BRANDING GUIDELINES

Foundation for Environmental Education

Intro

This is a guide to the branding elements that make up the Foundation for Environmental Education and its programmes. Please have a read to learn more about our brand identity and the standards and guidelines we have established to promote and protect our brands.

Contents

Why brand identity is so important

The Foundation for Environmental Education brands live not only on paper or digital documents, but can also serve many other intangible aspects of organisation. Our brands represent a collection of feelings and perceptions about our quality, image, reputation and positioning amongst our peers and partners. It is our job to make our brands communicate the organisation's strength and values in a cohesive and consistent way, and to achieve this we all must adhere to specific standards and rules.

These branding guidelines have been produced to offer clear policies on the use of the Foundation for Environmental Education brand and sub-brands. The Foundation for Environmental Education and its associated brands are internationally recognised, and it is important that our brand identity protects and upholds our mission, vision and values.

Co-branding

The Foundation for Environmental Education logos must not be used to sponsor or endorse any other organisation or product, nor used for religious or political purposes. Use of the logos must adhere to the License to Members to Use Trademarks. The logos featured in this document may only be used by third parties, with permission, in cases where the third party is participating in or supporting activities related to the Foundation for Environmental Education or its programmes.

Permission for third party partners to use the logos on an international level can only be granted by the Foundation for Environmental Education Head Office. National Operators may only grant permission for third parties to use the logos on a national level, and such use must be clearly defined in an approved contract.

Colours

All logos in this document use the following colours to ensure that they are identifiable as part of the same family of logos.

These are the only colours in which the logos can be presented (online/printing). These colours are the core of the brand and cannot be changed or altered in any way.

RGB: 0 110 182	RGB: 0 169 93
PAN.: 300 U	PAN.: 354 U
WEB: #0066CC	WEB: #009933
CMYK: 100 46	CMYK: 91 1 93 0

The Global Forest Fund uses a different colour green than the other logos.

| RGB: 43 98 69 |
| PAN.: 3425 U |
| WEB: #2B6245 |
| CMYK: 93 33 |

HOW TO USE THE COLOUR CODES
RGB: for on-screen use
CMYK: for printing
WEB: only on websites
Pantone: for flags or special prints

The Foundation for Environmental Education and each of the programmes have specific colour scales that are used throughout the websites and on communications materials.

The colours differ from the pantone colours used in the logos, and cannot be used to replace the colours in the logos themselves. The colour scales span from one end of the scale to the other (e.g. #0A1432 to #0B1F51 for the Foundation for Environmental Education colour scale).

To promote brand identity, it is encouraged to use the colours in all communications materials, such as document templates, national websites, e-mail templates, social media, infographics, etc. The colour scales for the Foundation for Environmental Education and each programme are listed here; these colours can only be used for the corresponding programme (do not use a programme's colour scale on materials for a different programme).

#0A1432   #0B1F51

WEB: #154194

FOUNDATION FOR ENVIRONMENTAL EDUCATION

#009CBC   #67C1B9

WEB: #009CBC

BLUE FLAG

#51AE32   #15AF97

WEB: #51AE32

GREEN KEY

#EC6608   #F39200

WEB: #EA5A0B

ECO-SCHOOLS

#952456   #E50051

WEB: #952456

YOUNG REPORTERS FOR THE ENVIRONMENT

#86BC24   #D3D800

WEB: #86BC24

LEARNING ABOUT FORESTS

#2B6245   #244432

WEB: #2B6245

**GLOBAL FOREST FUND**

Logo specifics & usage

There are currently seven brands that exist in the Foundation for Environmental Education portfolio - one corporate brand and six sub-brands: Blue Flag, Green Key, Eco-Schools, Young Reporters for the Environment, Learning about Forests and the Global Forest Fund.

For all seven logos, it is **strongly encouraged** to use the version of the logo that includes the name of the programme. This is important to further the promotion and recognition of our brands. The use of the complete logo with text is required for the Foundation for Environmental Education and Global Forest Fund logos.

