



FMS


GRAPHIC
DESIGN
STANDARDS
MANUAL

WHY

THIS GRAPHICS
MANUAL DEFINES THE
STANDARDS FOR THE
DESIGN MATERIALS THAT
SHAPE THE **FMS BRAND.**

WE NEED YOUR
HELP

The first interaction people have with FMS should ensure that the company is properly recognized and its reputation enhanced. As caretakers of the FMS identity, it is our responsibility to ensure that we carry out a consistent and clearly defined image and personality both in the print and the electronic world. But we cannot do this alone; we need your help! By familiarizing yourself with the guidelines, you help keep the FMS brand consistent. **We thank you in advance!**



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BRAND
OVERVIEW

The following includes pertinent information that shapes the intended reception of the brand.

THE TAGLINE

Providing returns on your membership investment.

THE MISSION

FAIA Member Services's mission is to add intrinsic value to membership by offering FAIA members high quality, cost-effective products and services.

BRAND ESSENCE

Principles form the foundation of the brand's identity. By defining our key principles and ideals, we remain consistent in our communication and evoke the desired response from our audience. The principles and ideas that shape the FMS brand are:

- Professionalism
- Partnership and collaboration
- Respect
- Member-focused
- Returns/Rewards
- Support
- Service

A white square border is centered on the page, enclosing the text.

LOGO
SPECIFICATIONS

The FMS logo visually represents FMS's commitment to the service of its members and partners. **It is essential that the logo is used properly.** This section contains information and examples concerning the application of the FMS logo. If you have any questions or concerns regarding the usage of FMS's logo, please feel free to contact the Communications Director or Graphic Designer at FAIA Headquarters: 850.893.4155.

A-OKAY LOGO USAGE

The vertical version of the FMS logo is the standard. The horizontal version should only be used if space restrictions preclude use of the vertical version. The alternate logo should only be used in rare circumstances.

vertical versions (the standard!)



horizontal versions (the backup)

**use only in solid black or white*

FAIA MEMBER SERVICES

FAIA MEMBER SERVICES

Providing Returns On Your Membership Investment

FAIA MEMBER SERVICES

FAIA MEMBER SERVICES

Providing Returns On Your Membership Investment

alternate version (rare circumstances)



*Providing Returns On Your
Membership Investment*

LOGO COLORS

Black is the only color that may be tinted to grayscale the letter “M.”



100% Black



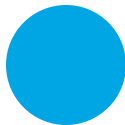
88% Black



68% Black



48% Black



PMS 2995 C

C=90
M=11
Y=0
K=0



PMS 294 C

C=100
M=58
Y=0
K=21



PMS 300 C

C=100
M=44
Y=0
K=0

R=0
G=85
B=150

R=0
G=121
B=193

NO COLOR OPTION

The FMS logo is best utilized in full color. In instances where the FMS standard logo cannot be full color, a solid white, a solid black, or grayscale with the appropriate tint colors (previous page) is acceptable.



*Solid black with
heads not outlined*



*Solid black with
heads outlined
(use on white background only)*



*Solid white with
heads not outlined*



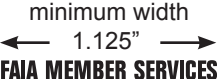
*Solid white with
heads outlined
(use on black background only)*



*Grayscale with
appropriate tints
(Black may not be substituted for white)*

DIMENSIONS

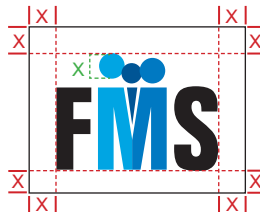
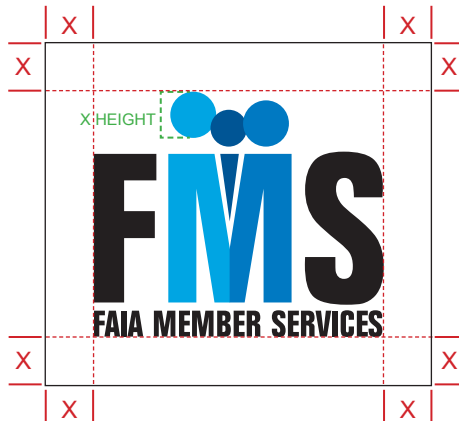
The dimensions of the FMS logo should never be stretched or condensed. If resizing the logo, please be sure to constrain proportions. To preserve legibility, the logo must never be displayed smaller than .75” in height. For the horizontal option, the logo should never be smaller than 1.125” in width.



THE SAFE ZONE

To protect the legibility of the logo, a clear area should be left around it. No other text or image should be placed within this area, with the exception of the FMS tagline.

The X HEIGHT determines the minimum measurement of clear space surrounding the logo, which is the height of the first circle on the letter “M”.



IMPROPER LOGO USAGE

It is important that the logo be presented accurately and consistently every time it is used. Please avoid these common violations. This is by no means a complete list. Thank you!



Please do not stretch, distort, or skew the logo in any manner that doesn't keep it proportioned.



Please do not rotate or flip the FMS logo.

Providing Returns On Your Membership Investment



Please do not place the tagline above the FMS logo.



Please do not reproduce from a low-res format, such as taking the logo off the website, or use a low-res format that pixelates the image.



