

Brand Guide for The Evangelical Fellowship of Canada (EFC)

Logo

English Versions

Colour



Black and White



French Versions

Colour



Black and White





Clear Zone

The logo requires clear space around it. The space should be at least equal to 2x the F-height of the upper-case letters in the word "Fellowship".

Minimum Size

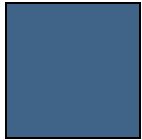
The logo should not be too small. The square logo should be at least 250px high, or 34mm on printed materials. The horizontal logo should be at least 350px wide (recommended).

Slogan

Uniting Evangelicals to Bless Canada in the Name of Jesus

Colours

Primary Colours



CMYK: 82,28,58,8
RGB: 63,100,136
HEX: 3F6488



CMYK: 34,31,66,0
RGB: 177,163,111
HEX: B1A36F

Secondary Colours



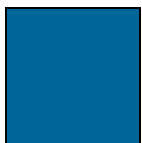
CMYK: 13,100,85,4
RGB: 204,0,51
HEX: CC0033



CMYK: 84,15,78,2
RGB: 0,153,102
HEX: 009966



CMYK: 0,47,100,0
RGB: 255,153,0
HEX: FF9900



CMYK: 93,58,18,2
RGB: 0,102,153
HEX: 006699



CMYK: 68,100,26,18
RGB: 102,0,102
HEX: 660066

Fonts

Logo (Brand) Font

FF Meta

ABCDEFGHIJKLMNOPQRSTUVWXYZ
àáâãäå&123456789
01234567890(\$£€.,!?)

Times

ABCDEFGHIJKLMNOPQRSTUVWXYZ
àáâãäå&123456789
01234567890(\$£€.,!?)

Website Header Font

Alice (Google Font)

<https://fonts.google.com/specimen/Alice>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890'?''"!"(%)
[#]{}@}/&<-+÷x=>
®©\$€£¥¢::,*

House Font

Ebrima

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?!#

Website Content Body Font

Raleway (Google Font)

<https://fonts.google.com/specimen/Raleway>

ABCĆČDĎEFGHI
JKLMNOPQRSŠT
UVWXYZŽabcčć
dďefghijklmnop
qrsštuvwxyzž123
4567890'?''"!"(%)[
#]{}@}/&<-+÷x=>®
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