

FR1ENDS of the CH1LDREN

Brand and Story Guidelines

Brand Identity

Logotype and Tagline

The Friends of the Children logotype is the most immediate representation of the organization, and a valuable asset that must be used consistently in the proper, approved forms. The primary lockup houses the 1/1 logomark within the type. The logotype should always display in this form. Do not try and create this lockup yourself, always use approved logo files.

When the tagline is used with the logotype, it should appear below the logotype. Spacing and proportion have been carefully considered and should always display in the manner as shown.

LOGOTYPE LOCKUP

FR1ENDS of the
CH1LDREN

LOGOTYPE AND TAGLINE LOCKUP

FR1ENDS of the
CH1LDREN

Generational Change,
One Child at a Time

Local Chapters

When local cities are labeled with the logotype, the city name should be displayed below the logotype. When the city is labeled with the logotype and tagline, the city name should appear below the tagline. Spacing and proportion have been carefully considered and should always display in the manner as shown.

LOGOTYPE AND CITY LOCKUP

FR1ENDS of the
CH1LDREN
New York

LOGOTYPE, TAGLINE AND CITY LOCKUP

FR1ENDS of the
CH1LDREN
Generational Change,
One Child at a Time
New York

Protected Safety Areas

To avoid crowding the Friends of the Children brand identity, a protected safety area around the logotype should be maintained within all applications. No other type, partner logos, or any other information may be placed within this area. To determine the proper safety area, we have defined the space around the logotype by a measure of “x” (“x” is equivalent to the height of the upper case letters in the logotype). An example of the defined protected safety area is shown on this page for your reference.

PROTECTED SAFETY AREA



Color

Ideally, the Friends of the Children logotype will be displayed in two-colors. With a white or light colored background, the colors are Pantone 425 (dark gray) and Pantone 2995 (blue). With a black or dark background, the colors are Pantone Cool Gray 1 and Pantone 2995 (blue). Avoid background colors that do not contrast well with these color configurations. Avoid displaying the logotype against a Pantone 2995 (blue) field.

LOGOTYPE ON A WHITE OR LIGHT FIELD



LOGOTYPE ON A BLACK OR DARK FIELD



Black and White

When production limits restrict reproduction of the logotype to one color, such as in newspaper ads, posters, T-shirts, etc., the Friends of the Children logotype may be reproduced in black or white, whichever contrasts best with the background. When using the logotype in one color, avoid tinting all or part of the logotype.

LOGOTYPE ONE COLOR BLACK

FR1ENDS of the
CH1LDREN

LOGOTYPE REVERSE WHITE

FR1ENDS of the
CH1LDREN

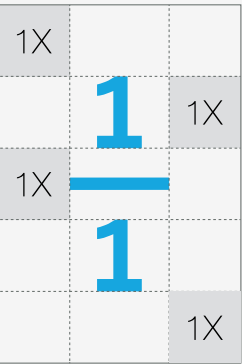
Logomark

The logomark may be used independent of the logotype in promotional materials. The logomark, when used on its own, may only be shown in Pantone 2995 (blue), or in cases where production limits restrict reproduction to one color, the logomark may be shown in black or white.

LOGOMARK



LOGOMARK PROTECTED SAFETY AREA



Primary Colors

Color is an important component of the Friends of the Children brand identity. The primary colors used in the logotype and tagline are Pantone 425 (dark gray) and Pantone 2995 (blue). With a black or dark background, the colors are Pantone Cool Gray 1 and Pantone 2995 (blue). Equivalent color percentages have been carefully formulated for process printing (4-color), and RGB and Hex (for screen use).

