



Since 1937

CEF
CHILD EVANGELISM
FELLOWSHIP®

Reaching children worldwide™



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INTRODUCTION

The trademarks and logos of *Child Evangelism Fellowship*[®] (*CEF*[®]) represent the ministry of Child Evangelism Fellowship Inc., which was established in 1937.

TRADEMARK OWNERSHIP

Child Evangelism Fellowship Inc. is the owner of all right, title and interest in our marks and logos. No person or entity may reproduce or use (or authorize the reproduction or use of) the *CEF* marks or logos in any manner other than expressly authorized by Child Evangelism Fellowship Inc. Unauthorized use of *CEF* marks or logos is strictly prohibited.

Only chartered members in good standing with *CEF* are permitted to use the logos of *CEF* and only under the conditions set forth in this graphics standards manual. (For other trademark guidelines refer to the *CEF* style guide.)

Chartered *CEF* members must use an attribution statement in every document or Web page in which the *CEF* logo is used. It must be included at the bottom of the first page on which the logo or element of the logo appears. The statement is as follows:

The *CEF* logo is a trademark or registered trademark of
Child Evangelism Fellowship Inc.

Individuals and organizations outside *CEF* that wish to use any *CEF* trademark, including the *CEF* name and logo, must first obtain permission from the *CEF* copyright and trademark administrator.

It is important to all in *CEF* to follow these guidelines for use of the corporate logo. Consistent, accurate use will produce a unified image and maintain our legal rights. Adherence to this manual is critical.

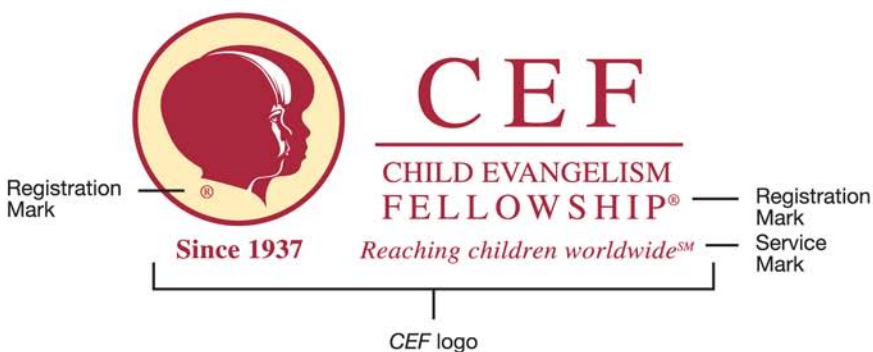
Contact the copyright and trademark administrator to obtain digital files of the logo.

LOGO USAGE

A logo is a graphic device that symbolizes an organization. A logo can be comprised of graphics, a distinctive typeface or both. Our corporate logo includes both.

Form and Arrangement

The corporate logo consists of an encircled silhouette, the acronym *CEF* and the words *Child Evangelism Fellowship*[®], *Reaching children worldwide*SM in Times New Roman font and **Since 1937** in Times New Roman font. (Note that *CEF* used within the logo is not followed by a registration mark.)



Logo elements should be used as follows:

The complete logo must appear on every printed piece.

In addition, the encircled silhouette may be used separately. The slogan "Reaching children worldwideSM" may also be used separately. It must be run on a single line.

The sizes and spatial relationships of the logo have been carefully proportioned. Take care not to distort the proportion when using the logo.

The logo must always be reproduced from authorized electronic files or authorized reproduction-quality originals. The logo should not be rearranged, rotated or altered. Never flip the heads vertically or retype the words.

The logo must not be altered in any way for any purpose.

Usage

The corporate logo is the only approved logo for *CEF* and should be used in all ministry communications. *CEF* chapters and affiliates may not develop their own logos.

Size

The *CEF* logo should be used in a size that is appropriate for the purpose. Logos below show the smallest approved size.



Placement

The logo must be displayed prominently on the cover of all promotional pieces.

Clear Space

The *CEF* logo must be separated from other graphic elements, including address lines. This helps maintain a consistent appearance and ensures that the logo assumes the primary position in any setting. Allow equal clear space around the logo.