Foundation for Environmental Education

Blue Flag	Green Key	Eco-Schools	Young Reporters for the Environment	Learning about Forests	Global Forest Fund
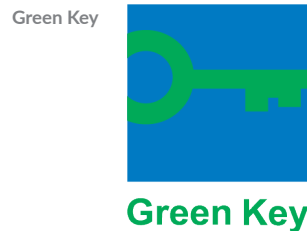
Foundation for Environmental Education logo

COLOUR LOGO
The colour logo is the preferred logo and should be used wherever possible. The master logo is the most important visual representation of the brand. The colour logo **must** be used for information boards, certificates, flags and other official documents (e.g. letterheads).

WHITE LOGO
The white logo can be used when the colour logo cannot be used. The white logo can be used on any background colour, for both digital and print purposes. The white logo **must not** be used for information boards, certificates, flags or other official documents (e.g. letterheads).

BLACK LOGO
The black logo can be used when the colour logo cannot be used. The black logo can be used on any background colour, for both digital and print purposes. The black logo **must not** be used for information boards, certificates, flags or other official documents (e.g. letterheads).

Illegitimate use of the logo

ROTATION
Do NOT rotate the logo at all.

RATIO
Do NOT alter the ratio of the logo.

TEXT
Do NOT combine the logo with any other elements— such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.

COMPOSITION
Do NOT change the relationship between the body and the type (No text along the sides or on top of logo – only text under the logo).

COLOUR
Do NOT change the colour of any part of the logo.

INTEGRITY
Do NOT separate elements of the logo or use only portions of the logo. The complete logo must be used, including the large "FEE" text at the bottom.

Size

|← 25 mm →|

The minimum recommended size for use is a width of 25mm. This will ensure the text remains legible. In cases where the logo has to fit into other design requirements, the logo can be made smaller. There are no restrictions on the maximum size, only those dictated by file size. For larger usage please ensure you use a vector eps version of the logo.

Blue Flag logo

LOGO TEXT
It is **strongly encouraged** to use the version of the logo that includes the "BLUE FLAG" text as often as possible. The physical flag that flies at Blue Flag sites will continue to feature only the visual portion of the Blue Flag logo, and can only be obtained through Blue Flag's official flag producer.

COLOUR LOGO
The colour logo is the preferred logo and should be used wherever possible. The master logo is the most important visual representation of the brand. The colour logo **must** be used for plaques, information boards, certificates, and other official documents (e.g. letterheads). If the colour logo is used on a coloured background, a white frame must accompany the logo to ensure that the correct dimensions ratio is respected. Also note that the white circle is part of the logo, and it must not be made transparent or used alone.

WHITE LOGO
The white logo can be used when the colour logo cannot be used. The white logo can be used on any background colour, for both digital and print purposes. The white logo **must not** be used for plaques, information boards, certificates, or other official documents (e.g. letterheads).

BLACK LOGO
The black logo can be used when the colour logo cannot be used. The black logo can be used on any background colour, for both digital and print purposes. The black logo **must not** be used for plaques, information boards, certificates, or other official documents (e.g. letterheads).

TRANSLATED LOGO
To protect the strength of the Blue Flag brand, it is required to only use English for the "BLUE FLAG" text in the logo. Only countries that began implementing the programme before 2018 may translate the text into their national language, and in that case it is encouraged to also include the English text (see example). If translation is permitted, it is required that the Lato Bold font be used and that the text matches the width of the rest of the logo.
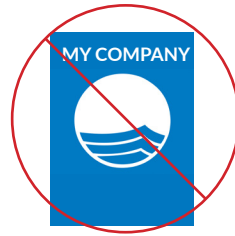
Illegitimate use of the logo

ROTATION
Do NOT rotate the logo at all.
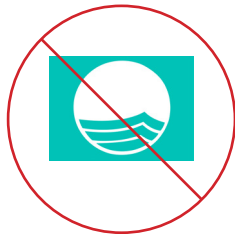
RATIO
Do NOT alter the ratio of the logo.

TEXT
Do NOT combine the logo with any other elements— such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.

COMPOSITION
Do NOT change the relationship between the body and the type (No text along the sides or on top of logo – only text under the logo).

COLOUR
Do NOT change the colour of any part of the logo.