PRIMARY LOGOTYPE COLORS



BLUE

PMS 2995

C 90 / M 10 / Y 0 / K 0

R 0 / G 170 / B 238

HEX: #0044EE



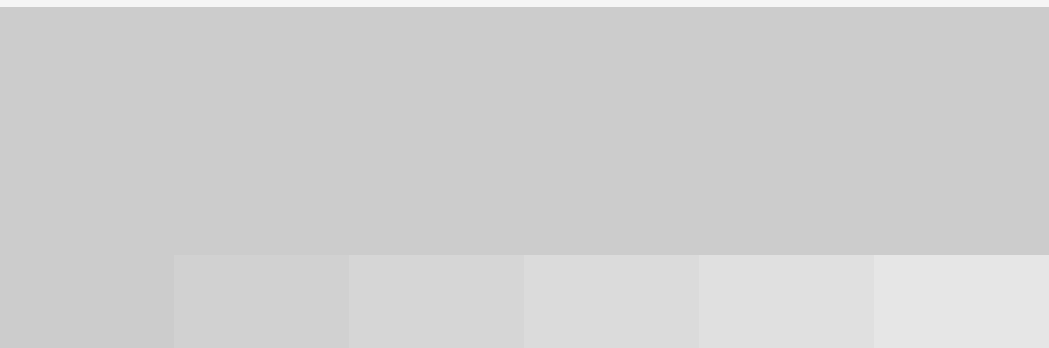
GRAY

PMS 425

C 0 / M 0 / Y 0 / K 80

R 85 / G 85 / B 85

HEX: #555555



REVERSE LIGHT GRAY

PMS Cool Gray 1

C 0 / M 0 / Y 0 / K 20

R 204 / G 204 / B 204

HEX: #CCCCCC

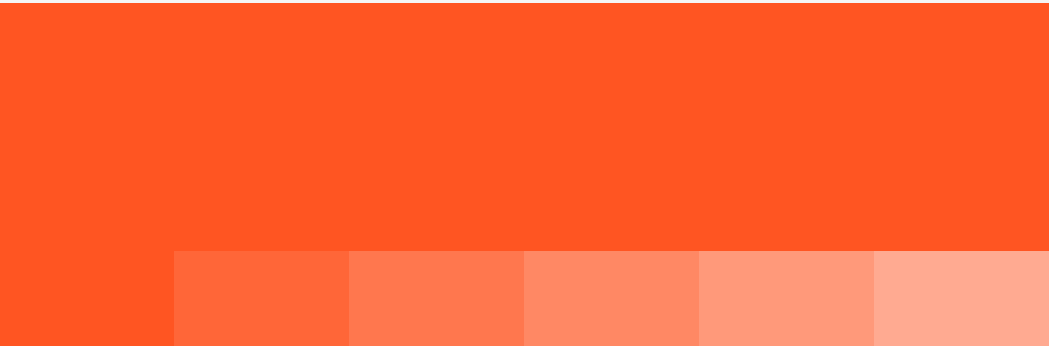
Secondary Colors

The secondary color palette for the Friends of the Children brand identity was chosen to balance with the strength of the primary blue (Pantone 2995).

The secondary colors are Pantone 7416 (coral), Pantone 556 (green) and Pantone 110 (ochre), and their equivalent color percentages for process printing and screen use.

These colors should not be displayed adjacent to the primary blue (Pantone 2995). Instead, the colors work best when displayed adjacent to the dark gray, light gray of the primary color palette, and with black and white.

SECONDARY COLORS



CORAL

PMS 7416

C 0 / M 80 / Y 100 / K 0

R 255 / G 85 / B 34

HEX: #FF5522



GREEN

PMS 556

C 50 / M 0 / Y 30 / K 20

R 102 / G 170 / B 170

HEX: #66AAAA



OCHRE

PMS 110

C 0 / M 20 / Y 100 / K 10

R 238 / G 187 / B 17

HEX: #EEBB11

Typography

A well-rounded brand identity depends not only on a strong logotype, but on the consistent use of carefully-chosen typefaces. The Friends of the Children brand identity uses two specific typefaces: News Gothic Bold and ITC Charter.

NEWS GOTHIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ (Bold)
abcdefghijklmnopqrstuvwxyz (Bold)
0 1 2 3 4 5 6 7 8 9 (Bold)
abcdefghijklmnopqrstuvwxyz (Bold Oblique)