The logo should not be placed:

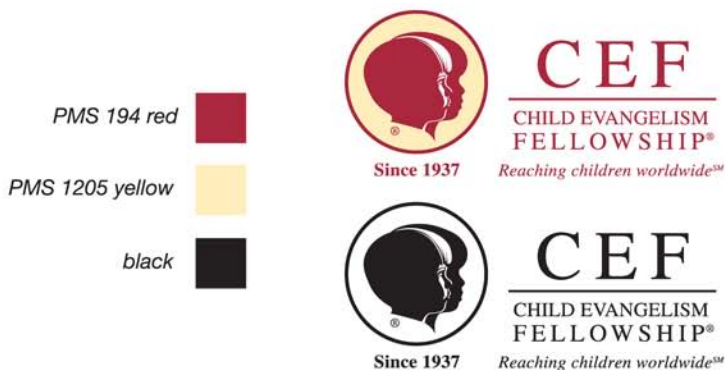
- inside any other shape
- within text or headlines
- on a distracting background

It may be placed in a band on a publication or Web page, provided the band meets specifications for clear space. The band serves as a neutral, protected area for the logo. See pages 10-11.

Font and Color

The font used for the lettering within the logo is Times New Roman.

The digital files of the logo incorporate the following colors:



In a single-color print job the logo may be printed in the color of the piece. In a two-color print job the dominant color may be used for the logo. In a four-color print job, use official colors—black, white, PMS 194 red and PMS 1205 yellow (see above). The logo may also be reversed for better contrast, that is, the text of the logo may be made white and the circle may be surrounded by a narrow band of white (see PowerPoint, brochure, and Web site examples).

Under special circumstances and with written approval from the copyright and trademark coordinator, the logo can be displayed in silver or gold. The logo must have enough contrast with the background to be legible.

Under special circumstances and with written approval, embossing, debossing and blind embossing may be used.

Misuse

The examples below illustrate how easily the integrity of the logo can be lost. Do **not** do any of the following:



Don't alter the sizes of the logo elements.

Don't place the encircled silhouettes to the right of the other logo elements.



Since 1937

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FELLOWSHIP®

Reaching children worldwide™

Don't distort or electronically alter the CEF logo.



Since 1937

CEF
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FELLOWSHIP®
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Don't rotate the logo.



Since 1937

CEF
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CEF Chapter of Lansing, MI

Don't use the CEF logo elements to create a new logo for a particular ministry or chapter. Maintain clear space between logo and other elements.



Don't place the logo on a distracting background.



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Don't copy a low-resolution version of the logo from a Web site to use in a publication.



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Don't place competing graphic elements or text too close to the logo.

The name  **CEF** CHILD EVANGELISM FELLOWSHIP® is register marked in the U.S., Canada, Mexico, Brazil, Europe and Singapore.

Don't use the logo in text or headlines.

Don't animate any logo element on a Web site.



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Don't have the silhouettes in the logo face the other way.

Don't substitute a translation in another language for the text unless it is the officially registered title for CEF in that language.



Don't place the logo on a background that does not provide sufficient contrast.



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Don't reproduce the logo in outline form.



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Don't transpose the approved colors.



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Don't enclose the logo in another shape.



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Don't add texture or create a 3-D version of the logo.



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Don't crop the logo unless it is for the official CEF letterhead.

COLOR

Corporate Colors

CEF® has identified official colors (PMS 194 red and black and PMS 1205 yellow for the fill behind the heads). CEF ministry colors are used in publications, on the Web, in PowerPoint presentations and on invoices, business cards, stationery and signs.

STANDARDS AND GUIDELINES

Stationery and Business Cards

Each ministry letter, envelope and business card represents CEF and each must convey an image of quality and consistency. Stationery must meet the standards of quality illustrated in the following guidelines. For your convenience we offer, at a very reasonable price, official CEF stationery that may be customized with your own contact information. For ordering information see the resource section of this manual.

If you cannot order the customizable stationery, the following guidelines should be followed. See the samples on the following page.

Letterhead

- U.S. Standard letterhead is 8.5 by 11 inches
- International letterhead is 210 mm by 297 mm (also known as A4 size)

Envelopes

- U.S. Standard No. 10 envelope is 9.5 by 4.125 inches
- International envelope is 220 mm by 110 mm (also known as DL size)

Samples of business cards using the corporate colors are provided on the following page.

