

FILIPINO  
YOUTH  
SUMMIT  
2018



# VISUAL BRANDING GUIDE

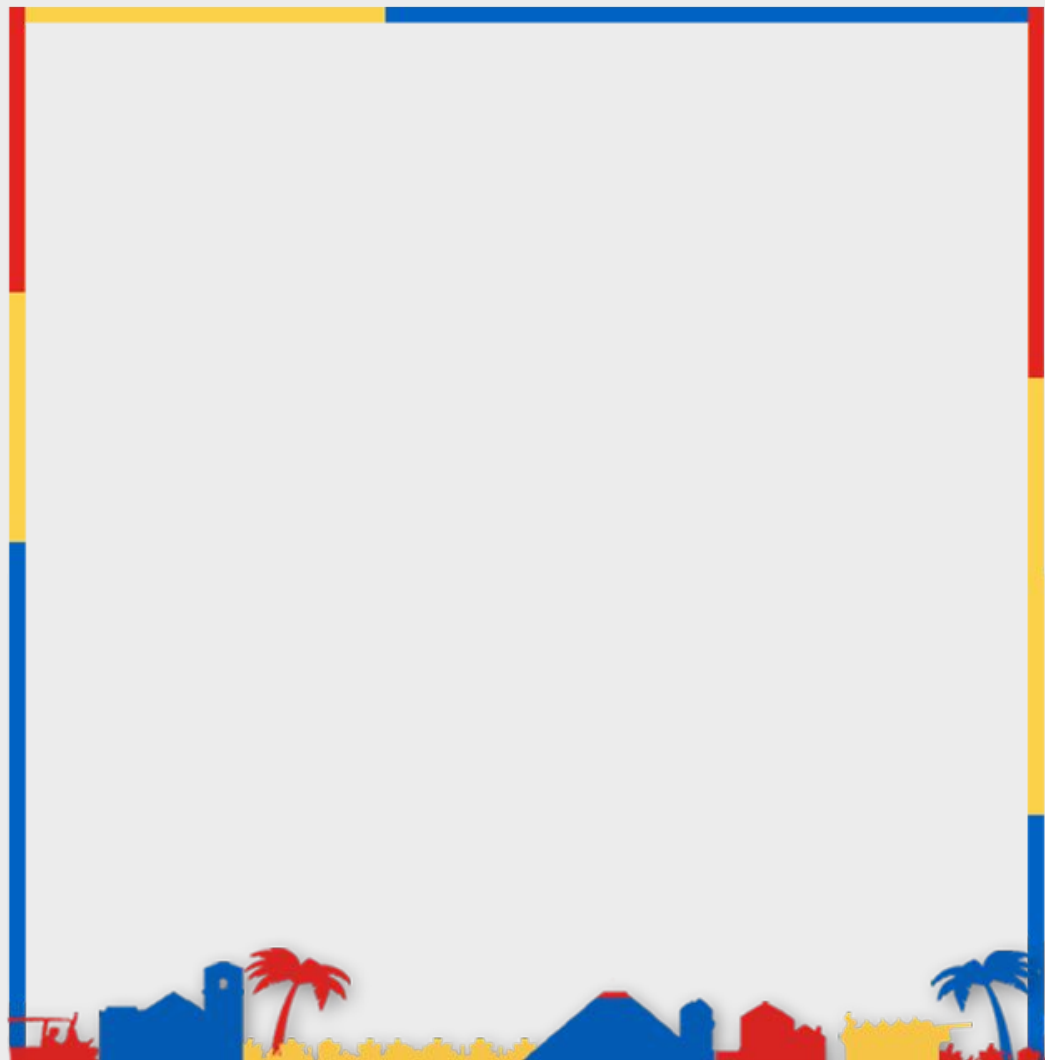




## KEY VISUAL

### FYS Logo

The logo will be present in all publicity materials to act as a watermark.



# GRAPHIC ELEMENTS

## Border

For most publicity materials, either the line border or the vector border will be present.

All illustrations and vectors that will be used must follow the given color palette.



#0074BA



#E32421



#FAD149



#031044

## COLOR PALETTE

WE WILL NOT BE USING  
BLACK FOR ANY OF THE  
FYS PUBLICITY MATERIALS.

## PRIMARY

Gotham Medium Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## SECONDARY

Gotham Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

TYPEFACE

# **SAMPLE DELIVERABLES**



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The logo for the Filipino Youth Summit 2018 (FYS) features the letters 'FYS' in a large, bold, sans-serif font. The letters are stylized with a 3D effect and are composed of segments in blue, yellow, and red, which are the colors of the Philippine flag. The 'F' is primarily blue with a yellow top bar and a red bottom bar. The 'Y' is primarily blue with a yellow top bar and a red bottom bar. The 'S' is primarily blue with a yellow top bar and a red bottom bar.

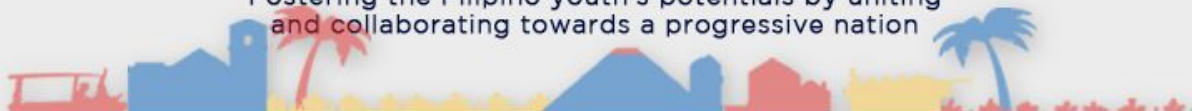
FYS 2018  
FACEBOOK  
DP





## FILIPINO YOUTH SUMMIT 2018

Fostering the Filipino youth's potentials by uniting  
and collaborating towards a progressive nation



**FYS 2018  
FACEBOOK  
COVER  
PHOTO**

## TEMPLATE FOR ANNOUNCEMENTS

subtext here subtext here subtext here subtext  
subtext here subtext here subtext here subtext  
subtext here subtext here subtext here subtext



## FYS 2018 ANNOUNCEMENT PUBS

3

**DAYS LEFT  
FOR EARLY BIRD APPLICATIONS!**

[tinyurl.com/sampleurlforvb](https://tinyurl.com/sampleurlforvb)

**FYS 2018  
COUNTDOWN  
PUBS**

2

**DAYS LEFT  
FOR EARLY BIRD APPLICATIONS!**

[tinyurl.com/sampleurlforvb](https://tinyurl.com/sampleurlforvb)

**FYS 2018  
COUNTDOWN  
PUBS**

1

**DAY LEFT**  
**FOR EARLY BIRD APPLICATIONS!**

[tinyurl.com/sampleurlforvb](https://tinyurl.com/sampleurlforvb)

**FYS 2018**  
**COUNTDOWN**  
**PUBS**

# **FYS 2018 LETTERHEAD**

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