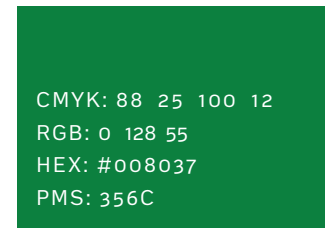
The FEC logo may only be used with the color treatments outlined on the previous page; partners are not allowed to alter the color or proportions of the logo. Partners can use their own brand colors in FEC materials, as long as the FEC logo itself is not altered.

FEC NAMING CONVENTIONS:

The program should always be referred to as the 'Financial Empowerment Center' or 'FEC' to highlight the local program's connection to the national program model; the program name can include your city or county's name as well.

While partners are encouraged to translate FEC marketing materials into other languages, the name of the program itself ('Financial Empowerment Center' or 'FEC') should always remain in English

PRIMARY COLORS



These two colors should be used as the primary colors for materials.

GRADIENT COLORS



Deep Green
R 40 / G 75 / B 35
C 80 / M 44 / Y 100 / K 47
HEX: #284B23

Dark Green
R 48 / G 111 / B 55
C 82 / M 33 / Y 100 / K 23
HEX: #306F37



Transitional Green
R 94 / G 169 / B 69
C 68 / M 10 / Y 100 / K 1
HEX: #5EA945

Vibrant Green
R 209 / G 222 / B 73
C 22 / M 0 / Y 87 / K 0
HEX: #D1DE49

These four colors are transitional stops for the Neutral Usage full color logo and are acceptable in materials as additions to the palette.