To maintain a unified ministry identity, business cards must be formatted consistently. Please check with the copyright and trademark coordinator for proper ordering procedures. Logos will also be available on the CEF USA download site. The approved stationery and business cards are shown (see p. 9).

The approved business card should have your name and job title on the first line and other information below the line. The CEF logo is located above this block of information.



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CEF
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Chapter Name
Chapter Address • City, State Zip
ADDRESS SERVICE REQUESTED



Since 1937

CEF
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Name

Title
Web site
E-Mail
Cell Phone

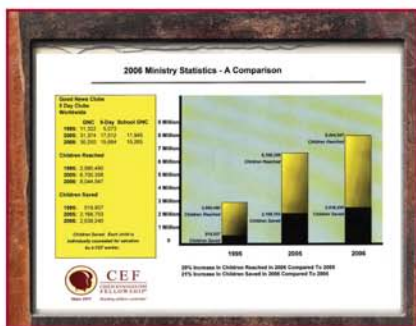
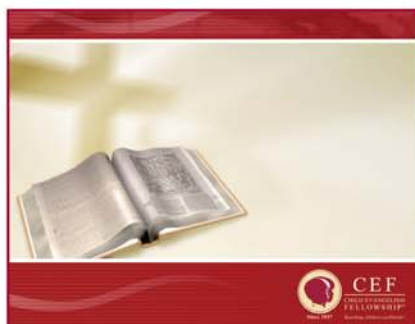
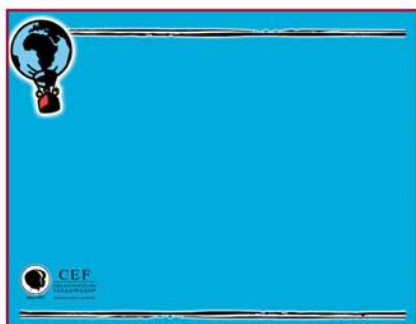
Chapter Name

Chapter Address
City, State Zip
Fax
Phone

Reaching children worldwide™

Chapter Name
Chapter Address • City, State Zip • Phone • Fax
Web site

PowerPoint Examples Using the CEF Logo



CEF Promotional Graphics CD

The CEF Promotional Graphics CD is available from Recruitment and contains logos, globes, maps, PowerPoint slides, displays, posters, more! The logo should be placed prominently on the first slide of PowerPoint presentations. (PowerPoint is a registered trademark of Microsoft Corporation in the U.S.A. and/or other countries.)

Exterior Signs

In many cases guidelines established by property management organizations will govern the overall style of each location's exterior sign. However, all rules for logo use apply to signage as well.

Please contact the copyright and trademark administrator if you have any questions.

Web Pages

The basic corporate identity guidelines for graphic elements apply as much to Web pages as they do to printed materials. You must obtain permission from USA Ministries prior to creating a Web site that is to be used for ministry purposes. The form is available in the administration folder on the USA download site.

- The CEF logo must be used correctly (see below).
- Visual elements must be selected for their appropriateness in representing CEF as well as for their communication value.
- Consistency within the Web site is important for effective communication.



Logo Use in Web Projects

Although Web page design presents unique challenges, rules regarding the use of CEF logo outlined elsewhere in this book still apply. Each Web page must be identified as belonging to the CEF Internet site. We encourage you to incorporate the family look elements (horizontal maroon banding) in order to strengthen recognition of a CEF Web site.

See the policies in the USA Organizational Manual.

Gospel Tools

The logo need not be included on Gospel tools that use only colors and/or symbols. The copyright line should be included.

Embroidery

The encircled silhouette, the letters *CEF* and the name *Child Evangelism Fellowship* must be included in any embroidered logo. The date and tag line may be omitted.

RESOURCES

Departments

USA Ministries: usa@cefonline.com

Copyright and trademark coordinator: copyrights@cefonline.com

Web Sites

Downloads, stationery and other promotional material for *CEF* ministries worldwide: www.cefonline.com/content/category/18/87/286

PMS Red 194 is the same as CMYK:

| | | |
|---------|---|-----|
| Cyan | = | 0% |
| Magenta | = | 91% |
| Yellow | = | 56% |
| Black | = | 34% |

PMS Yellow 1205 is the same as CMYK:

| | | |
|---------|---|-------|
| Cyan | = | 0% |
| Magenta | = | 0% |
| Yellow | = | 27.5% |
| Black | = | 0% |



