



BRAND  
STYLE  
GUIDE

# STYLE GUIDE

## FELLOWSHIP OF CHRISTIAN ATHLETES

Since 1954, Fellowship of Christian Athletes (FCA) has been seeking to impact the world of sport with the Gospel of Jesus Christ. The name and brand of FCA brings an amazing opportunity to steward the message of the Gospel to coaches and athletes all over the globe through a unified voice and look. This document will help guide you in how to present FCA in this way!



# LOGO















**FELLOWSHIP OF  
CHRISTIAN  
ATHLETES**

## IT ALL STARTS WITH THE LOGO

The Fellowship of Christian Athletes logo is the cornerstone of our visual identity. It represents us – what we do and how we do it.

Designed for maximum opportunity. 35 options to choose from. The FCA logo is available in seven layouts and five color options: color, color reverse, white, black and FCA blue.

Why so many versions? There are hundreds of reproduction scenarios and each has its own requirements. No matter what those requirements may be, one of the 35 options will work effectively without alteration.

Logo Format	Color Profile	Vector / Raster	Best Used For	Transparent Background	Editable *with design software
	 RGB	 Raster (Pixels)	 Digital + In-house Print	✗	✗
	 RGB	 Raster (Pixels)	 Digital	✓	✗
	 CMYK + Pantone	 Vector (Lines)	 Professional Print	✓	✓

# LOGO LAYOUTS



1



2



3



4

- 1 • Primary
- 2 • Vertical
- 3 • Circle
- 4 • Symbol
- 5 • Horizontal
- 6 • Vertical Alternate
- 7 • Extreme Horizontal

## DOWNLOAD

[bit.ly/fcalogos](https://bit.ly/fcalogos) to view and download all the FCA logo layouts in various file formats, including vector (EPS).



5



6



7

# INCORRECT LOGO USE



✗ **Do not** stretch or condense.



✗ **Do not** change to team/school colors.



✗ **Do not** add styles, outlines, or effects.



✗ **Do not** place with trademarked logo.



✗ **Do not** change text in circle logo.



✗ **Do not** change typography.



✗ **Do not** place over another design element.



✗ **Do not** replace FCA symbol with cross.

Any changes to our logo diminish its integrity and the equity of our brand. The examples show here are some specific “do nots” for our logo. These apply to all layouts.

# LOGO VARIATIONS



COLOR REVERSE



1-COLOR REVERSE (WHITE)



1-COLOR (BLACK)



1-COLOR (FCA BLUE)

- Each logo variation is available in all 7 standard layouts.



When placing our logo over photos, make sure to position the logo over simple background areas. The transparency of the logo can be changed on the 1-color versions of the logo if beneficial.

# COLOR PALETTE

## BLUE

PANTONE 282 C  
C100 M69 Y0 K54  
RO G47 B97  
#002D62

## GOLD

PANTONE 124 C  
C0 M28 Y100 K6  
R236 G176 B46  
#EEB111

## CRIMSON

PANTONE 202 C  
C0 M100 Y61 K43  
R149 G8 B48  
#98002E

Using color consistently is one of the easiest and most important ways to create memorable communications that speak FCA's brand and voice. The FCA color palette is simple but very flexible, allowing a wide range of bold to understated designs.

# TYPOGRAPHY

## GOTHAM BOLD

*Used for headlines*

### HEADLINES

ABCDEFGHIJKLMNOPQRSTUVWXYZ012345789!?

## GOTHAM MEDIUM

*Used for subheads*

### SUBHEADS

ABCDEFGHIJKLMNOPQRSTUVWXYZ012345789!?

## GOTHAM BOOK

*Used for body copy*

Dunt, occus anditatepme ligenditem. Minciunt quam senit aut maionsequia ius,  
quiditiissit offic to velignat dolesed istruptate volor rem int alibus excero mod  
molupture, sum aliandae et essunt atiat aut maximaximus acceptatus poreprem.

abcdefghijklmnopqrstuvwxyz012345789!?



#### DOWNLOAD

[bit.ly/fcafont](https://bit.ly/fcafont) to download the Gotham Font Family for FCA use.



# CORE DESIGN ELEMENTS



## FCA SYMBOL

The symbol component of the FCA logo (cross, banner, and wreath) may be used by itself or with a local area/ministry placed beneath it in text (see next page for local logos).



## FCA CROSS

The FCA Cross may be used as a background, watermark, or wallpaper element. It may be cropped or repeated and does not require clear space around it. Any version of the FCA Logo may be placed over an FCA Cross if the cross is 10% or 20% tint or opacity.

# LOCAL IDENTITY

## LOCALIZED + CONTEXTUALIZED LOGOS

There are a myriad of locations, ministries and sports that have a need for a localized FCA logo. To unite the branding imagery of FCA, for synergy and recognition, please use the following guidelines:

Any addition to the logotype to communicate a specific sport, type of ministry, location, etc. should be created using the seven layouts and five color options of the FCA logo. Please adhere to the same usage standards as the FCA primary logo (refer to page five of this document).



### DOWNLOAD

The best and easiest way to create a localized logo is to use FCA's Canva Pro Account (FCA staff only, must be member of FCA Canva Pro): [links.fca.org/customlogos](https://links.fca.org/customlogos).



