



Brand Standards



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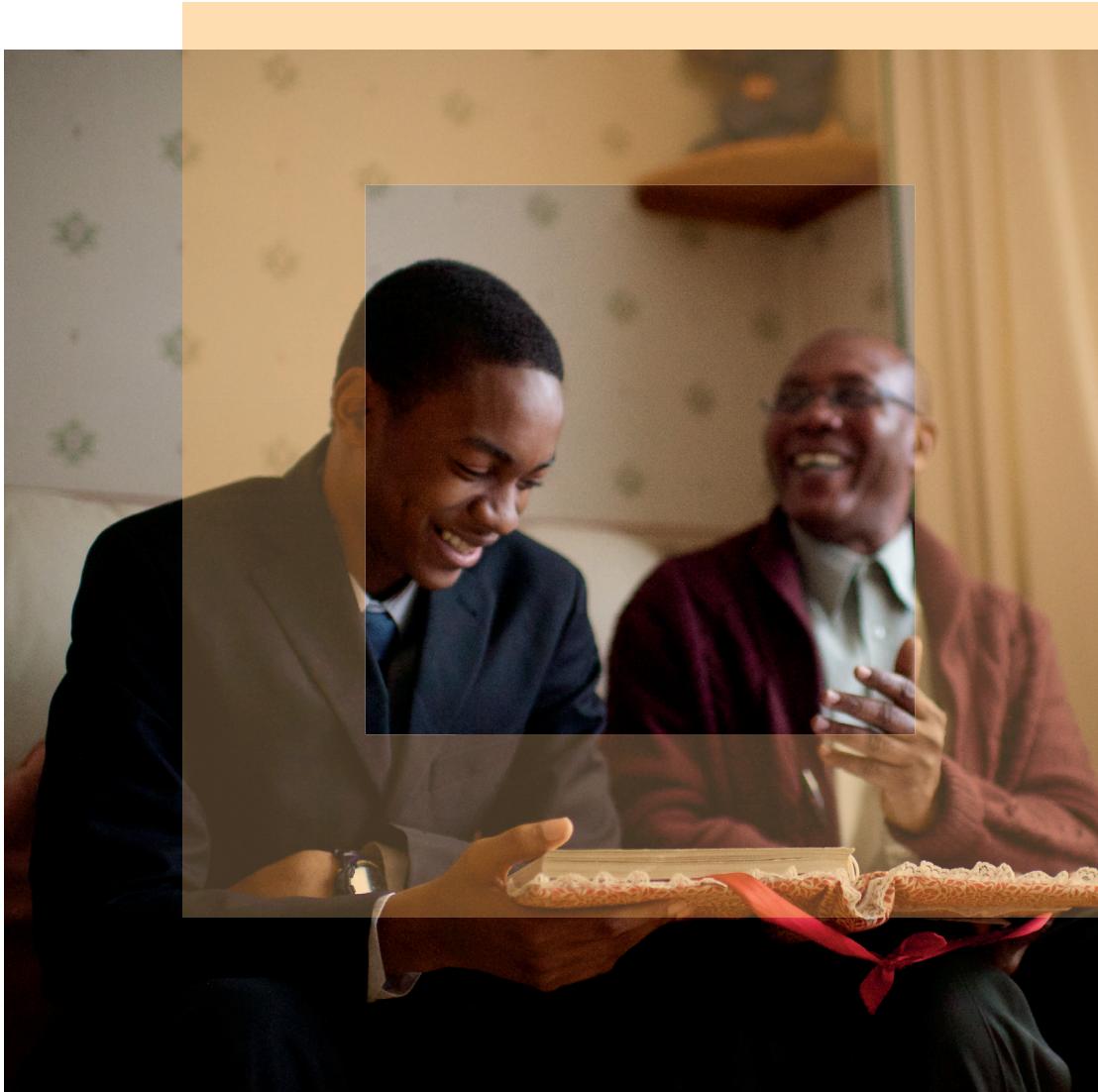
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What Is a Brand?

A brand is like a person—complete with unique traits and quirks. Brands dress a certain way, speak a certain way, and are 100 percent judged by people on their (very-difficult-to-change-later) first impression. A great brand is not simply aesthetic—it's well designed. Every single bit of it is considered.

“Branding” is not just a mark on a cow; it’s the reputation of the rancher. Perception is reality. If our neighbors think we’re saintly or snarky, we are. People may not remember what we say, but they’ll never forget how we made them feel.