Size

The minimum recommended size for use is a width of 25mm. This will ensure the image remains clear. There are no restrictions on the maximum size, only those dictated by file size. For larger usage please ensure you use a vector eps version of the logo.

Green Key logo

LOGO TEXT
It is **strongly encouraged** to use the version of the logo that includes the "Green Key" text. Please note that Green Key has its own rules for how the logo can be used on materials such as flags, plaques and certificates. Refer to the Green Key branding guidelines for more detailed instructions on how the Green Key brand and logo should be used in specific contexts.

Green Key

Green Key

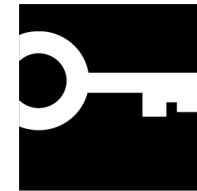**Green Key**

Green Key
Goriad Gwyrdd

COLOUR LOGO
The colour logo is the preferred logo and should be used wherever possible. The master logo is the most important visual representation of the brand. The colour logo **must** be used for plaques, information boards, certificates, and other official documents (e.g. letterheads).

WHITE LOGO
The white logo can be used when the colour logo cannot be used. The white logo can be used on any background colour, for both digital and print purposes. The white logo **must not** be used for plaques, information boards, certificates, or other official documents (e.g. letterheads).

BLACK LOGO
The black logo can be used when the colour logo cannot be used. The black logo can be used on any background colour, for both digital and print purposes. The black logo **must not** be used for plaques, information boards, certificates, or other official documents (e.g. letterheads).

TRANSLATED LOGO
To increase brand recognition, all new countries must use the logo with "Green Key" written in English, and all existing countries currently using the logo with "Green Key" in English must continue to do so. Countries already using "Green Key" translated into their national language are encouraged to use both English and the national language, with the English text on top (see example). If translation is permitted, it is recommended that the Arial font be used and that the text matches the width of the rest of the logo.

Illegitimate use of the logo
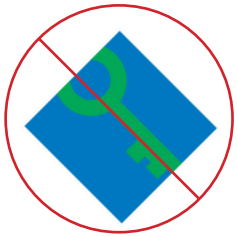
ROTATION
Do NOT rotate the logo at all.
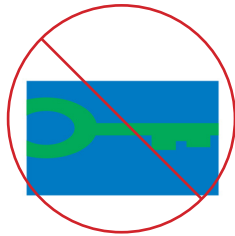
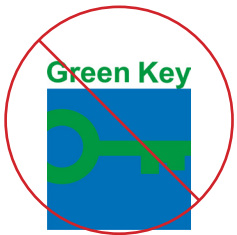**RATIO**
Do NOT alter the ratio of the logo. It has to be a square.

COLOUR
Do NOT change the colour of any part of the logo.

COMPOSITION
Do NOT change the relationship between the body and the type (No text along the sides or on top of logo – only text under the logo). Do NOT change the key within the lockup in any way (upside down or flipped.)

TEXT
Do NOT combine the logo with any other elements - such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.

OLD VERSION
Do NOT use the old version of the logo - The Green Key.

Size

Green Key

|←   25 mm   →|

The minimum recommended size for use with text is a width of 25mm. This will ensure the text remains legible. In cases where the logo has to fit into other design requirements, the logo without the text may be used. There are no restrictions to the maximum size, only those dictated by file size. For larger usage please ensure you use a vector eps version of the logo

Eco-Schools logo

LOGO TEXT

It is **strongly encouraged** to use the version of the logo that includes the "Eco-Schools" text. The text may be translated to other languages as needed; it is recommended that the Hobo Bold font be used and that the text matches the width of the rest of the logo.

COLOUR LOGO

The colour logo is the preferred logo and should be used wherever possible. The master logo is the most important visual representation of the brand. The colour logo **must** be used for plaques, information boards, certificates, flags and other official documents (e.g. letterheads).

WHITE LOGO

The white logo can be used when the colour logo cannot be used. The white logo can be used on any background colour, for both digital and print purposes. The white logo **must not** be used for plaques, information boards, certificates, flags or other official documents (e.g. letterheads).

