

fresh
expressions



freshexpressions.org.uk

our

logo



Our logo

Fresh Expressions: changing church for a changing world

Our logo

Our logo should not be reproduced without permission.

Please only reproduce our logo from the original files available from our Resources Manager on resources@freshexpressions.org.uk or from the downloadable files on our website at freshexpressions.org.uk/media/images.

Where our logo is used, please provide a link to our website: freshexpressions.org.uk.

Formats

Our logo is available in three formats (pictured to the right).

Standard logo

logo - fresh expressions

.png file

.jpg file

Square logo

logo - fresh expressions - square

.png file

.jpg file

Greyscale logo

logo - fresh expressions - greyscale

.png file

.jpg file



Our logo

Fresh Expressions: changing church for a changing world

Do:

display the logo unstretched and undistorted

The logo has a width:height ratio of 2:1.

If you need to use the logo in a square space, please use the square version of the logo.

use the original colours and tints and background *

The blue of the text is

RGB 22 122 160

CMYK 88 43 26 4

* non-white backgrounds/overlays can occasionally be used with great care - please check with the Resources Manager before doing so.

display the logo at the correct size

The text should be clearly visible and there should be no blurring or pixelation on the logo.

Anything much below 4cm wide (printed) or 150 pixels (web) is too small.

display the logo without cropping, cutting, rotating or rearranging

Our logo includes both the text and the image and doesn't appreciate being hacked about.

keep the white space around the logo and display without a border

Don't cramp the logo.

