FIGHT FOR THE FUTURE ♥

Fight For The Future
Brand Collection

FIGHTFORTHEFUTURE.ORG

DESIGN AND BRAND GUIDELINES

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DESIGN AND BRAND GUIDELINES

TABLE OF CONTENTS

Fight For The Future
Corporate Brand Guidelines

Version: v2.0 // 2016

SECTION 0
INTRODUCTION

THE DESIGN GUIDELINES

These guidelines describe the visual elements that represent FFTF organizational identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our organization.

These guidelines reflect FFTF's commitment to quality, consitency and style.

The FFTF brand, including the logo, name, colors and identifying elements, are valuable organizational assets.

Each of us is responsible for protecting the organization's interests by preventing unauthorized or incorrect use of the FFTF name and marks.

SECTION 1
ORGANIZATIONAL LOGO

LOGO INTRODUCTION

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the symbol itself and our organizational name – they have a fixed relationship that should never be changed in any way.

THE FULL LOGOTYPE

The Fight For The Future's Masterbrand or Organizational Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the culture of our organization - the connection between the strength of communication and the different points that influence.

It has a particular relationship with the FFTF name.
The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is Custom and has also been chosen to compliment and balance perfectly with the logo symbol.

The organizational logo is presented through the use of colour as well as shape and form. The two organizational colors are Dark Blue and Red Heart. It is a fresh and appealing blend of colors chosen for their strong combination - modern - classic - timeless. The Colors have been selected according to international standards as shown below and are easily implemented.

THE LOGOTYPE

1) The general Logo
The main logo is the dark logo used on white or colored backround. For darker backrounds you will find an alternative below.

1) The Logo Title
Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in blue tone of the chosen corporate color.

2) The Logo Symbol
Consists of a powerful element evoking the culture of our organization. The heart symbol evokes the passion and the hard work we do for the Internet freedom.

LOGO DARK VERSION

LOGO LIGHT VERSION

3) The Logo Dark Version
will be used when the backround color ist light colored.

4) The Logo Light Version
will be used when the backround color ist dark colored.

Recommended formats are:
.eps | .ai | .png | .jpg |.tiff

Attention:
Use of any stylized, animated, hand drawn or other versions of a unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with FFTF Trademark Licensing if you have any questions or need further help.

LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

It is important to keep organizational marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the organizational mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the the symbol itself and our organizational name – they have a fixed relationship that should never be changed in any way.
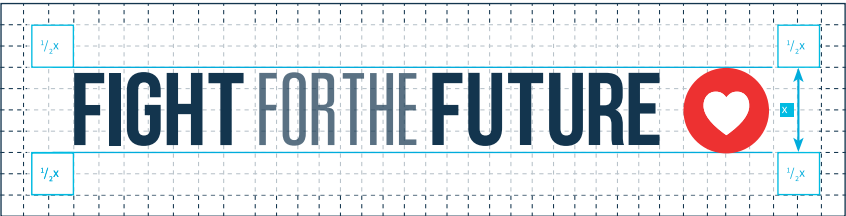

CLEARSPACE

Full Logo

Definition
-
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.
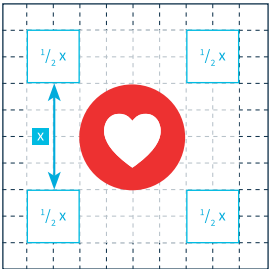
Computation
-
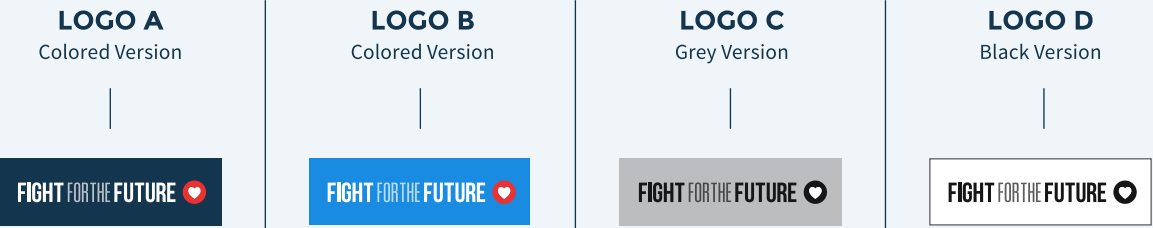To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).