BLACK LOGO

The black logo can be used when the colour logo cannot be used. The black logo can be used on any background colour, for both digital and print purposes. The black logo **must not** be used for plaques, information boards, certificates, flags or other official documents (e.g. letterheads).

Illegitimate use of the logo

ROTATION
Do NOT rotate the logo at all.

RATIO
Do NOT alter the ratio of the logo.

TEXT
Do NOT combine the logo with any other elements— such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.

COMPOSITION
Do NOT change the relationship between the body and the type (No text along the sides or on top of logo – only text under the logo).

COLOUR
Do NOT change the colour of any part of the logo.

Size

25 mm

The minimum recommended size for use with text is a width of 25mm, this will ensure the text remains legible. In cases where the logo has to fit into other design requirements, the logo without the text may be used. There are no restrictions on the maximum size, only those dictated by file size. For larger usage please ensure you use a vector eps version of the logo.

YRE logo

LOGO TEXT
It is **strongly encouraged** to use the version of the logo that includes the "Young Reporters for the Environment" text. The text may be translated to other languages as needed; it is recommended that the Courier Bold font be used for "Young Reporters" and the Times New Roman Italic font be used for "for the Environment", and that the text matches the width of the rest of the logo.

COLOUR LOGO
The colour logo is the preferred logo and should be used wherever possible. The master logo is the most important visual representation of the brand. The colour logo **must** be used for plaques, information boards, certificates, flags and other official documents (e.g. letterheads).

WHITE LOGO
The white logo can be used when the colour logo cannot be used. The white logo can be used on any background colour, for both digital and print purposes. The white logo **must not** be used for plaques, information boards, flags or other official documents (e.g. letterheads).
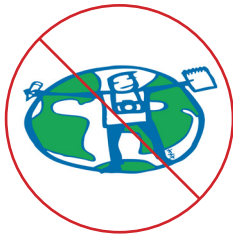
BLACK LOGO
The black logo can be used when the colour logo cannot be used. The black logo can be used on any background colour, for both digital and print purposes. The black logo **must not** be used for plaques, information boards, flags or other official documents (e.g. letterheads).

Illegitimate use of the logo

Size

25 mm

The minimum recommended size for use with text is a width of 25mm. This will ensure the text remains legible. In cases where the logo has to fit into other design requirements, the logo without the text may be used. There are no restrictions on the maximum size, only those dictated by file size. For larger usage please ensure you use a vector eps version of the logo.

ROTATION
Do **NOT** rotate the logo at all.

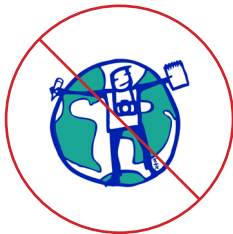### RATIO
Do **NOT** alter the ratio of the logo.

TEXT
Do **NOT** combine the logo with any other elements— such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.

COMPOSITION
Do **NOT** change the relationship between the body and the type (No text along the sides or on top of logo – only text under the logo).

COLOUR
Do **NOT** change the colour of any part of the logo.

LEAF logo

LOGO TEXT
It is **strongly encouraged** to use the version of the logo that includes the "Learning about Forests" text. The text may be translated to other languages as needed; it is recommended that the Arial font be used and that the text matches the width of the rest of the logo.

COLOUR LOGO
The colour logo is the preferred logo and should be used wherever possible. The master logo is the most important visual representation of the brand. The colour logo **must** be used for plaques, information boards, certificates, flags and other official documents (e.g. letterheads).

WHITE LOGO
The white logo can be used when the colour logo cannot be used. The white logo can be used on any background colour, for both digital and print purposes. The white logo **must not** be used for plaques, information boards, certificates, flags or other official documents (e.g. letterheads).

BLACK LOGO
The black logo can be used when the colour logo cannot be used. The black logo can be used on any background colour, for both digital and print purposes. The black logo **must not** be used for plaques, information boards, certificates, flags or other official documents (e.g. letterheads).

Illegitimate use of the logo

ROTATION
Do NOT rotate the logo at all.

RATIO
Do NOT alter the ratio of the logo.

TEXT
Do NOT combine the logo with any other elements— such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.

COMPOSITION
Do NOT change the relationship between the body and the type (No text along the sides or on top of logo – only text under the logo).

