

BRAND MANUAL

“by FGBMFI” Program Family

Brand Architecture • Visual Identity • Production Standards

Guiding concept

One Fellowship. Multiple programs. One recognizable visual identity. The “by FGBMFI” family makes the torch-and-dove emblem an integral part of each program name and uses “by FGBMFI” as the signature of origin, authority, and institutional belonging.

Version 1.0 | September 21, 2026

For: Design, Marketing, and Media Directors; agencies; production companies; print vendors; digital vendors; and national/regional teams.

BRAND CONTROL STANDARD

Official logos are locked brand assets. They must not be redrawn, retyped, recolored, cropped, stretched, recomposed, or “improved” without the express authorization of the Brand Guardian / Product Owner.



Contents

1. Purpose and Scope

2. Brand Architecture and Visual Spirit

3. The “by FGBMFI” System

4. Emblem: Torch, Dove, and Circle

5. Official Logo Library

6. Color Palette

7. Typography

8. Clear Space and Minimum Sizes

9. Backgrounds, Monochrome, and High Contrast

10. Digital and Print Production

11. Hierarchy in Documents and Creative Assets

12. Co-Branding and Partnerships

13. Incorrect Uses

14. Protocol for New Logos

15. Governance, Approvals, and File Control

Appendix A. File Naming and Prepress Checklist

Precedence rule

If any instruction in this manual conflicts with an approved master file, the approved master file prevails. This manual governs usage; it never authorizes reconstruction of an existing brand.



1. Purpose and Scope

This manual extends the institutional FGBMFI Brand Manual and specifically organizes the new “by FGBMFI” program family. Its purpose is to ensure that every visual expression is recognized as part of one global organization, even when individual programs have different names and functions.

Applies to:

- Word, PowerPoint, PDF, social media, websites, video, TV, and streaming.
- Stationery, signage, stages, backdrops, banners, booths, and promotional materials.
- Offset printing, digital printing, large format, embroidery, screen printing, and merchandise.
- Global, regional, national, and chapter campaigns.
- Work produced by agencies, freelancers, print vendors, and external suppliers.

Principle

Consistency does not mean rigidity. Creativity happens around the brand; the brand itself remains stable.

2. Brand Architecture and Visual Spirit

2.1 Model: Endorsed Brand

The architecture follows an endorsed-brand model: the program is read first, while “by FGBMFI” provides institutional endorsement. This allows each program to build distinct recognition without fragmenting the Fellowship’s global identity.

2.2 Spirit of the New Visual Identity

- GLOBAL: designed to carry equal authority across multiple cultures, languages, and markets.
- PROFESSIONAL: it should feel appropriate for an international organization with a strong marketplace presence.
- MODERN: strong typography, compact compositions, and high digital impact.
- AUTHORITATIVE: bold forms, dominant navy blue, and excellent legibility.
- INSPIRATIONAL: the flame conveys life, motion, and energy; the dove conveys direction and purpose.
- BUSINESS-ORIENTED: the visual language is corporate media branding, not traditional church graphics.
- ONE FAMILY: different initiatives, one visual DNA, one institutional endorsement.

Approved guiding statements

“One Vision. One Voice. Global Impact.” • “The Message Never Changes. The Methods Must Always Evolve.”



3. The “by FGBMFI” System

Each program logo is a locked wordmark made up of: program name + integrated emblem + “by FGBMFI” signature. The complete composition must be used as one graphic unit.

Visual hierarchy:

- 1st Program name: dominant element.
- 2nd Integrated emblem: visually identifies the family.
- 3rd “by FGBMFI”: signature of institutional origin and belonging.

3.1 Distinctive “O” Rule

When the program name contains a suitable “O,” the torch-and-dove circle replaces that letter. The emblem is not placed as a separate symbol: it functions simultaneously as the FGBMFI family identifier and as the letter “O” in the name. If several “O”s are available, use only one, selected for the strongest visual balance.

Never reconstruct

This rule is used to create new authorized brands. Existing logos must be used exclusively from their approved master files; they must never be rebuilt from separate typography and emblem elements.



4. Emblem: Torch, Dove, and Circle

The visual system preserves FGBMFI's historic symbolic language while simplifying it for a contemporary family of programs. In this system, the emblem is concentrated within a navy circle containing the gold torch, a yellow-to-orange-to-red gradient flame, and the stylized white dove with gold accents.

