

Forever Green Initiative Visual Identity Guidelines

Spring 2016



**Forever
Green**

Our Visual Identity

The Forever Green Initiative visual identity includes the Forever Green name, brand mark, typefaces and color palettes. Our visual identity is a symbol of our organization's values, and should be protected as an important asset. To this end, it is important to follow the guidelines in this document in all visual communication pieces, internal and external.

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About The Forever Green Logo

As the core of our visual identity, our logo has two elements that should always be shown together: the Forever Green name and the icon or brand mark.



About the brand mark

The central elements of the mark are trifoliate leaves each drawn with a single line, the end of each leaf forming the stem of another. These interlocking lines are meant to convey continuity and movement. The leaves are rotated slightly, giving a sense of clockwise motion. The semi-transparent boxes make reference to continuous crop cover, a key concept of our organization. Finally, to emphasize the idea of growth and infinity, the trifoliate shape has been made to expand beyond the bounds of the boxes.

Appropriate logo use

Our logo may be used appropriately in the following ways.

1. Vertical or horizontal orientation

Both orientations may be used equally, depending on space constraints.



2. In full color or grayscale on a white background

Always use the official logo files, even for grayscale.



3. In one color on black, white, and on University brand colors



Appropriate Logo Use (continued)

4. With adequate margins

Always leave enough blank space around the logo. A good rule of thumb is to use at least the height of the capital letter F.



5. At adequate scale

Make sure the logo is always displayed 1.25 inches wide or wider for the horizontal orientation, or 1 inch tall or taller for the vertical orientation. When used in print, try to reproduce the image at 300 dpi.



at least 1 inch



at least 1.25 inch

Logo Files

When using the Forever Green logo, always use the official logo files. Each logo file is named according to the following convention:

FG_digital_full_V_lg.jpg

The filename **FG_digital_full_V_lg.jpg** is broken down into five parts, each indicated by a bracket and a label below it:

- medium**: FG_digital
- color**: full
- orientation**: V
- size**: lg
- file type**: jpg

File format guide

- .jpg** For use on the web, in presentations, etc.
- .png** Logo with transparent background for use on the web, in presentations, etc.
- .ai / .eps** For use in print

If additional RGB raster logo sizes or file formats are needed, please work from *FG_digital_RGBfull_V.ai* or *FG_digital_RGBfull_H.ai*.

Inappropriate Logo Use



1. Do not stretch or distort the logo dimensions



2. Do not recreate the logo text or place the icon in a different location



is an organization focused on continuous crop cover.

3. Do not use the logo as a reading element



4. Do not use alternative colors



5. Do not display alternative text in place of Forever Green



6. Do not reproduce the logo as a low-quality image



7. Do not place the logo on a low-contrast background

Color Palettes

To reinforce our brand, all communication pieces should focus on the following colors.

Primary Colors

PMS 361C



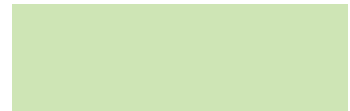
C 77 **R** 67
M 0 **G** 176
Y 100 **B** 42
K 0

PMS 554C



C 84 **R** 32
M 22 **G** 92
Y 77 **B** 64
K 60

PMS 580C



C 20 **R** 196
M 0 **G** 214
Y 36 **B** 164
K 0

Accent Colors

PMS 7566C



C 24 **R** 177
M 66 **G** 100
Y 92 **B** 50
K 11

PMS 7457C



C 25 **R** 187
M 4 **G** 219
Y 7 **B** 229
K 0

Grays

20% Black



C 0 **R** 204
M 0 **G** 204
Y 0 **B** 204
K 20

70% Black



C 0 **R** 76
M 0 **G** 76
Y 0 **B** 76
K 70

90% Black



C 0 **R** 25
M 0 **G** 25
Y 0 **B** 25
K 90

Typefaces

Our primary typeface is **Aleo Bold**. Use this typeface for all headlines and titles. At the time of writing, this font is available for free download from Font Squirrel (link: www.fontsquirrel.com/fonts/aleo).

**abcdefghijklmnop
opqrstuvwxyz**

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

1234567890

Our secondary typeface is **Open Sans Light**. Use this typeface for paragraphs of text. Other weights of this typeface may also be used for emphasis or to increase readability if needed. At the time of writing, this font is available for free download from Google Fonts (link: www.google.com/fonts#UsePlace:use/Collection:Open+Sans).

abcdefghijklmnop
opqrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

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