What We Stand For:

Strengthening Family Connections

A key truth helps to define the FamilySearch brand. We are each part of a divinely organized eternal family.

Making connections with family past, present, and future brings us **joy**, perspective, **inspiration**, and power—in this life and beyond.

FamilySearch is about creating **authentic**, **trusted** resources and experiences that strengthen these family connections and help all of us find our place in our eternal families.



Brand Attributes

An organization's brand influences all its communications, designs, discussions, and plans. FamilySearch branding should feel **authentic**, **inspiring**, **joyful**, and **trusted**. Use these attributes as guiding principles in all your work.

Authentic

We're authentic—never fake, complicated, or overstated. We focus on what family history is all about: people. We celebrate true-life stories that turn ancestors into real people to their descendants, our users. Our services deliver what we promise.

Analogues: real, personal, clean, simple, approachable

Inspiring

We're inspiring. We motivate people to want to make family history connections. We show them how and give them confidence. We provide engaging experiences, motivational help services, and aspirational examples to show them the way.

Analogues: colorful, bright, warm, creative, grown (rooted in nature)

Joyful

We're joyful. We believe that family relationships bring joy and meaning to life. Learning about our ancestors helps us understand better who we are and provides opportunities to share joyous family moments with each other.

Analogues: positive, engaging, inviting, fresh, emotive

Trusted

We're trusted. Our 100 years in family history has earned us a reputation as the world leader. Patrons expect our services to be top-rate, well crafted, free, and helpful. Partners expect us to deliver what we promise and to exceed expectations.

Analogues: knowledgeable, respected, leader, helpful, crafted

Identity

The FamilySearch logo is the touchstone of our brand and one of our most valuable assets. It's dignified but approachable. It's semi-formal with a hint of fun. It's strong in its symbolism.

- Custom *slab serif* type—inviting and warm, yet quite stately
- Green—fresh, harmony, life, endurance
- Tree—connection, family history, growth
- Mosaic frames—photos, stories, stability, for all people

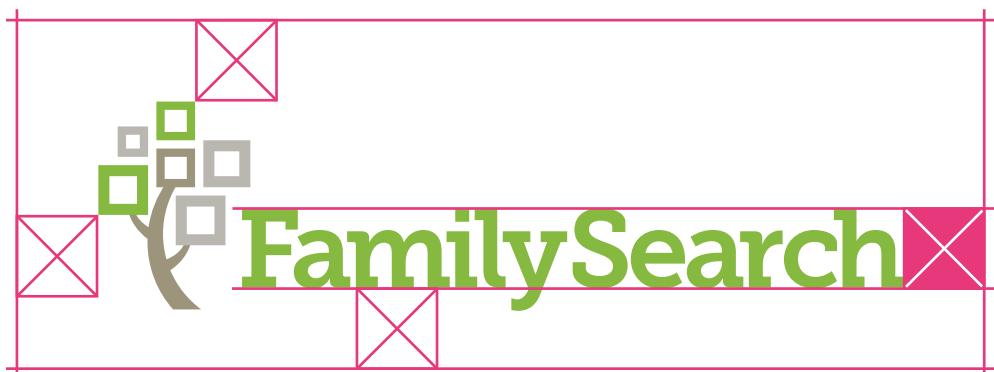
The FamilySearch logo is the unique pairing of the mosaic tree with our custom slab serif logotype. The logo should be used when visually referring to FamilySearch. Designing with the FamilySearch logo comes with a great responsibility. We must ensure proper usage, with each variation and application being carefully considered.



Logo

The logo should be used in full color whenever possible. However, when the full color logo is distracting to surrounding content, the logo may be displayed in an approved alternate color.

LOGO CLEAR SPACE



MIN HEIGHT: 32PT



ALIGNMENT

When the logo is used with text, it should align slightly offset from the text, as demonstrated to the right.

ICON

The mosaic tree is used when limited space prevents use of the full logo. Note there are seven mosaic frames when the logotype is removed.



Headline



ALTERNATE COLOR

The logo is always white when displayed on another color. In rare cases, the logo can be displayed in one of the three alternate colors below.



Church Endorsement

FamilySearch is a service provided by The Church of Jesus Christ of Latter-day Saints. We reference the Church in our communications according to the following guidelines:

1. Primarily Church Audiences

Products and communications directed primarily to Church members should use the dual Church-FamilySearch logo. Because the Church logo is shown, there is no need for the Church service line.

