FGBMFI BRAND MANUAL

Full Gospel Business Men's Fellowship International

INTRODUCTION

Following a thorough review, it has been identified that multiple versions of the logo currently exist, varying by region, country, or community. Additionally, there are no standardised parameters or guidelines for its usage, resulting in a lack of uniformity in the visual identity of FGBMFI (FIHNEC).

This Brand Manual aims to establish clear guidelines for the correct use of the organisation's visual identity, ensuring consistency and recognition across all physical, printed, and digital applications.

FGB
MF)

FGB
MF)

FGB
MF)
MALAYSIA

FGB
MF)

FGB
MF)
USA

FGB
MF)

FGB
MF)

FGB
MF)
INDONESIA

FGB
MF)
DAVAO CITY, PH

FGB
MF)

FIH
NEC
SU SIGNO SOBRE MI ES AMOR

FIH
NEC
SU SIGNO SOBRE MI ES AMOR

FIH
NEC
FRATERNIDAD INTERNACIONAL DE HOMBRES
DE NEGOCIOS DEL EVANGELIO COMPLETO
NICARAGUA

FRATERNIDAD INTERNACIONAL DE HOMBRES DE NEGOCIOS DEL EVANGELIO COMPLETO
FIH
NEC

FIH
NEC
JOVENES

FRATERNIDAD INTERNACIONAL
FIH
NEC
DE LA GENTE MAS FELIZ DE LA TIERRA

FIH
NEC
SU SIGNO SOBRE MI ES AMOR

FIHNEC
GUATEMALA

FIH
NEC
ECUADOR

FIH
NEC

PURPOSE OF THE MANUAL

This document seeks to unify the image of FGBMFI by standardising the logo, colours, typography, and other visual elements. In doing so, it ensures a coherent application across various communication channels and promotional materials.

Addressed to administrative members, communication and marketing teams, and graphic designers, this manual provides guidelines to ensure a faithful and high-quality reproduction of the brand. It does not restrict creativity but serves as a guide for effective communication and a solid projection of the institutional identity.

VISUAL IDENTITY

Logo and Its Meaning

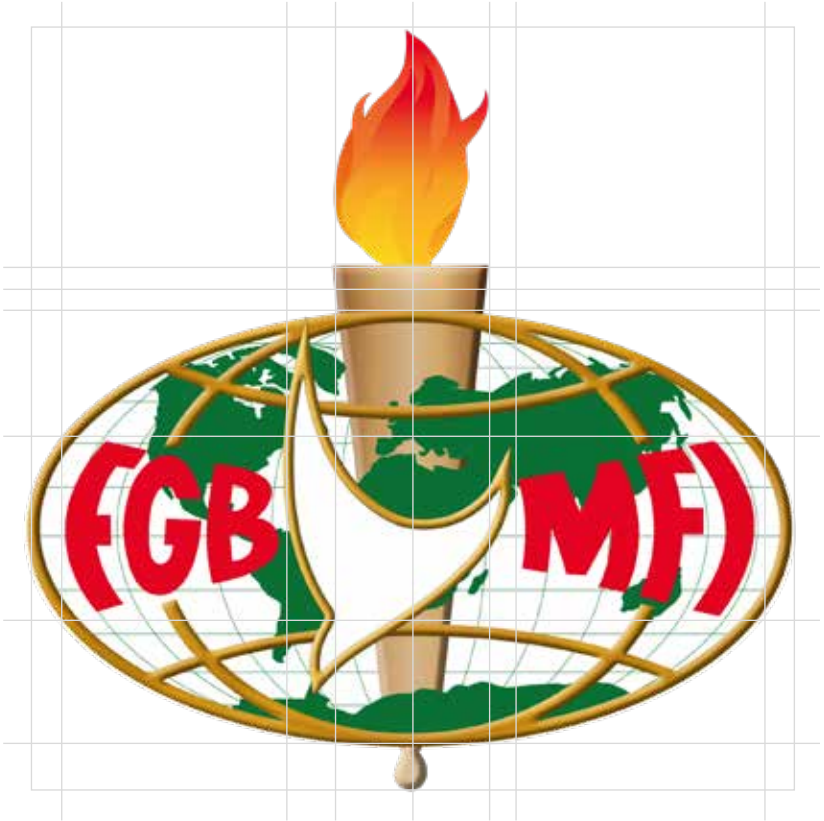
The logo represents the organisation graphically and consists of the typography **"FGBMFI",** the acronym for ***Full Gospel Business Men's Fellowship International.*** This design aims to convey the international character of the fraternity, guided by the flame of the Holy Spirit. It incorporates symbolic visual elements such as the globe, torch, and white dove.

LogoFGBMFI

Structure and Composition

The logo is designed within a grid that organises its main elements:

- **Centre:** The torch with the flame and dove, representing the guidance of the Holy Spirit.
- **Background:** The globe, symbolising the organisation's international presence.
- **Sides:** The acronyms positioned on either side of the dove.