CLEARSPACE

Logo Symbol

Text Logo

APPLICATION ON A BACKGROUND

LOGO A	LOGO B	LOGO C	LOGO D
Colored Version	Colored Version	Grey Version	Black Version

MINIMUM LOGO SIZES

Full Logo
Minimum Size: 20mm x 3.33 mm

40 mm   30 mm   20 mm

Logo Symbol
Minimum Size: 5 mm x 5 mm

15 mm   10 mm   5 mm

INCORRECT LOGO APPLICATIONS

DONT´S

1) Do not break the logo in two lines

2) Do not break logo in two lines and move heart

3) Do not move the heart icon on the left side and have the logo one color: Fr the needs to be lighter.

4) Do not move heart icon on the left side.

5) Do not use the text without the Heart icon.

6) Never change the proportions of the logo vertically or alter the appearance in any way

7) Never change the proportions of the logo horizontally or alter the appearance in any way

8) Never change the font on the logotype, the heart should be used with the logotype custom font.

FULL VIEW
DARK LOGO

Light Blue and Dark Blue logo versions.

LIGHT BLUE VERSION:
is used on darker backgrounds

FIGHT FOR THE **FUTURE**

DARK BLUE VERSION:
is used on darker backgrounds

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FULL VIEW
LIGHT LOGO

Logo in White and Light blue application.

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THE ORGANIZATIONAL FONTS AND TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all FFTF's communications. We have selected Montserrat and Open Sans, which helps inject energy and enthusiasm into the entire FFTF communications, as the primary and secondary organizational typefaces.

SECTION 2 ORGANIZATIONAL TYPOGRAPHY

The organizational Fonts
Primary Font
Secondary Font
Font Hierachy

**PRIMARY FONT
MONTSERRAT**

**DESIGNER :
JULIETA ULANOVSKY**

-

THE FONT
The old posters and signs in the traditional neighborhood of Buenos Aires called Montserrat inspired me to design a typeface that rescues the beauty of urban typography from the first half of the twentieth century. The goal is to rescue what is in Montserrat and set it free, under a free, libre and open source license, the SIL Open Font License.

**TYPE EXAMPLES
MONTSERRAT**

**FONT DOWNLOAD
LINK**

MONTSERRAT

Bold	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
Regular	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
Figures	0 1 2 3 4 5 6 7 8 9 0
Special Characters	! " § $ % & / ( ) = ? ` ; : ¡ " ¶ ¢ [ ] | { } ≠ ¿ ' « ∑ € ® † Ω ¨ ⁄ ø π • ± ' æ œ @ Δ ° ª © ƒ ə , å ¥ ≈ ç √ ~ µ ∞ … – ≤ < > ≥ ˘ › ‹ ■

Direct Link : http://www.fontsquirrel.com/fonts/montserrat

THE ORGANIZATIONAL FONTS AND TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all FFTF communications. We have selected Montserrat and Open Sans, which helps inject energy and enthusiasm into the entire FFTF communications, as the primary and secondary organizational typefaces.

SECONDARY FONT OPEN SANS

DESIGNER : STEVE MATTESON
-

THE FONT

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

TYPE EXAMPLES OPEN SANS

OPEN SANS

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " § $ % & / ( ) = ? ` ; :
¡ " ¶ ¢ [ ] | { } ≠ ¿ '
« ∑ € ® † Ω ¨ / ø π • ± '
æ œ @ ∆ º ª © ƒ ∂ , å ¥ ≈ ç
√ ~ µ ∞ … – ≤ < > ≥ ˘ › ‹ ◊

FONT DOWNLOAD LINK

Direct Link : https://www.google.com/fonts/specimen/Open+Sans

TYPOGRAPHY AND TEXT HIERARCHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for FFTF layouts.