Design interpretation:

- The circle creates unity, stability, and immediate recognition.
- The torch acts as the vertical axis and communicates continuity of the Vision.
- The flame adds energy, life, and dynamism.
- The white dove creates contrast and movement while remaining unmistakably connected to the Fellowship's spiritual DNA.
- Integrating the emblem into the name communicates that FGBMFI identity is not an external decoration; it is part of the program itself.



Reference: the emblem functions as part of the letter "O," not as a separate symbol.



5. Official Logo Library

The following assets are the currently approved canonical logos for this family. They must be used exactly as supplied. Proportional scaling is permitted; editing the artwork is not.



ONE VOICE by FGBMFI



GLOBAL MEDIA by FGBMFI



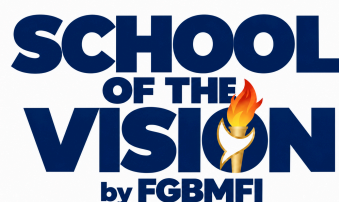
GLOBAL PRAYER by FGBMFI



INTERNATIONAL TRAINING TEAM by FGBMFI



ONE CHAPTER IN EVERY NATION



SCHOOL OF THE VISION by FGBMFI



GOOD NEWS by FGBMFI



KINGDOM BUSINESS by FGBMFI



KINGDOM BUSINESS TV by FGBMFI



KINGDOM BUSINESS CONVERSATIONS by FGBMFI



**THE HAPPIEST
PEOPLE
ON EARTH**
by FGBMFI

THE HAPPIEST PEOPLE ON EARTH by FGBMFI

**TURNING
POINT**
by FGBMFI

TURNING POINT by FGBMFI

**HERE
FOR
YOU**
by FGBMFI

HERE FOR YOU by FGBMFI

Master institutional mark:



FGBMFI APPROVED LOGO — master institutional mark

Relationship

The “by FGBMFI” family does not replace the institutional FGBMFI logo. The “by FGBMFI” signature endorses the program, while the institutional master retains its corporate and governance role.



6. Color Palette

6.1 Functional Palette for the “by FGBMFI” Family

Navy blue is the dominant wordmark color. Bright colors are concentrated primarily within the emblem. Master logos may contain subtle tonal variations or gradients that are part of the original artwork; these must not be “normalized” by recoloring.

Color	HEX / RGB	CMYK	Role	Usage rule
BY FGBMFI NAVY	#003675 RGB 0 / 54 / 117	approx. C100 M54 Y0 K54	Primary wordmark	Program wordmarks/text; approved dark backgrounds.
DOVE WHITE	#FFFFFF RGB 255 / 255 / 255	C0 M0 Y0 K0	Contrast / reverse	Light backgrounds and reverse version.
FLAME YELLOW	#FDC41F RGB 253 / 196 / 31	C0 M25 Y90 K0	Flame / accent	Keep within the emblem or approved accents.
FLAME ORANGE	#EC671A RGB 236 / 103 / 26	C0 M70 Y95 K0	Flame / transition	Do not use as the dominant wordmark color.
GOLD ORANGE	#F59D24 RGB 245 / 157 / 36	C0 M45 Y90 K0	Warm gold	Approved accents / transitions.
FLAME RED	#E40521 RGB 228 / 5 / 33	C0 M100 Y90 K0	Flame / energy	Controlled use; do not recolor primary wordmark text.
TORCH BROWN	#9A6136 RGB 154 / 97 / 54	C30 M60 Y80 K25	Metallic depth	Part of the emblem artwork.
LIGHT BEIGE	#E9CFAE RGB 233 / 207 / 174	C10 M20 Y35 K0	Metallic highlight	Part of the emblem gradient / dimensional treatment.

6.2 Complementary FGBMFI Institutional Colors

Color	HEX / RGB	CMYK	Role	Usage rule
INSTITUTIONAL DARK BLUE	#1F3464 RGB 31 / 52 / 100	C100 M85 Y30 K20	Corporate	Documents, headings, and institutional support materials.
FGBMFI BLUE	#1D71B8 RGB 29 / 113 / 184	approx. C85 M50 Y0 K0	Complementary	Charts, information graphics, and secondary applications.
FGBMFI GREEN	#007334 RGB 0 / 115 / 52	C90 M30 Y100 K15	Institutional	Use when required by the institutional system; never use it to recolor by FGBMFI logos.