Protection Area

To ensure the visibility and legibility of the logo, a protection area is established, free from other graphic or textual elements. The height of this safety zone is defined by the distance between the base of the torch and the edge of the globe.

Official Typography

Primary: Open Sans
Designed by Steve Matesson.

• A humanist sans-serif typeface with excellent readability in print and digital environments.

• Recommended use for titles and headings, with bold (bold) emphasis on the first word or line.

• Available for download: Google Fonts

Open Sans

ABCDEFGHIJKLNO
PQRSTUVWXYZ
abcdefghijklno
pqrstuvwxyz
1234567890

Secondary: Arial
Designed by Robin Nicholas and Patricia Saunders.

• A sans-serif typeface optimised for screen readability.

• **Exclusive use for body text, replacing Open Sans when unavailable.**

Arial

ABCDEFGHIJ
KLNOPQRST
UVWXYZ
abcdefghijklno
pqrstuvwxyz
1234567890!
@£$%^&

Colour Palette, Primary Colours

CMYK
C0 M25 Y90 K0
Web
#FDC41F
RGB
R253 G196 B31

CMYK
C0 M100 Y90 K0
Web
#E40521
RGB
R228 G5 B33

CMYK
C90 M30 Y100 K15
Web
#007334
RGB
R0 G115 B52

The institutional colours of FGBMFI reflect the organisation's identity and values. **The following primary tones are defined: Yellow, red and green.**

Secondary and Gradient Colours

Gradient variations are incorporated to add visual dynamism in specific applications.

Example: Intense Orange and ochre

CMYK
C30 M60 Y80 K25
Web
#9A6136
RGB
R154 G97 B54

CMYK
C10 M20 Y35 K0
Web
#E9CFAE
RGB
R233 G207 B174

CMYK
C0 M70 Y95 K0
Web
#EC671A
RGB
R236 G103 B26

CMYK
C0 M45 Y90 K0
Web
#F59D24
RGB
R245 G157 B36

Complementary colours

CMYK
C90 M30 Y100 K15
Web
#007334
RGB
R0 G115 B52

CMYK
C0 M85 Y50 K0
Web
#DC41F
RGB
R29 G113 B184

CMYK
C100 M85 Y30 K20
Web
#1F3464
RGB
R31 G52 B100

Gradients

Gradient variations are incorporated to add visual dynamism in specific applications.

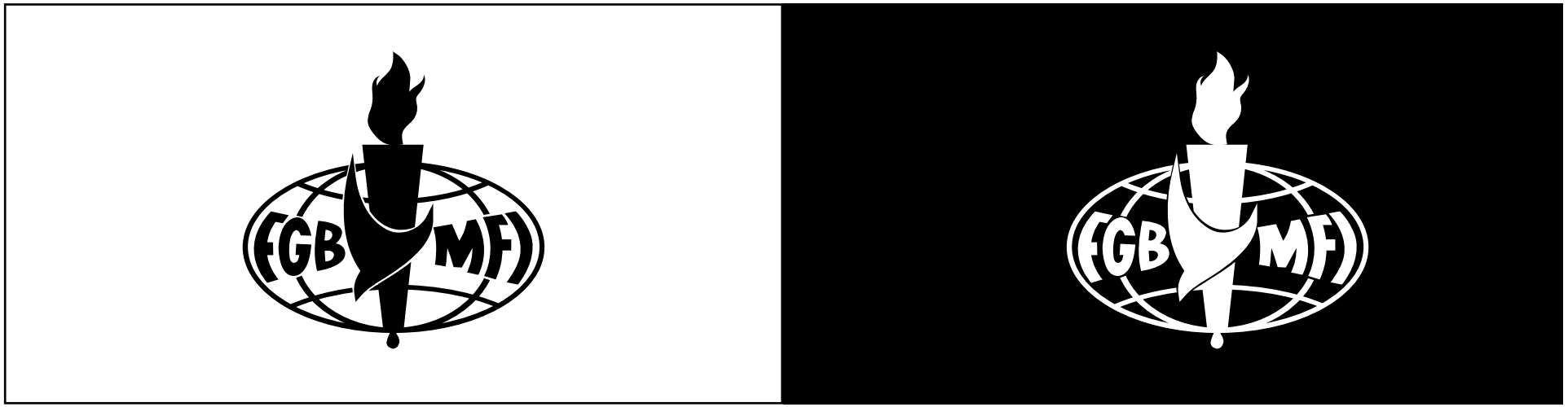
LOGO APPLICATIONS AND USABILITY

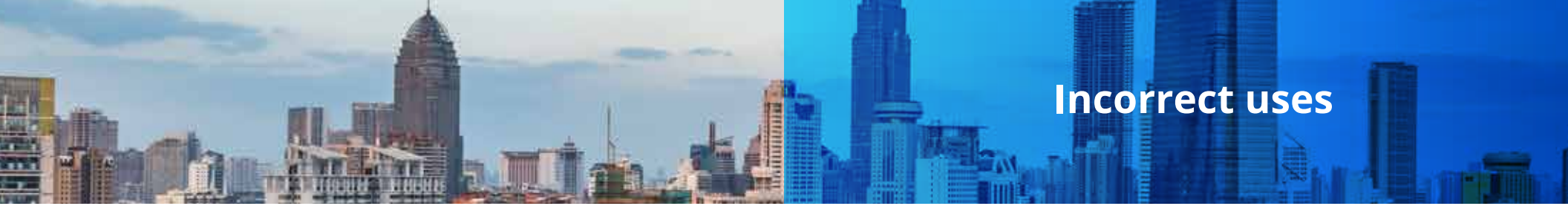
Guidelines are established for the correct use of the logo in various applications and formats, including:

- Colour, greyscale, and high-contrast versions.
- Incorrect uses to avoid (distortions, colour changes, inappropriate effects).
- Adaptations for national and international representations.