2. Primarily Non-Church Member Audiences

(General Public)

Products and communications directed to primarily general public audiences is approved to use only the FamilySearch logo. This includes products for events and activities such as RootsTech. Whenever possible or appropriate, the Church should be acknowledged, such as a service line included after the copyright notice.

Church copyright and service line:

A service provided by
The Church of Jesus Christ of Latter-day Saints.
© 2022 by Intellectual Reserve, Inc. All rights reserved.

3. FamilySearch Website

On FamilySearch.org, the FamilySearch logo appears in the header and the Church's logo appears in the footer. The Church service line is included to accommodate the removal of the Church logo with responsive sizing.

Any and all exceptions to these guidelines must be expressly approved by the Member and Public Outreach Office and the Visual Identity Office.

DUAL LOGO

Outlined below are the approved colors for the dual logo. The logo should be white when displayed over another color.



THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

Telescope ID: 1129179



THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

Telescope ID: 1129178



THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

Telescope ID: 1134361



THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

Telescope ID: 1129179



THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

Telescope ID: 1129178



THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

Telescope ID: 1134361



Tagline

Where Generations Meet

Our brand tagline is wonderfully simple in communicating the values and traits of FamilySearch. It's clear, inviting, and lacking pretense.

When used with careful consideration, **Where Generations Meet** has power in itself to tell the story of our brand experience.



Color

The FamilySearch brand is anchored by subtle tones of nature and enriched by accents of brilliant color. Life is felt more than just seen. Select hues that evoke the appropriate emotion for the application. Be inspired.

COLOR PALETTE

This palette represents colors from spring, summer, and early autumn. Translucence adds a nice touch.

COLOR PROPORTIONS

Consider color proportions to achieve visual balance and a consistent look. Recommended proportions should be applied to the design as a whole.

LOGO COLORS



BRAND PRIMARY COLOR



ACCENT COLORS



COLOR PROPORTIONS

Two to three accent colors may be used at a time.



HEADLINES

Headline

Headlines and text must be in white when used over another brand color.



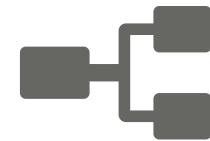
Headline

Over white, headlines should be in brand green, and the text should be in brand gray.

Iconography

We use a rich variety of iconography in the FamilySearch brand, from navigational elements to category definers and badges. Please keep these rules in mind as you explore the possibilities of a great icon.

- Make icons simple and *iconic* (pun intended).
- Detail in each element should be minimal.
- Round corners wherever possible.
- Use “straight-on” perspective to cut down on complexity.
- Don’t just trace something—make it illustrative and fun.



Photography

FamilySearch helps bring generations together today. We're not trendy, but we are timeless. We select modern photography that endears us to the qualities of the past. These images tell stories of genuine family connection, and they reflect our brand attributes: **authentic, inspiring, joyful, and trusted.**

MODERN



1

RELATABLE

Use soulful images with bright-eyed, real people. Avoid images that feel staged or fake.

2

CONNECTION

Select images that highlight joyful moments of family togetherness.

3

MULTI-GENERATIONAL

Two or more generations in a photo signal family history and turn hearts.

4

NATURE

Always use natural light. If artificial light is used, diffuse it. Do not use flash photography. Natural elements such as plants, water, wood, and stone help infuse the notion of growth and life into photography.

Our historical imagery tells the story of the “now” back then. Include vintage photography to strengthen the notion of generations coming together.

VINTAGE**5****STORIES**

Select photography that captures interesting stories of people, past and present.

6**INTERNATIONAL**

Consider various ethnicities and cultures when selecting images. FamilySearch is a global brand.

7**COLOR**

Vintage images may vary in color to maintain their personality and character.

Frames

The iconic frames create a strong graphical element used throughout the brand. By framing images and content, we highlight the importance of family connections in a subtle, beautiful way.



STROKE

Using the red squares as a guide, the stroke should be 1/3 the width of the inside hollow square.



TRANSLUCENCE

Frames are a subtle design feature. The gradient should be used in increments of 20%, 40%, and 60%.

1

FRAMING EVENTS

The frame may be used to draw attention to and highlight a particular section of the picture that holds meaning or to accentuate the action in the image.