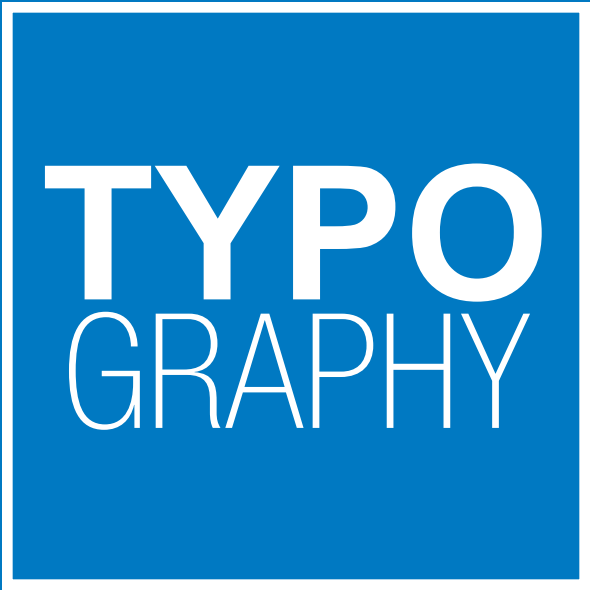
Please do not rearrange the colors of the letter “M” or change the letter “M” to a solid color unless using the colors black or white.



Please do not change the black to gray or use gray with black unless following the grayscale regulations found on pages 16 and 17.



Please do not place a border or squared solid around the logo.



TYPO
GRAPHY

Let's view the FMS logo as a team symbol. This would make the typography the "team uniform." If a team member appeared in a different uniform from the rest of the team, the fans would have a difficult time knowing if the member was part of the team. **Therefore, a consistent use of typography is critical to maintaining the brand image.** Hence, we have adopted five different font families as the official "team uniform." Although, we do have a favorite, feel free to use any one of them!

HELVETICA NEUE FAMILY

This font family is our preferred typeface. The following are best used as a primary sans-serif copy font. It may be used for secondary text, primary title, or secondary subtitle font as well.

45 Light Helvetica Neue

45 Light Italic Helvetica Neue

47 Light Condensed Helvetica Neue

47 Light Oblique Condensed Helvetica Neue

55 Roman Helvetica Neue

56 Italic Helvetica Neue

57 Condensed Helvetica Neue

57 Condensed Oblique Helvetica Neue

The following Helvetica fonts should only be used for headlines and not body text.

65 Medium Helvetica Neue
65 Medium Italic Helvetica Neue

67 Condensed Helvetica Neue
67 Condensed Oblique Helvetica Neue

97 Condensed Helvetica Neue
97 Condensed Oblique Helvetica Neue

95 Black Helvetica Neue
96 Black Italic Helvetica Neue

ARIAL FAMILY

The following font family is best used for primary or secondary sans-serif copy font. The bolder typefaces may be used as primary title or secondary subtitle font as well.

This is Arial Regular

This is Arial Italic

This is Arial Bold

This is Arial Bold Italic

This is Arial Black

This is Arial Black Italic

CENTURY GOTHIC FAMILY

The following font family is best used for primary or secondary sans-serif copy font. The bolder typefaces may be used as primary title or secondary subtitle font as well.

This is Century Gothic Regular

This is Century Gothic Italic

This is Century Gothic Bold

This is Century Gothic Bold Italic

ADOBE GARAMOND FAMILY

We'd prefer to use sans-serif typefaces because we would like to stick with our "bold and modern" brand image. However, we do understand that in some cases a serif font might be needed. In this case, the Adobe Garamond Pro typeface family is acceptable. If you do not have this font available, Times News Roman may be used as a substitution.

This is Adobe Garamond Pro Regular

This is Adobe Garamond Pro Italic

This is Adobe Garamond Pro Semibold

This is Adobe Garamond Pro Bold

This is Adobe Garamond Pro Bold Italic

TIMES NEW ROMAN FAMILY

If Adobe Garamond is not available, Times New Roman typeface is an acceptable serif font.

This is Times New Roman Regular

This is Times New Roman Italic

This is Times New Roman Bold

This is Times New Roman Bold Italic

CO-

BRANDING

Co-branding isn't meant to
replace a company's own brand
identity, but to enhance it.

FMS: LEAD PARTNER

When FMS is the lead partner, the logo should be most prominent.

Example 1



Front cover



Back cover

Example 2



Example 3



Jackie Cook, AAI, AIAM
Territory Manager

Email: jcook@faia.com
Cell: (941) 223-5667

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Tallahassee, FL 32317
Fax: (850) 668-2852
www.faiams.com

FMS
FAJA MEMBER SERVICES

Providing Returns On Your Membership Investment



The Trusted Choice

FMS: EQUAL PARTNER

When FMS is an equal partner, the logo should be displayed equally with the partner logo/s in both size and location.

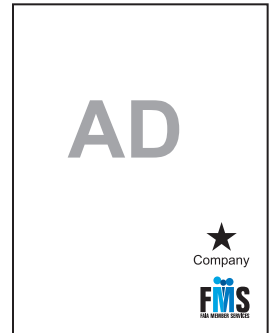
Example 1



Example 2



Example 3



FMS: SUPPORT PARTNER

When a partner becomes the dominant brand.

Example 1

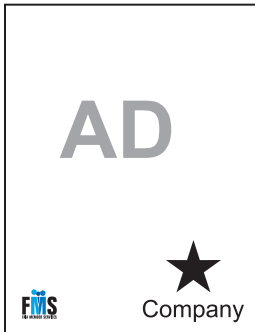


Front cover

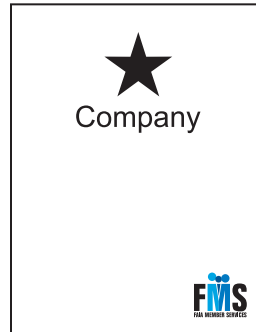


Back cover

Example 2



Example 3



STILL HAVE QUESTIONS

Please feel free to contact the
Communications Department at FAIA
headquarters at 850.893.4155.

Thank you!