COLOUR
Do NOT change the colour of any part of the logo.

Size

25 mm

The minimum recommended size for use with text is a width of 25mm. This will ensure the text remains legible. In cases where the logo has to fit into other design requirements, the logo without the text may be used. There are no restrictions on the maximum size, only those dictated by file size. For larger usage please ensure you use a vector eps version of the logo.

Global Forest Fund logo

LOGO TEXT
The Global Forest Fund logo cannot be altered in any way and **must** include the text. The text cannot be translated into other languages. The box, horizontal and vertical logos may all be used as best suits design needs; there is no preference between them.

COLOUR LOGO
The colour logo is the preferred logo and should be used wherever possible. The master logo is the most important visual representation of the brand. The colour logo **must** be used for plaques, information boards, certificates, flags and other official documents (e.g. letterheads).

WHITE LOGO
The white logo can be used when the colour logo cannot be used. The white logo can be used on any background colour, for both digital and print purposes. The white logo **must not** be used for plaques, information boards, certificates, flags or other official documents (e.g. letterheads).

BLACK LOGO
The black logo can be used when the colour logo cannot be used. The black logo can be used on any background colour, for both digital and print purposes. The black logo **must not** be used for plaques, information boards, certificates, flags or other official documents (e.g. letterheads).

Illegitimate use of the logo

ROTATION
Do **NOT** rotate the logo at all.

RATIO
Do **NOT** alter the ratio of the logo.

TEXT
Do **NOT** combine the logo with any other elements— such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.

COMPOSITION
Do **NOT** change the relationship between the body and the type (No text along the sides or on top of logo – only text under the logo).

COLOUR
Do **NOT** change the colour of any part of the logo.

INTEGRITY
Do **NOT** separate elements of the logo or use only portions of the logo. The complete logo must be used, including the text.

Size

25 mm

The minimum recommended size for use is a width of 25mm. This will ensure the text remains legible. In cases where the logo has to fit into other design requirements, the logo can be made smaller. There are no restrictions on the maximum size, only those dictated by file size. For larger usage please ensure you use a vector eps version of the logo.

Typography

Lato is the official font used by the Foundation for Environmental Education and its programmes for all websites, official documents and other communications materials. The font was chosen because its clean and contemporary linear features create an impression that is the perfect balance of professional and cheerful.

PLAYFUL
The rounded letters are playful and lively, which fits with the organisation's educational mission.

10 FONT WEIGHTS
With its 10 font variations, Lato gives very different expressions and has a wide range of uses.

OPEN-SOURCE
The Lato typeface is a high-quality, open-source font family (Google font) and is free to download.

Lato Regular 48 pt

Lato Regular 30 pt

Lato Regular 14 pt

Lato

ABCDEFGHIJKLMNOP QRSTU VWXYZÆÅØÄÖ abcdefghijklmnopqrstu vwxyzæåøäö

01234567890
=~!@#$%^&*()+[]\{}|:;':"<>?,./

The Foundation for Environmental Education network often uses the abbreviation FEE when communicating about the organisation. In order to raise the profile of the organisation and increase the public's understanding of who we are, it is now **strongly encouraged** to use the full organisation name for all external communication. For convenience, it is still acceptable to use FEE when communicating internally within the network.

Young Reporters for the Environment (YRE) and Learning about Forests (LEAF) often use the associated abbreviations when communicating about the programmes. As these abbreviations are now firmly associated with the brands, it is acceptable to use them for both external and internal communications. When writing about these programmes for external audiences, always first use the full programme name followed by the abbreviation (as above), after which it is acceptable to use only the abbreviation.

ATTENTION
the abbreviations can only be used as capital letters.

YRE
Young Reporters for the Environment

LEAF
Learning about Forests

FEE
Foundation for Environmental Education (for internal use only)

Social Media Icons

Social media icons are a stylish way to link directly to social media pages from websites, online documents and other digital communications materials.