2

CONNECTING IMAGES

When creating a collage of images, the frame may be used to visually connect images, but they should be used sparingly on the same image.



3

FOCUS ON THE PICTURE

The frame is a supporting design element. The focus of the image should be on the action of the photo, not the frame.



Inspiration



This is an inspiration board that displays how the photography and frames might interact, look, and feel.



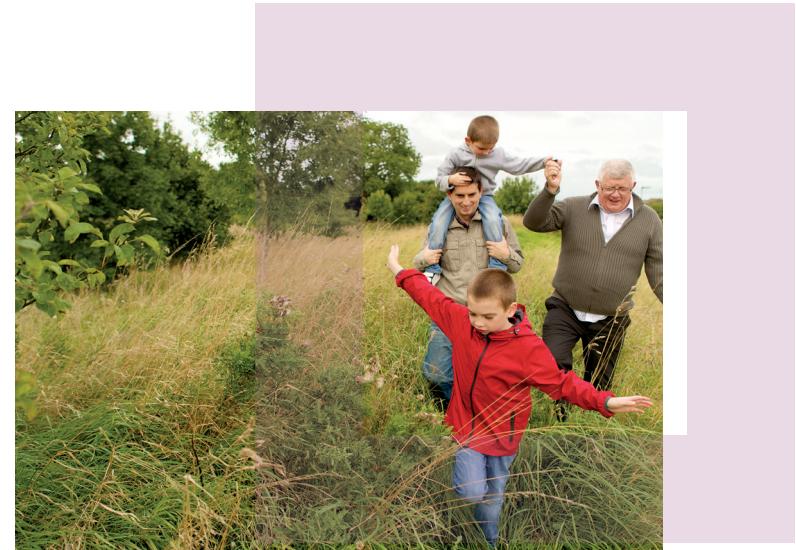
Subtlety is the key to using the graphic frames.
The image must be the first place the eye is directed.



Transparencies may overlap, as long as they are not distracting from the image.



Restraint is key when using frames on a mosaic layout. The colors should not distract but blend in with the image naturally.



Typography

Working well with type takes great care. The FamilySearch typefaces were chosen to reflect the qualities of the best handmade fonts from the past, with the simplicity and freshness of modern design.

Body copy is set in the sans serif font family of **Proxima Nova** for primary usage (Helvetica or Verdana for some Web and digital applications), in dark warm gray (color #786e63). Generally use light typeface where possible, unless the type is hard to read, in which case use regular.

Headings are set in the slab-serif font family of **Museo Slab** (Helvetica or Verdana for some Web and digital applications). The color of the headings should primarily be green, slate, or white.

In cases where Museo Slab and Proxima Nova are not available, the typeface family of **Helvetica** can be substituted for either. **Verdana** may be used in place of Proxima Nova and Museo Slab on the Web and in electronic communications.

Use the following typfaces for character-based languages:

- Korean font: **Gulim**
- Japanese font: **Meiryo U**
- Simplified Chinese font: **SimSun**
- Traditional Chinese font: **PMingLiU**

PRIMARY

Museo Slab 500
aAbBcC123

Proxima Nova Light
aAbBcC123

Museo Slab 700
aAbBcC123

Proxima Nova Light Italics
aAbBcC123

Museo Slab 900
aAbBcC123

Proxima Nova Regular
aAbBcC123

Proxima Nova Bold
aAbBcC123

WEB AND DIGITAL COMMUNICATIONS

Museo Slab 500
aAbBcC123

Verdana Regular
aAbBcC123

Helvetica Light
aAbBcC123

Verdana Bold
aAbBcC123

Helvetica Regular
aAbBcC123

Helvetica Bold
aAbBcC123



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TYPEFACES

Museo Slab 500 aAbBcC123

Museo Slab 700 aAbBcC123

Museo Slab 900 aAbBcC123

Proxima Nova Light
aAbBcC123

Proxima Nova Light Italics
aAbBcC123

Proxima Nova Regular
aAbBcC123

Proxima Nova Bold
aAbBcC123

Helvetica Light
aAbBcC123

Helvetica Regular
aAbBcC123

Helvetica Bold
aAbBcC123

TYPE STRUCTURE

MUSEO SLAB 500

Headline

PROXIMA NOVA
LIGHT

Dolupta ilitiusto moluptam, ilitiusto moluptam, voloria eaqui sitiorp ernam veligenimus molore eaqui dolupta ilitiusto moluptam, voloria sitiorp orepernam veligenimus molore

PROXIMA NOVA
BOLD

Subheadline
Dolupta ilitiusto moluptam, ilitiusto moluptam, voloria eaqui sitioernam veligenimus molore eaqui dolupta ilitiusto

- Example list
- Example list
- Example list

Tone and Voice

How we speak is just as important as what we say. When writing or speaking on behalf of FamilySearch, consider our brand attributes: **authentic**, **inspiring**, **joyful**, and **trusted**.