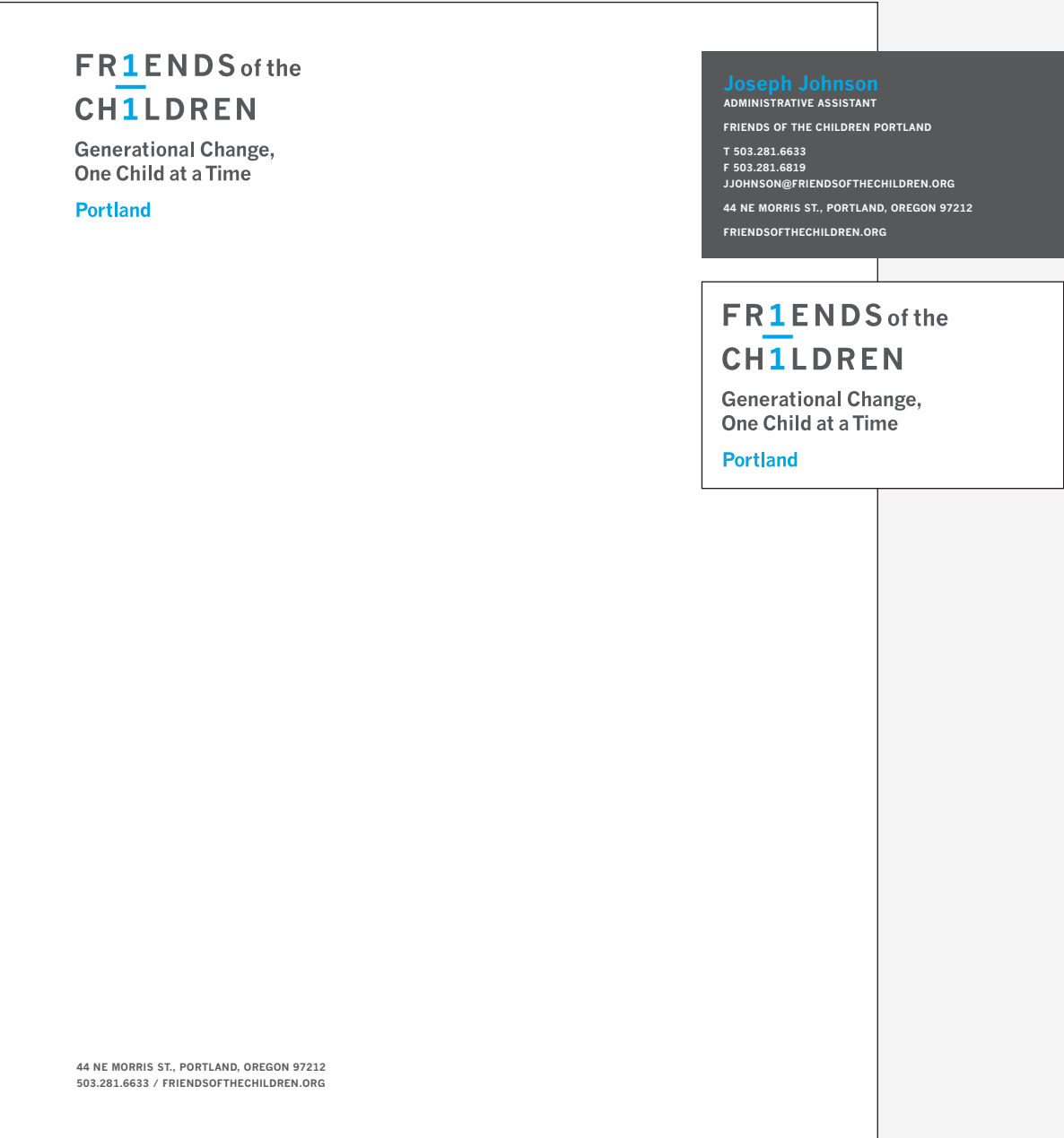
ITC CHARTER

ABCDEFGHIJKLMNOPQRSTUVWXYZ (Regular)
abcdefghijklmnopqrstuvwxyz (Regular)
0 1 2 3 4 5 6 7 8 9 (Regular)
abcdefghijklmnopqrstuvwxyz (Regular Italic)
abcdefghijklmnopqrstuvwxyz (Bold)
abcdefghijklmnopqrstuvwxyz (Bold Italic)

Usage Examples: Stationery

Examples of stationery are shown as a guide for preferred layout and logo positioning.

LETTERHEAD AND BUSINESS CARDS



Usage Examples: Applications

Application examples of merchandise are shown as a guide for preferred layout and logo positioning.

MERCHANDISING



ENVIRONMENTAL GRAPHICS



Usage Examples: Secondary Colors

Examples are shown as a guide to illustrate how the secondary color palette can be used.

TEARSHEET & MAILER



Mission: to provide our most vulnerable children a consistent relationship with a salaried, professional mentor for 12 ½ years – from kindergarten to high school graduation.

12 ½ years. No matter what.

FR1ENDS of the
CHILDREN
Generational Change,
One Child at a Time

Logo Don'ts

Careful attention to proportion, placement and color application have been considered for the Friends of the Children brand. With that in mind, altering these relationships alters the intent of our brand and should never be attempted. To the right are some depictions of incorrect modifications that may be tempting to try, but please don't.

DO NOT REARRANGE

FR1ENDS of the **CH1LDREN**
Generational Change, One Child at a Time
New York

FR1ENDS
of the **CH1LDREN**

DO NOT SWAP COLORS

FR1ENDS of the
CH1LDREN

FR1ENDS of the
CH1LDREN

DO NOT CHANGE PROPORTIONS

FR1ENDS of the
CH1LDREN

DO NOT CHANGE FONTS

FR1ENDS of the
CH1LDREN