Appendix A—The Fellowship Logo Guidelines

The Fellowship Logo

The Guidelines

To maintain its identity and integrity, the Fellowship Logo must be used according to certain specifications. These guidelines incorporate the design features of the Fellowship Logo. They also include detailed information on colour, size and how to and how not to use the Fellowship Logo and any associated logos or composite logos of the Fellowship Scheme formed around that Fellowship Logo, and any digital versions of the word, design, logo, and composite logo of SERA which may be supplied to you, including through a digital certification, and as amended by SERA periodically (the phrase "**Fellowship Logo**" covers its word format and any of its associated logos and composites).

Use of the Fellowship Logo is subject to the following formal requirements: (a) You must adopt the form of the Fellowship Logo, if any, in the manner in which the SERA provides it to You, wherever possible; (b) If such use of the Fellowship Logo is not possible, use of the word Logo may be used as follows: Fellowship Logo; (c) the Fellowship Logo must always be presented with each word in initial capital letters or in all CAPITALS; (d) the word "SERA" must always be written as one word; (e) the ® notation (superscript, when available; otherwise, in parentheses) should always be used with the written portion of the Fellowship Logo upon its first occurrence in a writing.
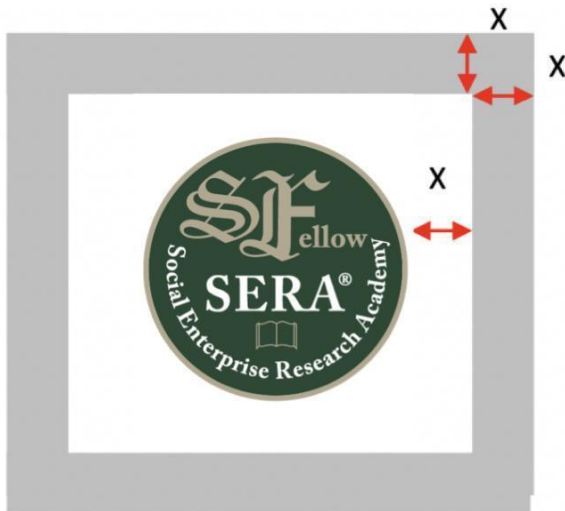
A.1 INTRODUCTION

Honorary Designations are divided into 5 grading:

1.Honorary Life Fellowship- **Hon. Life SERA**	2.Honorary Fellowship- **Hon. FSERA** ®	3.Senior Fellowship- **SF. SERA** ®	4.Fellowship - **FSERA** ®	5.Associate Fellowship - **ASERA** ®

A.2 SIZE AND POSITION

To maintain visual clarity and to provide maximum impact, the Fellowship Logo must never appear to be linked to or crowded by copy, photographs or graphic elements. An exclusion zone or clear space area (grey part) has been created in which no other graphics or text should appear.

The clear space is defined by X which equals to the distance away from the edge of the Fellowship Logo which defines the exclusion zone.

The Fellowship Logo must never be used smaller than 26mm in width in printed material, or 98px wide in digital material.

minimum size 26mm width

26m
m

98px

The Fellowship Logo should usually be placed in the top left or bottom right of a document.

<u>A.3 COLOUR</u>

The Fellowship Logo has 3 major colours. The Fellowship Logo must be used in full-color only. Whenever possible, the Fellowship Logo should be placed in a solid colour background that offers sufficient contrast.

Color 1
CMYK: CMYK (0,6,19,30)
RGB : (178,168,145)

#b2a891.

Color 2
CMYK: (46,0,29,72)
RGB : (39,72,51)

#274833.

Color 3
CMYK: (46,0,29,72)
RGB : (0,0,0,0)

#ffffff.

<u>A.4 COMMON MISTAKES TO AVOID</u>

- The Fellowship Logo must not be changed in color from the supplied files (Figure A).
- It must not be changed in proportion / skewed or stretched (Figure B).
- No text should be added to the Fellowship Logo (Figure C).
- The Fellowship Logo should not be applied on images in such a way that the background interferes with its legibility (Figure D).
- Only single color Fellowship Logo should be placed on any coloured background, including images (Figure E).

Figure A   Figure B   Figure C   Figure D   Figure E

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