In addition to the overall tone, the content of our communication should be appropriate for the audience and purpose.

SAMPLE IN-BRAND COPY

Where generations meet.

Find, preserve, and share your family history—simply and beautifully.

Genealogy (or family history) activities have admittedly been difficult to jump into—even overwhelming for most of us. We often ask questions like: Where do I start? How will I do it? How will I save it? And what's a fourth cousin, and why was he once removed?

FamilySearch is solving these problems for all of us. Our experiences are beautifully simple and fun. We're making it easy to get live help, collaborate together, and safely share photos and stories with others. Best of all, FamilySearch is always free, and your efforts are preserved forever.



Grammar

Capitalization

USE TITLE CASE FOR

- Headings and section headings

USE SENTENCE CASE FOR

- Subheads beneath headings
- Check box and radio button labels
- Text-based links

USE CAMELCASE FOR

- FamilySearch
- FamilySearch.org domain (use lowercase .org)

Nomenclature

Proper naming is indispensable. Official names and subbrands may not be created without approval from the Member and Public Outreach Office.

Punctuation

- No ampersands (&).
- No slashed constructions (and/or).
- No (s) constructions (“Name(s)”).
- No space hyphen space (-). Use correct punctuation instead (em dashes, en dashes, periods, colons)
- Use a comma in a list before the final conjunction (idea 1, idea 2, and idea 3).
- Use commas in numbers as appropriate for American style (3,400).
- Do not put a period at the end of a website link if the link is a stand-alone UI element.
- Use a period if a website link is located within a running line of text (“We provide a lot of ways that you can get help using our site. For more information, please visit our Help Center.”).

Terminology

ABBREVIATIONS

- No Latin words or abbreviations (i.e., e.g., via, etc.). Etc. is acceptable in cases where space is an issue.
- Use abbreviations sparingly; spell out words whenever possible.

- If an abbreviation is used commonly, spell out the term on the first use and add the abbreviation in parenthesis. The abbreviations alone may be used subsequently.

WEB TERMINOLOGY

- “Sign in” and “sign out” not “log in” or “log out”
- “Username” not “user name” (the “u” can be lowercase)
- “email” not “e-mail” (the “e” doesn’t need to be capitalized)
- “e-book” not “ebook”
- “e-learning” not “elearning”
- “ePub” not “E-PUB”
- “website” not “Web site” (the “w” can be lowercase)
- “Web” not “web” (the “W” must be uppercase when using “Web” to refer to the “World Wide Web”)
- “web page” not “webpage”
- “Family Tree” not “the Family Tree”
- “Internet” not “internet” (the “I” is capitalized)

REFERENCES TO FAMILYSEARCH

- Do not use “FamilySearch” as a noun unless it means “FamilySearch, International.” Do not call the website just “FamilySearch.” It is “the FamilySearch website” or “FamilySearch.org.”

- Use “Family History Library” not “FamilySearch Library.”
- Use “FamilySearch centers” only as an umbrella term for all Church-sponsored family history research facilities. The word “center” is not capitalized, except when title case requires it or if you are referring to the specific FamilySearch Center located in the Joseph Smith Memorial Building.
- The term “family history center” is not considered a proper noun or trademarked term. It should not be capitalized.
- Avoid using the term “work” in reference to Family History, as in “Family History Work.”

REFERENCES TO THE CHURCH

- Make sure the name of the Church is spelled, capitalized, and punctuated correctly: “The Church of Jesus Christ of Latter-day Saints.”
- The full name of the Church is preferred. After the full name has been used, if a shorter version is needed for space, consider using “The Church of Jesus Christ” or “The Church.”
- On the website, do not use the word “Mormon” in visible screen text. It is acceptable in invisible metadata.

NAMES, DATES, AND PLACES

- “Place” not “location,” “place-name,” or “locality.”
- “Last name” not “surname.”
- “First name” not “given name.”
- Cross-cultural differences can be addressed in localized versions.