CONTEXT TEXT AND INNER HEADLINES

Caption Text	FightForTheFuture.org - Open Sans Regular 6 pt Type / 9 pt Leading
Copy Text	Fight For The Future - Source Sans Pro Regular 8 pt Type / 11 pt Leading
Sublines Sections	**FIGHT FOR THE FUTURE-** Montserrat Regular - Capital Letters 10pt Type / 10pt Leading
Sublines Sections	**FIGHT FOR THE FUTURE-** Montserrat Bold - Capital Letters 16pt Type / 16pt Leading

HEADLINES AND TYPOBREAKS

Big Headlines and Title

ONE BIG HEADLINE
-
Montserrat Bold - Capital Letters
34pt Type / 30 pt Leading

Sequencer and Title for Marketing

THE HEADER
-
Montserrat Bold - Capital Letters
48pt Type / 48 pt Leading

SECTION 3
ORGANIZATIONAL
COLOR SYSTEM

The organizational colors
Primary Color System
Secondary Color System

PRIMARY COLOR SYSTEM

-

Explanation:
FFTF has four official colors: Dark Blue, Blue, Red and Green. These colors have become a recognizable identifier for the company.

Usage:
Use them as the dominant color palette for all internal and external visual presentations of the Organization.

THE PRIMARY COLOR SYSTEM
AND COLOR CODES

Colors play an important role in the FFTF organizational identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the "One Voice" color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the FFTF brand identity across all relevant media. Check with your designer or printer when using the organizational colors that they will be always be consistent.

PRIMARY COLOR SYSTEM

-

Explanation:
The FFTF organization has four official colors: Blue, Dark Blue, Red and Green. These colors have become a recognizable identifier for the organization.

Usage:
Use them as the dominant color palette for all internal and external visual presentations of the company.
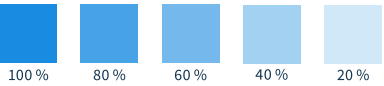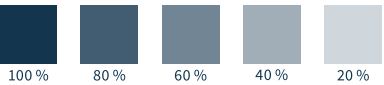
PRIMARY COLOR
LIGHT BLUE

-

COLOR CODES
CMYK : C76 M38 Y00 K00
RGB : R25 G139 B224
Web : #198BE0

COLOR TONES

| 100 % | 80 % | 60 % | 40 % | 20 % |

THE GRADIENT

Light Blue Gradient

SECONDARY COLOR
DARK BLUE

-

COLOR CODES
CMYK : C000 M020 Y100 K000
RGB : R000 G000 B000
Web : #13354E

COLOR TONES

| 100 % | 80 % | 60 % | 40 % | 20 % |

THE GRADIENT

Dark Blue Gradient

THE SECONDARY COLOR SYSTEM AND COLOR CODES

Usage:
Use the red Color only on the Heart FFTF .

SECONDARY COLOR RED

-

COLOR CODES
CMYK : C76 M38 Y00 K00
RGB : R25 G139 B224
Web : #198BE0

COLOR TONES
100 %   80 %   60 %   40 %   20 %
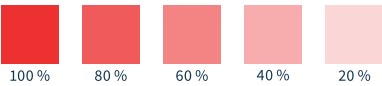
THE GRADIENT
Red Gradient

Usage:
Green color is used inside FFTF homepage and in some of our campaigns as Highlight fo Secondary links.