# WEB ELEMENTS

## HEADERS

### Header 1

*Montserrat Bold / #002D62*

### HEADER 2

*Montserrat Bold / #002D62*

### HEADER 2

*Montserrat Bold / #002D62*

### Header 4

*Montserrat Bold / #002D62*

## BODY

This is leading body copy. Lorem ipsum occus anditatempe ligenditem. Minciunt quam senit aut maionsequia ius, quiditiissit offic to velignat dolesed.

*Montserrat Medium / #4D4D4F*

This is standard body copy. Lorem ipsum occus anditatempe ligenditem. Minciunt quam senit aut maionsequia ius, quiditiissit offic to velignat dolesed.

*Montserrat Regular / #4D4D4F*

This is small body copy. Lorem ipsum occus anditatempe ligenditem. Minciunt quam senit aut maionsequia ius, quiditiissit offic to velignat dolesed.

*Montserrat Regular / #4D4D4F*

[link.fca.org/get-involved](https://link.fca.org/get-involved)

*Montserrat Medium Italic / #295BB0*

# WEB ELEMENTS

## BUTTONS

**CTA**

Button: #98002E  
Font: Montserrat Bold

**Hover**

Button: #071001A

**Primary**

Button: #002D62  
Font: Montserrat Bold

**Hover**

Button: #000335

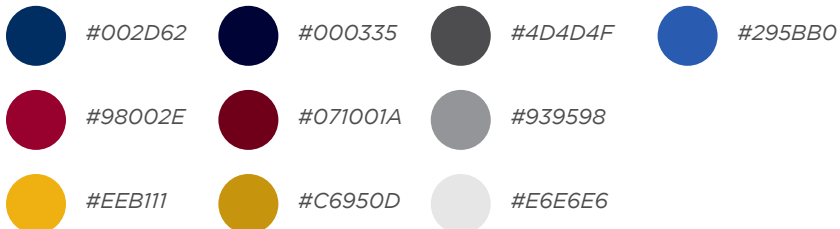
**Secondary**

Button Border: #4D4D4F  
Font: Montserrat Bold

**Hover**

Button: #E6E6E6

## HEX CODES



## Vision and Mission

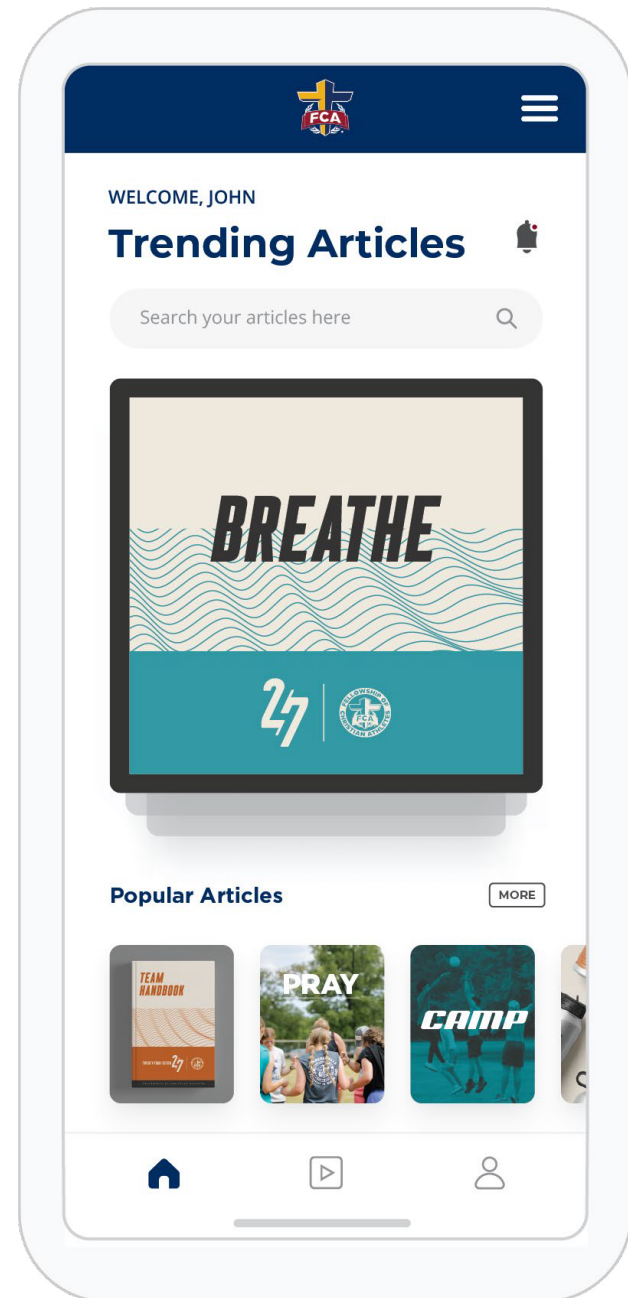
The Fellowship of Christian Athletes is touching millions of lives...one heart at a time. Since 1954, FCA has been [challenging coaches](#) and athletes on the professional, college, high school, junior high and youth levels to use the powerful platform of sport to reach every coach and every athlete with the transforming power of Jesus Christ.

[Learn More](#)



**Alyssa Reynolds**  
Girls Volleyball coach at Andres Valley High School in Dallas, TX.

# WEB ELEMENTS



# QUESTIONS

If you have questions regarding the content in this style guide or need further assistance please reach out to the Marketing and Communications Department at Fellowship of Christian Athletes.

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