Partners

Per the FamilySearch API License Agreement, the “FamilySearch CERTIFIED” logo may be displayed in conjunction with all certified partner applications. Additionally, the logo may be used in accordance with these guidelines on a certified partner’s website and print collateral. Any use of this logo on a website or web application should link to FamilySearch.org/products.

The use of the FamilySearch logo should not imply sponsorship or endorsement of the application. Rather, the use of the logo indicates that a third-party application has been developed using the FamilySearch API and has passed FamilySearch’s review process, which is based on predetermined legal and performance guidelines.

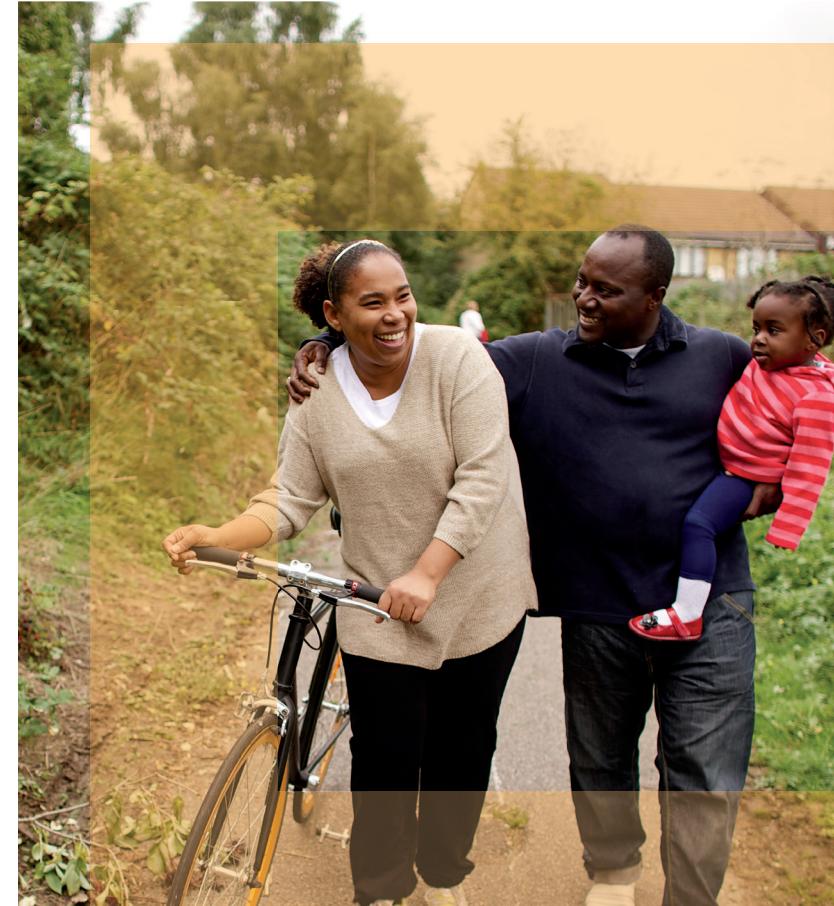
FAMILYSEARCH CERTIFIED

This is the only approved variation of the FamilySearch logo. The color uses of this certified logo are the same as those outlined for the FamilySearch logo.



Thank You

FamilySearch believes there is almost nothing more important than finding and uniting family, and that participating in this effort will change everyone's life—now and forever. We appreciate your careful application of these Brand Standards in everything you do.



Assets

As part of the Brand Standards for FamilySearch, we have made available additional assets, detailed style guides, and carefully crafted templates. These include:

- PowerPoint Template
- Stationery
- Web Design Styles
- Additional Collateral

These templates and style guides can be found on the department Intranet: [Click here](#).

Click to edit Master title style

Click to add subtitle




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Subhead
Dolupta illitusto moluptam, illitusto moluptam, voloria eequi sitioernam veligenimus molore eequi dolupta illitusto moluptam, voloria

Subhead
Dolupta illitusto moluptam, illitusto moluptam, voloria eequi sitioernam "Dolupta illitusto moluptam, illitusto moluptam, voloria eequi"

Subhead
Dolupta illitusto moluptam, illitusto moluptam, voloria eequi sitioernam veligenimus molore eequi illitusto

Subhead
Dolupta illitusto moluptam, illitusto moluptam, voloria eequi sitioernam "Dolupta illitusto moluptam, illitusto moluptam, voloria eequi"



Dolupta illitusto moluptam, illitusto moluptam, voloria eequi sitioernam veligenimus molore eequi dolupta illitusto moluptam, voloria
Where lasting connections are made.