SECONDARY COLOR GREEN
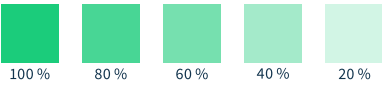
-

COLOR CODES
CMYK : C000 M020 Y100 K000
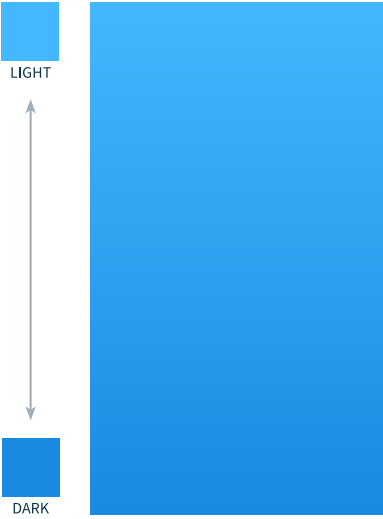RGB : R000 G000 B000
Web : #13354E

COLOR TONES
100 %   80 %   60 %   40 %   20 %

THE GRADIENT
Green Gradient

FFTF GRADIENT COLORS COMBINATIONS

Usage:
Use the gradient with the colors as shown on the right side.
Make sure you Use the Light color on top on 90 degree angle.
Do not place the dark blue color on top. The gradient should always go from light blue to darker blue.

LIGHT

DARK

PRIMARY GRADIENT 90 DEGREE

-

COLOR CODES LIGHT
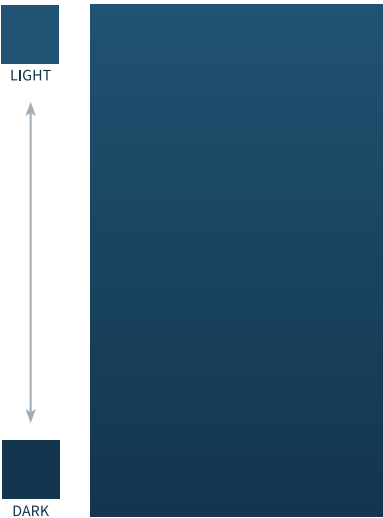CMYK : C76 M38 Y00 K00
RGB : R25 G139 B224
Web : #198BE0

COLOR CODES LIGHT
CMYK : C76 M38 Y00 K00
RGB : R25 G139 B224
Web : #198BE0vv

COLOR TONES

Usage:
Use the gradient with the colors as shown on the right side.
Make sure you Use the Light color on top on 90 degree angle.
Do not place the dark blue color on top. The gradient should always go from light blue to darker blue..

LIGHT

DARK

SECONDARY GRADIENT DARK 90 DEGREE

-

COLOR CODES LIGHT
CMYK : C76 M38 Y00 K00
RGB : R25 G139 B224
Web : #198BE0

COLOR CODES LIGHT
CMYK : C76 M38 Y00 K00
RGB : R25 G139 B224
Web : #198BE0vv

COLOR TONES

THE LIGHT SECONDARY COLOR SYSTEM AND COLOR CODES

SECONDARY COLOR SYSTEM

–

Explanation:
The Secondary colors are complementary to our official colors, but are not recognizable identifiers for FFTF organization. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.

Usage:
Use them to accent and support the primary color palette.
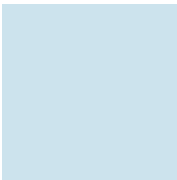
Tones

COLOR CODES

CMYK	:	C000 M020 Y100 K000
Pantone	:	297C
HKS	:	02K
RGB	:	R000 G000 B000
Web	:	#000000

Tones

COLOR CODES

CMYK	:	C000 M020 Y100 K000
Pantone	:	297C
HKS	:	02K
RGB	:	R000 G000 B000
Web	:	#000000

Tones

COLOR CODES

CMYK	:	C000 M020 Y100 K000
Pantone	:	297C
HKS	:	02K
RGB	:	R000 G000 B000
Web	:	#000000

Tones

COLOR CODES

CMYK	:	C000 M020 Y100 K000
Pantone	:	297C
HKS	:	02K
RGB	:	R000 G000 B000
Web	:	#000000
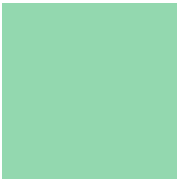
Tones

COLOR CODES

CMYK	:	C000 M020 Y100 K000
Pantone	:	297C
HKS	:	02K
RGB	:	R000 G000 B000
Web	:	#000000

COLORS ARE ONE OF THE MOST IMPORTANT THINGS TO TRANSFER A BRAND TO THE PEOPLE.

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