Prepress

CMYK values are production references. For color-critical work, the print vendor must produce a contract proof and follow the approved master file. The torch’s metallic appearance is represented by rasterized gradients in the supplied JPEGs; it must not be reinterpreted as a flat spot color without approval.



7. Typography

FGBMFI's official supporting typeface is Open Sans. Arial is used only as a secondary compatibility font when Open Sans is unavailable. Logos are locked graphic artworks and must never be reconstructed using "similar" fonts.

Use	Typeface	Recommended weight	Application
Headings	Open Sans	Bold / ExtraBold	Headlines, covers, signage
Body	Open Sans / Arial	Regular / Semibold	Documents, captions, interfaces

- Do not identify a logo typeface in order to "recreate" the logo; always use the approved artwork.
- Do not artificially condense, expand, or slant supporting typography.
- For multilingual campaigns, use an equivalent typeface compatible with the required script only when Open Sans does not properly support the language, while preserving similar weight, clarity, and restraint.



8. Clear Space and Minimum Sizes

8.1 X Unit

For the “by FGBMFI” family, X is defined as the diameter of the blue circle that replaces the “O.” Maintain minimum clear space equal to 0.25X around the entire artwork, including the flame. No text, border, photograph, icon, or third-party logo may enter this area.

Clear space

Minimum: 0.25X on all four sides. Recommended for covers, stages, or signage: 0.50X.

8.2 Minimum Sizes

Class	Examples	Minimum print size	Minimum digital size	Additional criterion
Compact	ONE VOICE, GOOD NEWS, TURNING POINT, HERE FOR YOU	32 mm	180 px	“by FGBMFI” must remain legible.
Medium	GLOBAL MEDIA, GLOBAL PRAYER, KINGDOM BUSINESS, KB TV	45 mm	240 px	Avoid use as a small icon.
Extended	KBC, TRAINING TEAM, HAPPIEST PEOPLE, SCHOOL OF THE VISION	60 mm	320 px	Prioritize horizontal formats or larger display areas.

Practical rule: if “by FGBMFI” loses legibility, the logo is too small. For favicons, avatars, or smaller applications, use only an expressly approved abbreviated asset; never improvise a crop of the full logo.

8.3 Use in Word Documents

Current document-hierarchy standard: place the program logo in the upper-right margin/header, approximately 1.4–1.8 inches wide depending on proportion; place the institutional FGBMFI logo centered in the bottom margin, approximately 0.7–1.0 inches wide. The program logo must have greater visual prominence. In purely institutional FGBMFI documents, the institutional master may be used at the top and the duplicate footer logo may be omitted.



9. Backgrounds, Monochrome, and High Contrast

9.1 Primary Version

The preferred version is the official full-color logo on pure white. The supplied JPEG files contain a white background; do not use automatic “remove background” tools because they may remove or damage the white dove and other light emblem details.

9.2 Monochrome on Light Backgrounds

When the production process requires one ink, use an approved monochrome version in BY FGBMFI NAVY (#003675). If the print process only allows black, 100K is permitted as a technical exception, while preserving the exact logo geometry.

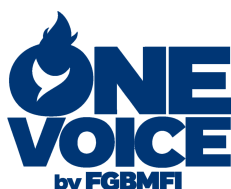
9.3 Reverse on Dark Backgrounds

On BY FGBMFI NAVY or an approved equivalent dark background, use the one-color white reverse version. Do not place the full-color logo directly on dark, complex, or photographic backgrounds when contrast is compromised.

Important

The monochrome variants shown below are application references generated from approved artwork. For final large-format or high-precision production, the monochrome master must be generated from the authorized vector source file, not by auto-tracing a JPEG.

