



GUIDELINES FOR USING THE FCSI–THE AMERICAS LOGO IN YOUR PROMOTIONS AND COMMUNICATIONS

We encourage all FCSI members (Consultant, Allied, Affiliate and Student) to use the FCSI logo in conjunction with advertising, promotions and other communications. Yet as with anything, there is a right way and a wrong way to use it. These guidelines provide advice on the correct size, proportions, colors and other practical advice for using the logo, as well as a camera-ready copy of the logo in black and white. High resolution and color logos can be downloaded from the “Members Only ” section on FCSI’s website, www.fcsi.org. For further assistance, please contact FCSI at +1-309-808-2165.

THE BASICS

The FCSI logo is made of two main parts: the globe and the logotype. The globe is embedded with a gradient halftone screen. The logotype consist of the letters “FCSI.” Together, these form the logo signature. You can only use the logo in the way presented. The logo should not be so small as to make it unreadable. There are no maximum size restrictions. The FCSI logo should not be altered in any way. In other words, please do not change the size or positioning relationships, separate any of the elements (the globe, the logotype, etc.), and please do not stretch or distort it. You may obtain an official digital version from FCSI.

LOGO SIGNATURE





THE COLORS

The logo is designed for two colors: purple (PMS* 519) and gold (PMS 4645). Two one-color versions are also available. Against a white or light background, please use the logo in black or purple. Against a dark background, please reverse the logo so it appears as white.

Two-color Version

The parts of the logo should appear in the following color breakdown. The two logo signature use the same breakdown.



DIGITAL FILES AVAILABLE ONLINE

Optimized color versions for the Web and high-resolution files for print are available online in the "Members Only" section on www.FCSI.org.

*PMS stands for Pantone Matching System.



POLICY STATEMENT ON FCSI LOGO USE

- Only FCSI consultant members (professional, senior associate, associate and student) in good standing may use the FCSI logo on generally printed business materials such as letterhead, catalogs, brochures, advertising materials, business cards and so forth to indicate FCSI membership and only to indicate membership. It is not necessary to obtain advance approval from FCSI to use the logo to indicate membership, unless you feel uncertain that your usage will conform to these guidelines. Please keep in mind that consultant membership in FCSI is an individual membership and as such it would be inappropriate to use the FCSI logo on company letterhead and business cards that are used by personnel other than individual FCSI members.
- Only FCSI Allied and Affiliate members in good standing may use the “Actively Supporting FCSI” logo on generally printed business materials such as letterhead, catalogs, brochures, advertising materials, business cards and so forth to indicate FCSI membership and only to indicate membership. It is not necessary to obtain advance approval from FCSI to use the logo to indicate membership, unless you feel uncertain that your usage will conform to these guidelines. Please keep in mind that Affiliate and individual Allied membership in FCSI is an individual membership and as such it would be inappropriate to use the “Actively Supporting FCSI” logo on company letterhead and business cards that are used by personnel other than individual FCSI members.
- Under no circumstances may any member use the FCSI log in such a manner that sponsorship, endorsement, approval or sanction of FCSI could be construed, e.g., the FCSI logo should not appear alongside logos by accrediting bodies such as NSF, CSA, ETL, UL, CE, etc.
- While the FCSI logo may be used on marketing materials, it should not be used on contracts.
- FCSI reserves the right in each case to determine whether the logo is being properly used to indicate membership. If FCSI determines, through its duly recognized official, that the log is being improperly used, FCSI reserves the right to deny use of the FCSI logo and that member may be required to contact the FCSI office in writing prior to reproducing the logo.
- No member may redraw, reshape, trace, tilt, intersect or photographically alter or distort the FCSI logo. It may not be outlined, combined with any other symbol or reversed out of a photographic or pictorial background.
- All members should comply with these guidelines and discontinue usage of the FCSI logo under the previously published guidelines.
- Upon termination of FCSI membership, individuals and companies must immediately cease use of the FCSI logo.
- ***Only Professional FCSI member may use the FCSI initials after one’s name.***