The icons to the right are the preferred style of social media icons for the Foundation for Environmental Education and its programmes. It is recommended that the icons be shown as a single colour corresponding to the relevant programme, or as a white or black icon against a background of the corresponding programme colour.
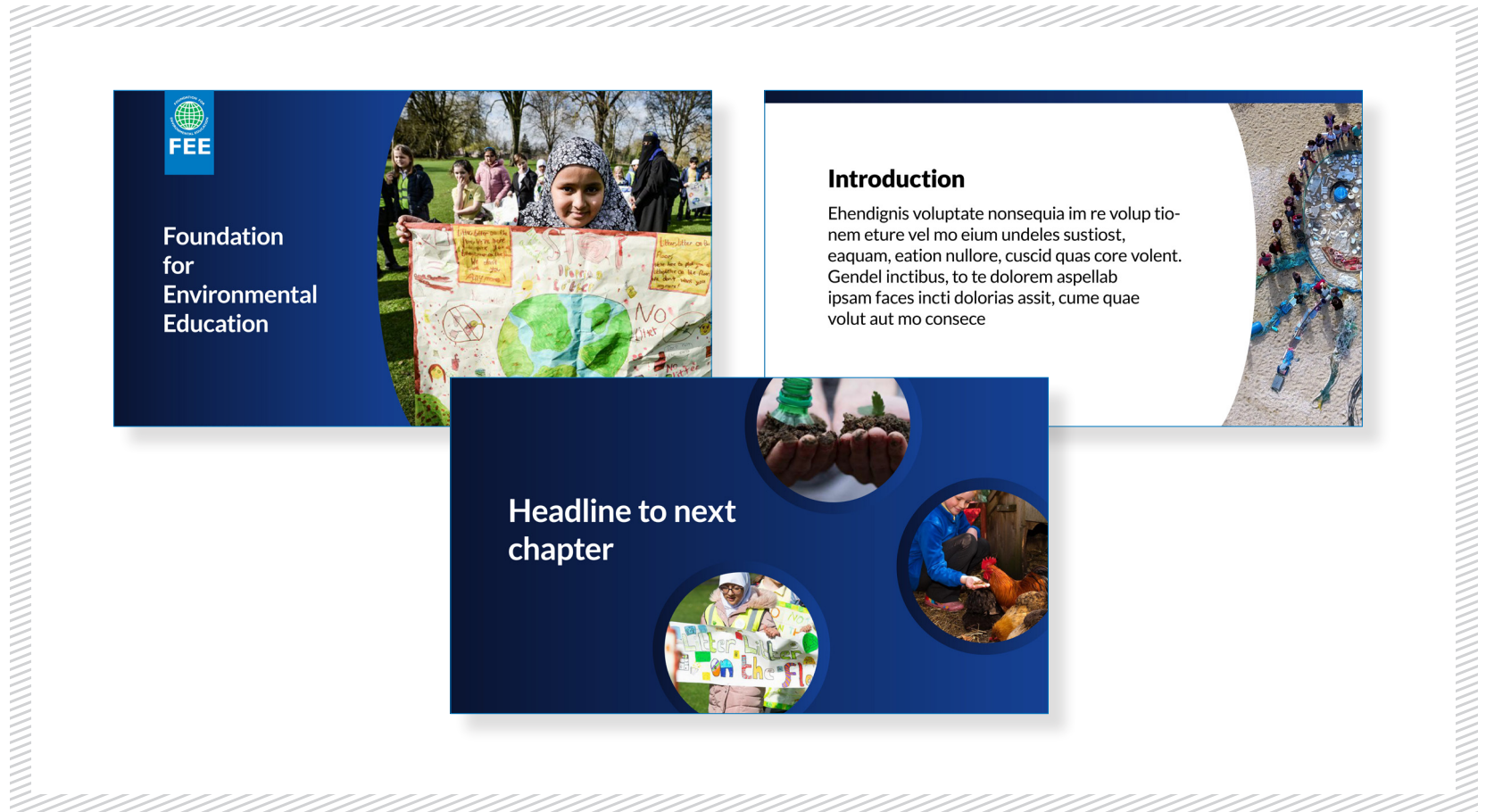

