BRAND GUIDELINES

2018

OUR BRAND

An organizations branding is one of the most important aspects of it's communications. Branding helps to portray what we are all about. As Fig Tree is an organization whose mission is to promote international development, our branding has to be unique from other non-profit organizations while also maintaining clarity of the message. This guide serves to show Fig Trees new branding design, it's elements, and how to portray these elements in the organizations communications.

New Logo

The Fig Tree logo is the universal signature used across all our communications. It has to be instantly recognizable across all mediums so maintaining consistency is important.

The new Fig Tree logo is composed of a glyph and lettermark. It is important to make sure external spacing surrounding the logo is maintained. The surrounding margins should be no less than what is displayed above by the black box.

Color Palette

We went with a theme that focuses on human connection, while also retaining a connection to Fig Trees previous branding so as not to throw off current clients. Our primary colors are a variety of olive greens. They are a defining color of Fig Tree and are a part of our heritage. The second and tertiary colors of purple and maroon compliment the three shades of green.

787E15   A1A838   4F5400

674F91   661141   000000
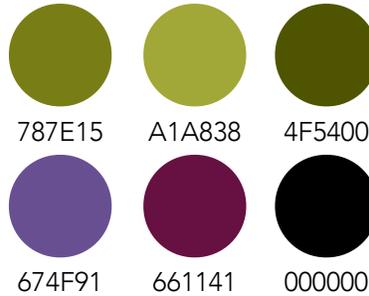
Typeface

Research around fonts has been extensive, but at the end of the day it comes down to clarity. As a modern non-profit organization, we decided to utilize a simple sans-serif font for our headers. A clean serif font is used for the body. All communications should utilize these typefaces to maintain consistency.

Avenir Black

Avenir Light

Minion Pro

Logo Variations

As there are many different types of mediums for communications material, it makes sense that not all of them will support the main colors of the logo. We have made several variations to serve the needs of these different formats. For the majority of applications, we will use our main multi-color logo. In mediums that require the use of less colors, or if it suits the design theme (such as the website) use of a mono-chromatic logo is encouraged.

Above are two variations of mono-chromatic logos. The black one is best suited for applications where contrast is a main factor. The green and white one is best suited for digital communications, such as social media accounts, our website, etc.

Logo Placement
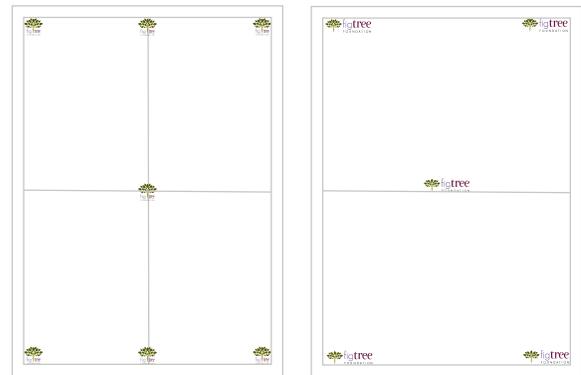
As mentioned before consistency is something that we strive for at Fig Tree and it is what our clients are expecting of us. It is important that this consistency remains even in placement of the logo on documents and compositions.

When creating a composition please place the logo in one of the four corners of the page or centered as demonstrated above.

Letter headers

Letter headers will utilize the horizontal orientation of the glyph and lettermark. This creates a modern and simple theme. The header and footer are designated by the contrasting maroon color while sub dividers are referenced via the green dividers.

Email Signatures

Our email signature will utilize the vertical orientation of the glyph and lettermark. Simplicity allows for the signature to display as intended on other computers. The signature delivers the most important information about the contact and their connection to the Fig Tree Foundation.

John Appleseed | CEO
The Fig Tree Foundation
4040 Green Avenue, Calgary, AB, T1T-5B5
Phone: 403 403 4031
Email: john.appleseed@figtreefoundation.com
Website: www.figtreefoundation.org

Styling no-no's

In order to maintain consistency, it is vital to follow conventions when it comes to manipulating the logo. It is understandable to adjust the size and the position of the logo to meet the needs of different mediums. However, we must make sure that the logo is consistent, and to not modify it in any way that will cause confusion and distort the brand image. Below are some examples of how not to change the logo glyph and lettermark.

Do not rotate the logo

Do not deconstruct or remove elements such as the lettermark

Do not stretch the logo

Do not fill in the logo with non-official colors

Do not fill with gradient colors

Do not outline the logo