

parenting for faith[®]

Brand guidelines (external)

Parenting for Faith brand identity

Parenting for Faith® is visually represented by the **Parenting for Faith®** logo and brand kit. This helps present **Parenting for Faith®** as a trusted brand, which is important for anyone who interacts with us. You are sharing **Parenting for Faith®** not only locally but as part of a wider team.

We consider anyone using the **Parenting for Faith®** brand to be a brand guardian. You are responsible for protecting the integrity of **Parenting for Faith®** through applying the brand as laid out in these guidelines.

For advice and to present draft materials for approval, please email them to brand@brf.org.uk.

Thank you for everything you do to support and share **Parenting for Faith®**.

Parenting for Faith standard wording

To clarify your relationship with BRF and Parenting for Faith (essential):

The **Parenting for Faith**® name and logo are registered trade marks of Bible Reading Fellowship, a charity (233280) and company limited by guarantee (301324), registered in England and Wales.

brf.org.uk

Brief description of Parenting for Faith (to be used where appropriate):

Equipping parents to raise God-connected children and teens

BRF's Parenting for Faith ministry helps parents spiritually nurture children and teens to have a lasting, vibrant, two-way relationship with God. It's tempting for families to leave the 'faith stuff' to church, yet it's so much more powerful when parents model everyday faith. Our video course, podcast, Facebook groups, training days and wealth of online resources offer effective ways to raise the next generation of Christians to know God for themselves. We help parents and carers to grow in confidence and skill, enable church workers to create communities that support them and work with church leaders who are parents themselves.

Brief description of BRF (to be used where appropriate):

BRF is the home of Parenting for Faith; it supports, resources and enables its work. BRF is a Christian charity. Our vision is to enable people of all ages to grow in faith and understanding of the Bible and to see more people equipped to exercise their gifts in leadership and ministry. For more information on the work of BRF, visit **brf.org.uk**.

Text you can use for your own fundraising:

Support Parenting for Faith

If you would like to help us continue to reach families through Parenting for Faith, please support us through giving and prayer. We have a growing family of people praying for Parenting for Faith; you can join them. Parenting for Faith is offered free of charge to churches, and we are dependent on gifts to enable this work of God to keep going. [Local contact details]

Use of the Parenting for Faith name

Please ensure that your individual enterprise cannot be confused with BRF's own Parenting for Faith ministry. For example, Facebook pages should be named 'Parenting for Faith [town/church name]' rather than 'Parenting for Faith' or 'Parenting for Faith for families'.

Parenting for Faith logo

Repetition and consistency are essential to brand recognition. The Parenting for Faith logo should be placed in a prominent position.

Full colour and grayscale logos are available. Unless for b/w printing, the colour logo must always be used.

A 'lozenge' logo ([Parenting Faith logo_CMYK_Lozenge.ai](#)) is available for instances when the logo is to appear on a background that would compromise legibility.

DO NOT at any point change the colour or arrangement of the logo. For example, no other words are permitted within the logo. **The logo should always appear in its entirety.**
Do not tilt the logo.

BRF does not give permission for the logo to be redesigned or modified in any way.

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for faith®

Parenting for Faith logo

Size and positioning

Backgrounds

Parenting for Faith logo must be used on a light background; ideally on white. Avoid running it on dark or busy backgrounds. This is to ensure legibility.

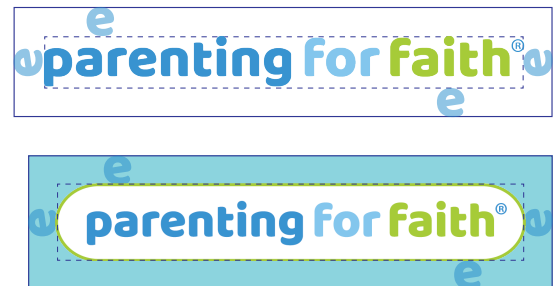
The logo must always stand out from the background it appears on.



Clear area

To make sure the logo always appears clear and prominent, it must be surrounded by an exclusion zone as indicated opposite.

No text or graphics should encroach into this area.



Minimum size

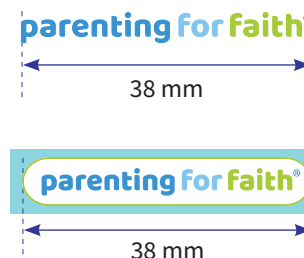
The minimum size that the logo should appear in footers is as follows:

Standard logo: 38 mm wide

Measurements are taken from the left-hand edge of the text to the registration mark.

Lozenged logo: 38 mm wide

Measurements are taken from the edge of the lozenge.



Parenting for Faith colour palette

Please see below for colour values.

Various tints of all colours can be used.



CMYK: 71C 31M
RGB: 63R 148G 215B
WEB: HEX #3f94d7



CMYK: 45C 8M
RGB: 131R 197G 236B
WEB: HEX #83c5ec



CMYK: 40C 2M 100Y
RGB: 162R 195G 28B
WEB: HEX #a2c31c



CMYK: 31C 18M 27Y 2K
RGB: 174R 185G 177B
WEB: HEX #aeb9b1



CMYK: 62C 54M 53Y 26K
RGB: 93R 93G 93B
WEB: HEX #5d5d5d



CMYK: 45M 100Y
RGB: 245R 156G
WEB: HEX #f59c00

Parenting for Faith typefaces

Please see below for details of our standard Parenting for Faith typefaces, which are all free to download from Google Fonts: fonts.google.com

Body copy typefaces

Source Sans Pro Regular

Source Sans Pro Semibold

Source Sans Pro Bold

Source Sans Pro Black

Main headings

Baloo



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brf.org.uk

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