Foundation for Environmental Education

Blue Flag

Green Key

Eco-Schools

Young Reporters for the Environment

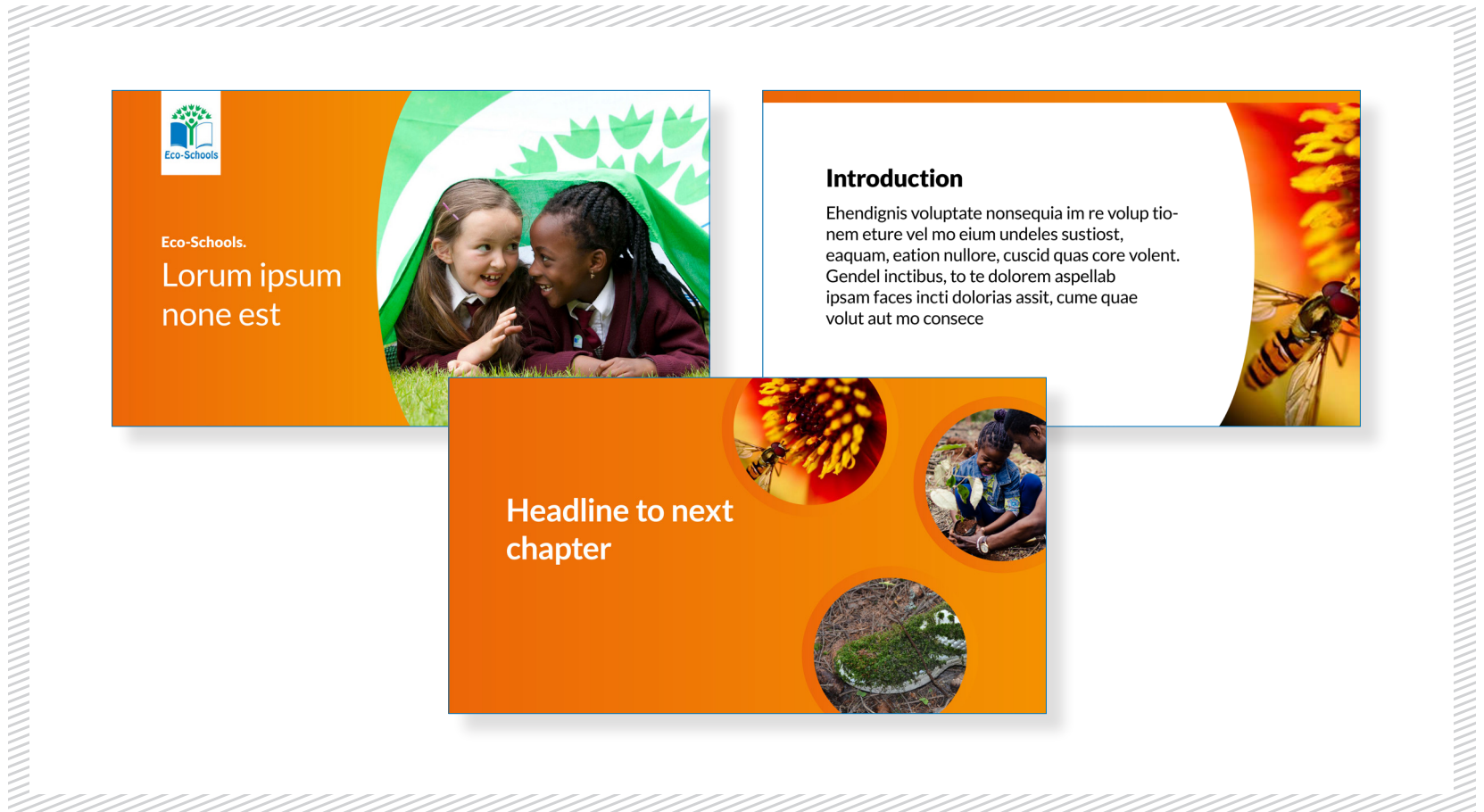**Learning about Forests**

Global Forest Fund

Documents

EXAMPLE

One example of title slide and two variants of body slides.

EXAMPLE

One example of title slide and two variants of body slides.

EXAMPLE

An example of a title page and a body page.