

# Visual Identity Guidelines



**Friends of the Earth**

This document contains the essentials on using Friends of the Earth's visual identity. The identity has been designed to increase our visibility through a consistent look. It will help us gain more credit for the work we do, by making our communications look as though they all come from the same organisation. The more we use the identity, the more impact it will have.

## \* The identity toolkit

The Friends of the Earth identity consists of various elements, which should be used together consistently to deliver a strong message. The main tools of the identity are the Friends of the Earth logo, the colour and the typefaces.

1 The logo



**Friends of the Earth**

2 Colour



3 Typefaces

ab ab

Arial  
*Arial Italic*  
**Arial Bold**  
*Arial Bold Italic*  
Arial Black

Times New Roman  
*Times New Roman Italic*  
Times New Roman Bold  
*Times New Roman Bold Italic*

# The logo

**1** This is the key to our identity. The circle illustrates Friends of the Earth's philosophy of 'joined-up thinking'. It is bold, simple and easy to reproduce.

The logo elements – the circle and the name Friends of the Earth – are in a fixed relationship and must not be changed in any way. This logo should always be reproduced using the artwork supplied directly by Friends of the Earth.

The logo should usually be reproduced on a white background, either as green with black text, all green, or all black. However, it can also be produced in white on a green or black background if necessary.

## Restricted space

Where the logo needs to work within restricted spaces or proportions, an alternative logo has been developed – the landscape version.

## Positioning of logo

The logo in its portrait form should always be positioned on the left on a document, either just under a headline or at the bottom left corner. See examples on the opposite page. The landscape version should be used ranging from bottom left.

## White space

It is important to keep some white space around the logo, to ensure it stands out. For this reason, there is an 'exclusion zone' around the logo. Note that this exclusion zone is already included in the digital artwork supplied for PCs as an invisible box.

## Minimum size

The minimum size for the two versions of the logo should be 15mm. Below this size, the logo becomes illegible.



**Friends of the Earth**



**Friends of the Earth**



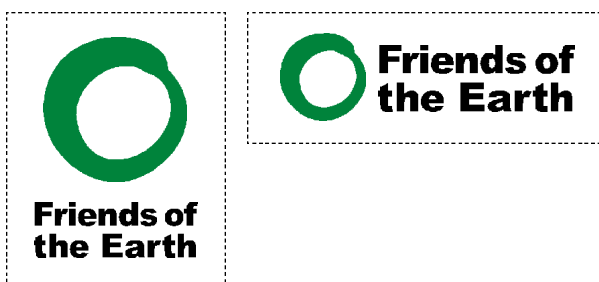
**Friends of the Earth**



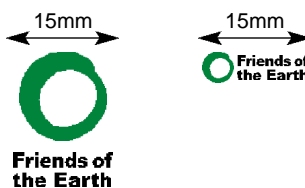
The portrait version, for use in the majority of cases



The landscape version, for use where space is restricted



Dotted line indicates the exclusion zone. Note: dotted line not to be reproduced



Minimum size

## Colour

### 2 Colour is an important element of the visual identity. Friends of the Earth green should not be altered and tints of the colour should not be used.

The colour should be reproduced consistently. Printers and designers will need to know what the colour specification is, so that it can be reproduced correctly. Friends of the Earth's Art and Design Team can provide a 'swatch' of this colour to help printers get the right match.

Colour specification:

For two-colour print: Pantone 354

For four-colour print: c85% m0% y100% k0%

For websites: 00CC66

## Typefaces

### 3 The identity uses two typefaces: Arial and Times New Roman. These have been selected for their boldness and simplicity and are easily available on all computer systems worldwide.

Headlines and headings appear in Arial Black, which is also the best typeface for placards and posters.

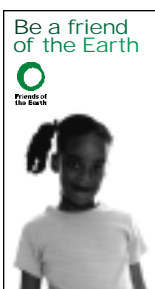
#### Arial black or bold is used for subheadings

Arial bold is also used for lead paragraphs. Arial is the primary typeface and Times New Roman is the secondary typeface used for body copy and correspondence. All copy, including headings, should appear ranged left and ragged right.

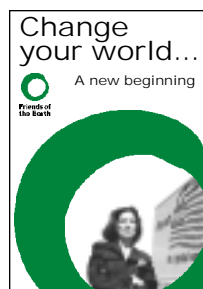
Body copy appears in Times New Roman. The font was chosen for its efficiency to accommodate large amounts of text into a small space whilst maintaining legibility, especially at small sizes. To emphasise body copy use Times New Roman Bold. All copy, including headings, should appear ranged left and ragged right.

For reasons of legibility, the recommended minimum type size for body copy is 10 point.

## Some examples of how the new visual identity can be used:



Leaflet to recruit supporters



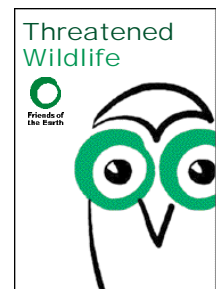
Cover of Friends of the Earth's magazine for local groups



Using circular text to reinforce the logo



Integrating the logo with text



Using the logo in an illustrative style

# Messages about Friends of the Earth

The following text can be used to describe a vision of what Friends of the Earth wants to achieve over the long term:

**We and our children will live in a world where everyone's needs are met in a way which values our quality of life and safeguards the future of the environment.**

The following text should always be added to any written communication as a standard way of describing what Friends of the Earth does:

**Friends of the Earth inspires solutions to environmental problems which make life better for people.**

The following bullet points should also be used in written communication, wherever space allows, to describe who we are:

**Friends of the Earth is:**

- **the UK's most influential national environmental campaigning organisation.**
- **the most extensive environmental network in the world, with almost one million supporters across five continents and 68 national organisations worldwide.**
- **a unique network of campaigning local groups, working in over 200 communities throughout England, Wales and Northern Ireland.**
- **dependent on individuals for over 90 per cent of its income.**

## Logos and templates

### **For local groups**

The logo and specially created templates are available on a secure website. Using the secure website is the quickest and most cost-effective way for you to get logos and templates. However, they are also available to all local groups on floppy disk, and for those local groups without a computer, we can supply paper versions for photocopying.

For further details contact the Local Groups Support Co-ordinator – Claudia Sartori on 020 7566 1677 or [claudias@foe.co.uk](mailto:claudias@foe.co.uk)

### **The logo**

The logo is supplied in both portrait and landscape versions. Both versions are available in the various colourways. Formats are suitable for both PC and Mac use.

### **The templates**

These have been devised to make life easier for local groups to use the new visual style. They are designed with the logo and all common information in place. The group simply types in its address, details and message, then prints out.

All templates are provided in both Word for PCs, and Quark Xpress for Macs.

Possible Mac font problems Mac users may find that the fonts Arial and Times New Roman have the

following anomaly: although text appears normal on screen, some characters disappear when printing – such as apostrophes, inverted commas and en dashes. To obtain free replacement Mac fonts Arial MT and Times New Roman MT, please email [claudias@foe.co.uk](mailto:claudias@foe.co.uk)

### **For staff**

The logo and specially created templates are available on the internal S-drive for Underwood Street, and on the C-drive for SSU, the Regions, and Northern Ireland and Wales.

For further details contact the ITTeam or Art and Design Team. Or e-mail: [support@foe.co.uk](mailto:support@foe.co.uk)

### **The logo**

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### **The templates**

These are designed with the logo and all common information in place.

All templates are available in Word Perfect for PCs, and Quark Xpress for Macs.