Full Gospel Business Men's Fellowship International, USA

Greyscale and high-contrast versions.





Incorrect uses

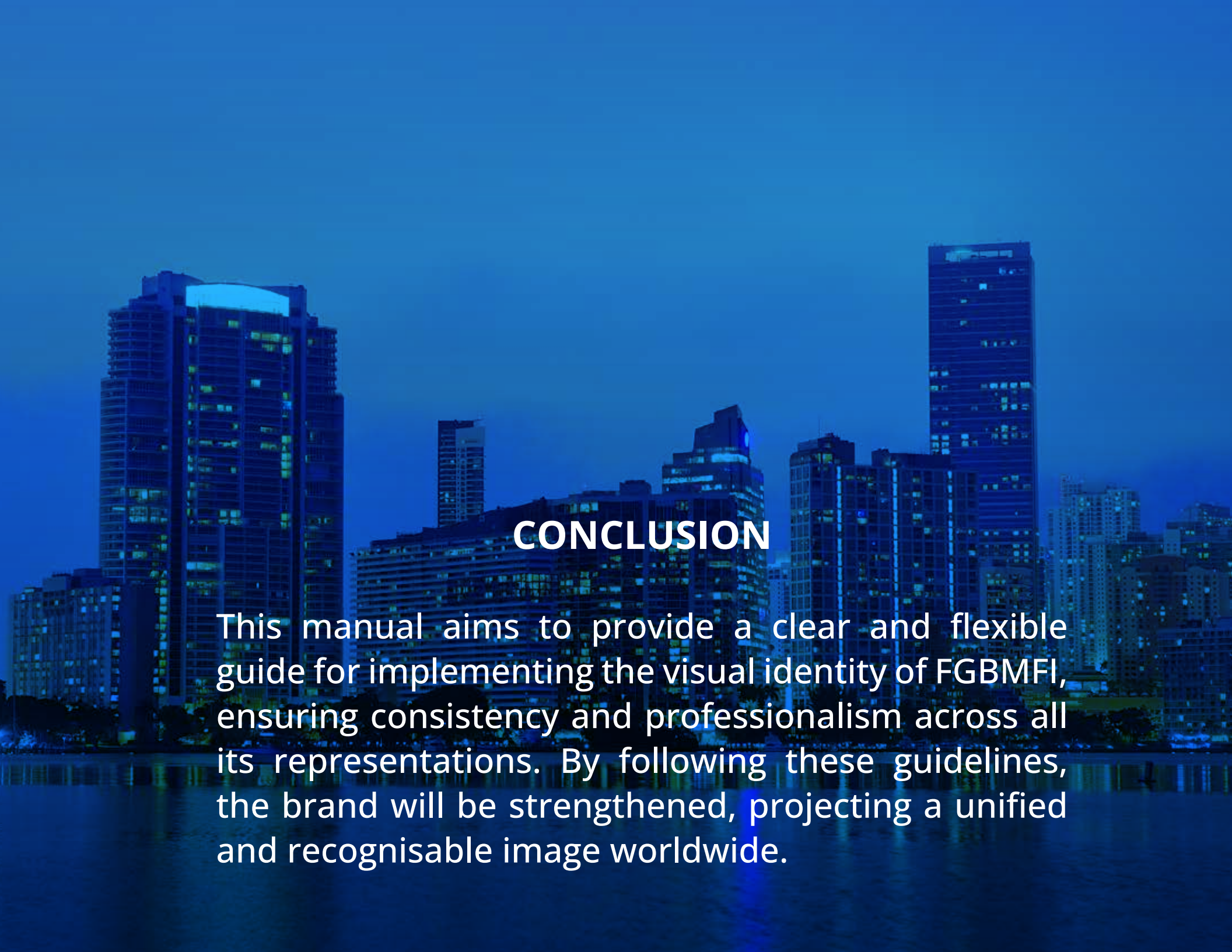
Adaptations for national and international representations.

Full Gospel Business
Men's Fellowship
International, USA

USA |

Full Gospel Business
Men's Fellowship
International, Francia

Francia |



CONCLUSION

This manual aims to provide a clear and flexible guide for implementing the visual identity of FGBMFI, ensuring consistency and professionalism across all its representations. By following these guidelines, the brand will be strengthened, projecting a unified and recognisable image worldwide.