FamilySearch
Where Generations Meet
Generic
Dolupta illitusto moluptam, illitusto moluptam, voloria eequi sitioernam


www.familysearch.org

Make Discoveries
Search for your ancestors in millions of historical records. You can also search in the catalog, books, genealogies, and the Wiki.
[Search historical records](#)

Fan Chart Photos Family Tree Search Indexing Get Started

Genealogy: Ancestors Remembered



Celebrate and share your family heritage in a way that is only possible through photographs.
[Get started](#)

PowerPoint

Presentation templates have been created in PowerPoint and made available for department use. These templates can be found on the department Intranet: [Click here](#).

There are two templates available to be used according to audience type. Please refer to the Church Endorsement section of this guide (page 9) for details on FamilySearch and Church logo usage.

Click to edit Master title style

Click to edit Master
subtitle style

FamilySearch | THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS © 2018 by Intellectual Reserve, Inc. All rights reserved.

LDS Audiences



Click to edit Master title style

Click to add subtitle

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General Public Audiences



Stationery

When communicating to the general public, use stationery with FamilySearch branding.

- Letterhead: 8.5" h x 11" w
- Envelope: 4.125" h x 9.5" w
- Business Card: 2" h x 3.5" w

You may request official letterhead from an administrator.



Stationery

When communicating to members of the Church, use stationery with dual branding.

- Letterhead: 8.5" h x 11" w
- Envelope: 4.125" h x 9.5" w
- Business Card: 2" h x 3.5" w

You can request official letterhead from any administrator.



Web Design Styles

This guide has been created to facilitate the development of online spaces that are part of FamilySearch. Use it in conjunction with the principles found in the FamilySearch Brand Standards document. The web design styles can be viewed on the department Intranet: [Click here](#).



Additional Collateral

We've carefully created a variety of print templates that make proper use of the FamilySearch Brand Standards. These templates may be used as examples to guide the design process for other print work. Additional collateral and style guides can be found on the department Intranet: [Click here.](#)



Subhead

Dolupta illiusto moluptam, illiusto moluptam, voloria eaqui sitioernam

**"Dolupta illiusto moluptam,
illiusto moluptam, voloria eaqui!"**

Subhead

Dolupta illiusto moluptam, illiusto moluptam, voloria eaqui sitioernam veligenimus molore eaqui illiusto

Dolupta illiusto moluptam, illiusto moluptam, voloria eaqui sitiorp emam veligenimus molore eaqui dolupta illiusto moluptam, voloria

Where lasting connections are made.

Subhead

Dolupta illiusto moluptam, illiusto moluptam, voloria eaqui sitioernam

Subhead

Dolupta illiusto moluptam, illiusto moluptam, voloria eaqui sitioernam

Subhead

Dolupta illiusto moluptam, illiusto moluptam, voloria eaqui sitioernam veligenimus molore eaqui illiusto

- Example list
- Example list
- Example list

"Dolupta illiusto moluptam, illiusto moluptam, voloria eaqui!"



Where Generations Meet

Generic

Dolupta illiusto moluptam, illiusto moluptam, voloria eaqui sitioerna



Where lasting connections are made.



Subhead

Dolupta illiusto moluptam, illius moluptam, voloria eaqui sitioe. Dolupta illiusto moluptam, illius.

moluptam, voloria eaqui sitioe. Dolupta illiusto moluptam, illius.

**"Dolupta illiusto moluptam usto,
illiusto moluptam, eaqui!"**

Subhead

Dolupta illiusto moluptam, illi
moluptam, voloria eaqui sitioe.
Dolupta illiusto moluptam, illi
voloria eaqui sitioe.

moluptam, voloria eaqui sitioe.
Dolupta illiusto moluptam, illi

**"Dolupta illiusto moluptam
illiusto moluptam, voloria e**

Subhead

Dolupta illiusto moluptam, illi
moluptam, voloria eaqui sitioe.

**"Dolupta illiusto moluptam,
illiusto moluptam, voloria e**

Subhead

Dolupta illiusto moluptam, illi
moluptam, voloria eaqui sitioe.
Dolupta illiusto moluptam, illi
veligenimus molore eaqui illiusto



THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

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