Experience different views. Discover common ground.

Style Guidelines
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Dear Friends,

Thank you for taking the time to review the Friendship Force International style guide. Several versions of the Friendship Force International logo and tagline are available for you on the FFI website, www.friendshipforce.org. This guide explains how to download the logos and graphics provided by FFI, and it explains how to use them in a way that meets FFI standards. It also includes ideas on how to use the logos and graphics to promote your club.

Our hope is that in time, the Friendship Force logo will become recognizable as a standalone image, in the manner of the Nike “swoosh” or the McDonald’s “Golden Arches.” To achieve this vision, it is essential that all uses of the Friendship Force logos and graphics be consistent with the guidelines herein. This ensures a unified and clear representation of Friendship Force graphics and protects that Friendship Force brand image.

Once you have familiarized yourself with the logo and the procedures associated with its use, you are ready to begin using the logo. Any changes made to a graphic or logo shown in this manual must be approved by Friendship Force International. Contact us for approval of creative layouts for print and web advertising, including ads, newsletters, promotional materials, web pages and branded merchandise.

For approval or usage questions, please contact:

**Maggie Smith**  
*Communications Manager/Graphic Designer*  
email: maggie@friendshipforce.org

**Kaitlyn Ranney**  
*Director of Marketing and Communications*  
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The International Logo

The international logo can be displayed either vertically or horizontally. It consists of four components:

A. The six-color icon (friendship circle).

B. The “friendship force” black text under the icon.

C. “INTERNATIONAL” in all caps below “friendship force.”

D. The service mark registration notice ® positioned as shown.

All versions of the international logo shown on this page can be found on the FFI website in .jpg format for insertion into various documents for print and web design. The logo should always be used this way. Do not separate the logo from the name without the approval of FFI.
Club Logos

Individual club logos have been created and can be found on the FFI website. If you have difficulties accessing these logos, or if no individual logo has been created for your club, contact Maggie Smith (maggie@friendshipforce.org) for assistance.

Examples of two club logos are shown. The one on the top consists of the color icon and the words “friendship force” with the club name below the icon - this is called the “vertical” logo. The “horizontal” logo shown below includes the same components but with the text appearing to the right of the color icon. At this time, only a color logo has been created.

Many clubs previously developed a local icon to signify their club on web banners or newsletters. These can still be used alongside the FFI logo. When a local club icon is used, it should always be placed to the right of the individual Friendship Force club logo, and ONLY the horizontal version of the logo should be used. The top image shows the proper way to use a local icon in conjunction with a Friendship Force club logo.
1. White Space

An image-free area called “white space” has been built into all of the friendship force logos. The white space should not be edited out or covered over with text or other images.

2. Resizing the Logo

When re-sizing the logo, proportions should be “constrained.” This means that the proportions of the logo stay the same no matter how large or small it is displayed. In many applications this is done by holding down the “Shift” key while dragging the corner of the image. The examples below show what happens when proportions are not constrained.

Be sure to re-size the whole logo so that no part of it gets cut off (see bottom example).
1. Impermissible Alterations

Do not separate the logo from the text that should accompany it.

Do not wrap the words around the logo.

No part of the Friendship Force logo should be embedded in a local club logo.

2. Web Banner

The horizontal logo lends itself to web applications including Facebook banners and webpage headers, as shown below. If desired, a local club logo can be placed to the right of the Friendship Force logo. The local club logo should be about the same size as the Friendship Force logo. ONLY the horizontal version of the logo should be used in any web banner.
Colors

The Friendship Force logo reproduces well on modern color inkjet or laser printers. These printers use what is called “process color” made up of blue (C), magenta (M), yellow (Y), and black (K). The process color values of the six Friendship Force colors are shown here - small variations in the colors are to be expected. If you have questions or need assistance, contact Maggie Smith.

Commercial printers often use Pantone (PMS) colors, and the PMS color codes are given here as well. If you are using a local printing company to have a brochure, poster, or banner printed, give this information to the printer so they can match the official colors as closely as possible.

1. Process color (CMYK)

Process color is the preferred method. Individual club logos have been created using process color in both the horizontal and vertical formats.

2. Greyscale (also referred to as black and white)

If you are using a photocopier to produce a newsletter, for example, the logo may be used this way. Please contact Maggie Smith if you require your individual club logo in this format.
Tagline

The tagline “Experience different views. Discover common ground.” can be used in either blue, black, or white (if being used on a dark background). The font for the blue version is called TeX Gyre Adventor and is the same font that is used in the Friendship Force logo. The script-like black font is called Bad Script and it matches the one used on the Friendship Force website.

The tagline is made up of two short sentences, “Experience different views.” and “Discover common ground.” Both sentences begin with a capital letter, with all following letters being lowercase. Each sentence ends with a period.

Contact Maggie Smith (maggie@friendshipforce.org) if you have any questions.

Download “TeX Gyre Adventor”

Download “Bad Script”
Examples of Usage

Wonderful examples from our clubs:

This stunning textile banner brilliantly displays the FF Morocco club logo.

Friendship Force Bogotá celebrates with this beautiful FFI logo cake.

The website of FF Canada displays this graphic, putting the official logo alongside a regional one - great job, friends!
Frequently Asked Questions

If you experience problems, you may find the answers here. Please contact Maggie Smith at maggie@friendshipforce.org if your solution isn’t found here.

**Q: The logo prints as a grey or black box.**

Check your printer settings. It may be that the printing of graphics is not enabled.

**Q: The logo doesn’t look right. (Tall and thin or short and fat.)**

When re-sizing the logo, be sure to constrain the proportions. That means keeping the same width-to-length ratios no matter how large or small the logo is displayed. In many programs, this is done by holding the shift key while re-sizing.

**Q: Part of my logo is missing.**

When re-sizing the logo, be sure that in addition to constraining the proportions, your program doesn’t just re-size the box around the image and without changing the image inside. In many programs this is done by holding the shift key while re-sizing. See the instructions on pages 10 and 11.

**Q: The pictures in the pdf or my email will not display.**

There should be a box at the top that allows you to download pictures. Click on that box and pictures will be displayed for that individual document. You can either change your browser settings or continue to choose if you want to download pictures each time you see the message.

**Q: When I open the logo file it has a colored background.**

Change the program you use to view pictures and jpg files. If you need assistance with this, ask someone in your club or local electronics store to help.

**Q: I need a different format of the logo than a jpg.**

Please contact Maggie Smith at the email address above giving your club name and the required format.

**Q: I need a greyscale or black and white version of our club logo.**

Please contact Maggie Smith at the email address above giving your club name.

**Q: I need a version of our club logo to be displayed on a dark background with a white keyline around the colored parts of the logo.**

Please contact Maggie Smith at the email address above giving your club name.