ONE VOICE by FGBMFI



NAVY MONOCHROME / LIGHT BACKGROUND



WHITE REVERSE / DARK BACKGROUND

GLOBAL MEDIA by FGBMFI



NAVY MONOCHROME / LIGHT BACKGROUND



WHITE REVERSE / DARK BACKGROUND

INTERNATIONAL TRAINING TEAM by FGBMFI



**INTERNATIONAL
TRAINING TEAM**
by FGBMFI

NAVY MONOCHROME / LIGHT BACKGROUND

**INTERNATIONAL
TRAINING TEAM**
by FGBMFI

WHITE REVERSE / DARK BACKGROUND

KINGDOM BUSINESS CONVERSATIONS by FGBMFI

**KINGDOM
BUSINESS
CONVERSATIONS**
by FGBMFI

NAVY MONOCHROME / LIGHT BACKGROUND

**KINGDOM
BUSINESS
CONVERSATIONS**
by FGBMFI

WHITE REVERSE / DARK BACKGROUND

THE HAPPIEST PEOPLE ON EARTH by FGBMFI

**THE HAPPIEST
PEOPLE
ON EARTH**
by FGBMFI

NAVY MONOCHROME / LIGHT BACKGROUND

**THE HAPPIEST
PEOPLE
ON EARTH**
by FGBMFI

WHITE REVERSE / DARK BACKGROUND

HERE FOR YOU by FGBMFI

**HERE
FOR
YOU**
by FGBMFI

NAVY MONOCHROME / LIGHT BACKGROUND

**HERE
FOR
YOU**
by FGBMFI

WHITE REVERSE / DARK BACKGROUND



10. Digital and Print Production

10.1 Digital

- Color space: RGB / sRGB.
- Use PNG or SVG from the master when transparency is required; use JPEG for white-background applications.
- Do not repeatedly compress a JPEG. Always work from the highest-resolution master file available.
- For video, export overlays from an approved transparent asset; avoid keying or automatically erasing the white background from a JPEG.
- Maintain generous external margin; never push the flame or letterforms to the edge of the frame.

10.2 Print

- Use PDF/X, EPS, or SVG vector files when an authorized vector master is available.
- When using raster artwork, recommended target resolution is 300 ppi at final size; 150 ppi minimum for large-format applications viewed from a distance.
- Convert to CMYK using the print vendor's profile and review a color proof.
- Do not rasterize vector artwork prematurely; do not auto-trace a JPEG to "create" a vector without authorization.
- For embroidery or screen printing, request an approved technical simplification if the process cannot reproduce gradients; the vendor must never simplify the artwork independently.

10.3 Special Applications

- Photographic backgrounds: use a white containment panel or an approved reverse version placed in a low-detail area.
- Merchandise: verify that the "by FGBMFI" signature remains legible before mass production.
- Stages/backdrops: verify contrast from both camera and audience distance; consider 0.50X clear space.
- Embroidery: avoid sizes at which the institutional signature collapses; use an approved technical master.

11. Hierarchy in Documents and Creative Assets

The approved hierarchy communicates "program identity first, institutional endorsement second."

Asset	Primary brand	FGBMFI endorsement	Rule
Program document	Program logo, upper right	FGBMFI master, centered footer	Program logo visually larger.
General ONE VOICE document	ONE VOICE, upper right	FGBMFI master, centered footer	ONE VOICE acts as the operating identity.
Institutional FGBMFI document	FGBMFI master, upper right	Duplicate footer may be omitted	Avoid redundancy.
Poster / campaign	Program or campaign	"by FGBMFI" already integrated	Do not add a separate FGBMFI logo near the wordmark if it creates visual competition.
External co-branding	Program / FGBMFI according to ownership	Partners in a separate area	Respect clear space and the agreed contractual hierarchy.



12. Co-Branding and Partnerships

When FGBMFI shares a creative asset with a partner, sponsor, or media organization, the visual relationship must reflect the real relationship. Do not create permanent lockups that combine logos without approval.

- Maintain at least 0.50X between a by FGBMFI logo and any external brand.
- Separate partners through space, a divider line, or a dedicated “Partners/Sponsors” block; do not merge symbols.
- Do not automatically equalize logo sizes: hierarchy depends on ownership of the piece and the institutional agreement.
- Do not place external logos inside the circle, torch, dove, or program letterforms.
- Do not translate, abbreviate, or alter “by FGBMFI.”

