Commitment for Life
Logo guidelines

May 2013

CD Contents

On this CD you will find the new Commitment for life logo in the following formats:

- **EPS** (CMYK, Pantone) for high resolution commercial printing and unlimited enlargement.
- **JPG** (CMYK, Greyscale, RGB) for desktop printing of files such as Word – also web and other electronic devices.
- **PNG** (RGB, Hex) for electronic use, such as websites, tablets, email signatures, emailing campaigns.

There is also a letterhead template included in Word format.

If the logo is to be used with a strapline then the following is suggested:

Align the text to the logo baseline starting underneath the 'F' in 'LIFE' as below.

Using the logo

Correctly using the Commitment for Life logo is the key to its success. The logo has been designed for differing media and includes a range of tones whilst still keeping its identity. It can also be reversed out white on a coloured background.

You can reduce and enlarge the logo but a clear margin proportional to the minimum width of the height of the words 'FOR' should be left around the logo on all sides.

It is preferable to use the logos in the sizes supplied as stated in the logo names, for example: CforL_small_web.png is the smallest size preferred to be used for web (see list overleaf).

Try to keep the logo as large as possible on the page. Suggested minimum logo size is **30mm width**

The fonts used here are:
- *Albertus Extra Bold* and *Albertus MT Lt* for logo. *Gill Sans MT* for strap lines.

Using the logo alongside the official United Reformed Church logo

When placing the logo with a group of other logos or with the URC logo please follow the example below. It should appear in the following order when possible: Commitment for Life logo, URC logo, other logos.
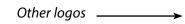
Other logos ⟶

Colour palettes

Three different colours are included so that you can choose one that will not clash with other items on the page, and reversed out white options.

width 30mm

width 58mm

width 105mm

width 275mm

Supplied colourways on CD:

- **Greyscale**
- **CMYK** (for use on printed materials)
- **Pantone** (specifically for use in screen printing and for bright print colours that match closer to the screen bright colours)
- **RGB** (for desktop printing of files such as Word – also web and other electronic devices)
- **Hex** (web and other electronic devices)

Three formats provided:

- **JPG** (RGB, CMYK, Greyscale)
- **PNG** (RGB, Hex) for electronic use, such as websites, tablets, email signatures, emailing campaigns.
- **EPS** (Pantone, CMYK) for high resolution commercial printing and unlimited enlargement.

	Pantone (coated)	CMYK	RGB	Hex (web)
	224 C	0/50/0/0	(255/153/204)	FF99CC
	225 C	0/85/0/0	(255/51/153)	FF3399
	228 C	30/100/30/35	(135/17/75)	87114B