13. Incorrect Uses

The following practices are prohibited unless expressly and formally authorized by the Brand Guardian:

- Change the colors of the wordmark or emblem.
- Distort proportions by stretching, compressing, slanting, rotating, or curving.
- Crop any part of the logo, including the flame or the “by FGBMFI” signature.
- Separate the torch/dove from the name in existing program logos.
- Replace the integrated “O” with an additional letter or duplicate the emblem.
- Retype the program name in a different typeface.
- Add shadows, outlines, glows, bevels, textures, or 3D effects that are not part of the approved artwork.
- Change “by FGBMFI,” translate it, or alter its position.
- Place the full-color logo on low-contrast backgrounds or complex photography without proper containment.
- Use automatic “remove background” tools on JPEG artwork when they affect the white dove.
- Create a “national” version by adding flags, maps, country names, or local colors inside the logo.
- Combine two program logos into a hybrid brand.
- Use generative AI to recreate an existing logo when the official file is available.

Operating rule

If a vendor believes it must “adjust the logo in order to print it,” production must stop and an approved technical master or authorization must be requested. A process limitation does not authorize modification of the identity.

14. Protocol for New Program Logos

Every new “by FGBMFI” brand must be created within the visual family, not as an independent identity. Approval is required before publication.

1. Define the exact official program name.
2. Apply the approved Master Prompt for the “by FGBMFI” family.
3. Use a pure white background and a predominantly navy wordmark.
4. Integrate the emblem as a single “O” when a suitable “O” is available.
5. Do not introduce additional icons (cross, globe, microphone, TV, book, crown, speech bubble, etc.) unless specifically instructed.



6. Include exactly “by FGBMFI” beneath the program name.
7. Review spelling, balance, clear space, reduction performance, and the monochrome version.
8. Submit to the Brand Guardian / Product Owner for approval.
9. Create masters: Full Color, Mono Navy, Reverse White; RGB and CMYK; vector and raster.
10. Record file name, version, date, and master owner.

Continuity principle

The objective is not to “make another attractive logo,” but to create another unmistakable member of the same global “by FGBMFI” family.

15. Governance, Approvals, and File Control

Brand identity is an institutional asset. It must be managed through version control and a single source of truth.

- Brand Guardian: safeguard masters, approve exceptions, and validate new brands.
- ONE VOICE / Global Media: ensure consistent application across documents, media, and campaigns.
- Regional/National Directors: distribute approved files only; do not rebuild or locally adapt the logos.
- Print vendors/agencies: produce from supplied masters and report production limitations before modifying any artwork.
- Every update must explicitly replace the prior version in the official repository.

15.1 Recommended Repository Structure

/Brand / 01_Master_FGBMFI / 02_By_FGBMFI_Programs / [Program_Name] / Full_Color / Mono / Reverse / Print_CMYK / Digital_RGB / Deprecated



Appendix A. File Naming and Prepress Checklist

A.1 Recommended File Names

- PROGRAM_FGBMFI_Primary_RGB.svg
- PROGRAM_FGBMFI_Primary_CMYK.pdf
- PROGRAM_FGBMFI_Primary_WhiteBG.png
- PROGRAM_FGBMFI_Mono_Navy.svg
- PROGRAM_FGBMFI_Reverse_White.svg
- PROGRAM_FGBMFI_Print_300ppi.png

A.2 Checklist Before Sending to Print or Publishing

- ☐ Am I using the correct official file for this program?
- ☐ Does the logo retain its exact proportions?
- ☐ Is the “by FGBMFI” signature still legible?
- ☐ Is the required clear space maintained?
- ☐ Does the background provide sufficient contrast?
- ☐ Am I using full color / mono / reverse as appropriate?
- ☐ Has no unauthorized background removal, recoloring, or redrawing been applied?
- ☐ Does the file have adequate resolution for final output size?
- ☐ Does the color space match the destination (RGB/CMYK)?
- ☐ Was a proof produced when color accuracy is critical?
- ☐ Are partner and sponsor logos kept separate from the program logo?
- ☐ Does the document follow the hierarchy of program logo at the top and FGBMFI logo at the bottom when applicable?

Final control

When in doubt, do not improvise. Preserve the artwork and escalate the question to the Brand Guardian before producing or publishing.

Sources for This Standard

- Existing FGBMFI Brand Manual (institutional identity, typography, and palette).
- Official program logos supplied and approved by the Product Owner.
- Approved Master Prompt for the “by FGBMFI” family.
- Document hierarchy and logo-protection rules instituted within ONE VOICE.

Technical note: this manual documents the currently available approved JPEG files. For professional print production, authorized vector masters should remain the production source whenever available. The monochrome samples in this manual are usage references and do not replace an authorized vector master.

