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# Friendship Place Visual Identity Guidelines

These guidelines are for anyone producing visual materials for Friendship Place.

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## The Logo

The logo is comprised of an organic circle with the words "FRIENDSHIP PLACE" reversed out of the color.

The visual identity system is very flexible and allows for color variability.

Electronic copies of the logo are available for all applications.

Avoid recreating or modifying the logo in any way. Avoid changing the proportions, style, and spacing of the logo. Only authorized copies of the logo may be used for reproduction.

For accurate reproduction in a variety of media, formulas for Friendship Place colors are specified in Pantone, four-color process and RGB on the next page.



### Logo Color Options

White or light background



### The Logo

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Two treatments of the logo are available:

- color positive (preferred)
- color reverse

Where possible the logo should be reproduced in color.

In situations where the logo must appear on a solid or dark background, the reverse versions of the logo may be used.

Where color application is limited, a black version may be used.

#### Color Positive

White or light background



#### Color Reverse

In most cases, the "FRIENDSHIP PLACE" lettering adopts the color of the background.



Note: Within these guidelines, the logo is occasionally displayed within a rectangular box. This treatment is for display purposes only. Do not place the logo within any shape.

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## The Logo with Tagline

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A tagline has been selected which refines the essence of Friendship Place into a single, definitive statement.

The tagline uses initial capital letters in the first word of each line.

In addition to the examples below where the logo and tagline are “locked” together, the tagline may be used on its own.

When separating the tagline away from the logo make sure the tagline is visually secondary to the logo.

### Horizontal

Logo with tagline



Ending homelessness  
**Rebuilding lives**

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### Vertical

Logo with tagline



Ending homelessness  
**Rebuilding lives**

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Tagline without Logo

Ending homelessness  
**Rebuilding lives**

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# Friendship Place Visual Identity Guidelines

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## The Logo: Abbreviated Version

An abbreviated version of the Friendship Place logo is available for very limited use.

The abbreviated version is intended to be used as an avatar for social media applications and is only available in the PNG file format.

The abbreviated version should never be locked up with the tagline.

### Abbreviated Logo



### Application Example



## Color Palette

The Friendship Place color palette includes FP Green, FP Red, FP Blue, FP Dark Blue, FP Yellow, FP Purple, FP Gray, and FP Orange.

The colors may be reproduced in four-color process or RGB. Please note color formulas at right.

The colors shown in this document have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Color Standards. For accurate PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide.

PANTONE® is a registered trademark of Pantone, Inc.



FP Green



**Pantone 361**  
**CMYK** 75 C : 0 M : 100 Y : 0 K  
**RGB** 52 R : 178 G : 51 B  
**HEX** #34B233



FP Red



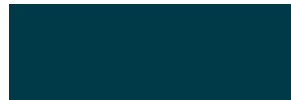
**Pantone 485**  
**CMYK** 0 C : 93 M : 95 Y : 0 K  
**RGB** 213 R : 43 G : 30 B  
**HEX** #D52B1E



FP Blue



**Pantone 3135**  
**CMYK** 100 C : 0 M : 20 Y : 3 K  
**RGB** 0 R : 148 G : 179 B  
**HEX** #0094B3



FP Dark Blue



**Pantone 548**  
**CMYK** 100 C : 19 M : 25 Y : 74 K  
**RGB** 0 R : 66 G : 80 B  
**HEX** #004250



FP Yellow



**Pantone 109**  
**CMYK** 0 C : 10 M : 100 Y : 0 K  
**RGB** 254 R : 209 G : 0 B  
**HEX** #FED100



FP Purple



**Pantone 241**  
**CMYK** 33 C : 100 M : 0 Y : 0 K  
**RGB** 163 R : 26 G : 126 B  
**HEX** #A31A7E



FP Gray



**Pantone Cool Grey 10**  
**CMYK** 38 C : 29 M : 20 Y : 58 K  
**RGB** 97 R : 99 G : 101 B  
**HEX** #616365



FP Orange



**Pantone 716**  
**CMYK** 0 C : 55 M : 90 Y : 0 K  
**RGB** 236 R : 122 G : 8 B  
**HEX** #EC7A08

## Typography

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The typeface Avenir has been selected as the primary typeface to be used on communication materials, such as fact sheets, brochures, advertisements, etc.

In cases where Avenir is unavailable, use Verdana in its equivalent weight.

For online applications, use Verdana as the primary typeface. Verdana is a web-safe font that is common to Windows and Apple browsers.

Avenir Light 35

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Avenir Book 45

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Avenir Roman 55

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Avenir Medium 65

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Avenir Heavy 85

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Avenir Black 95

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

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### Websafe & Microsoft Office Alternate

Verdana Regular

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

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## Typesetting

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When preparing any document, please obey the following typographic principles:

When typesetting the organization name in body text, the "F" and "P" in "Friendship Place" are initial capital letters.

Do not underline text. Instead, use *italics* or **boldface** type for emphasis. Keep in mind that italicized and boldface copy is significantly more effective when used sparingly.

Set all type flush left, ragged right.

Do not center any text.

Do not right justify any text.

Do not break Friendship Place in body text over two lines of copy.

Set headlines in one color

Allow only 1 hyphen per every 6 lines of type.

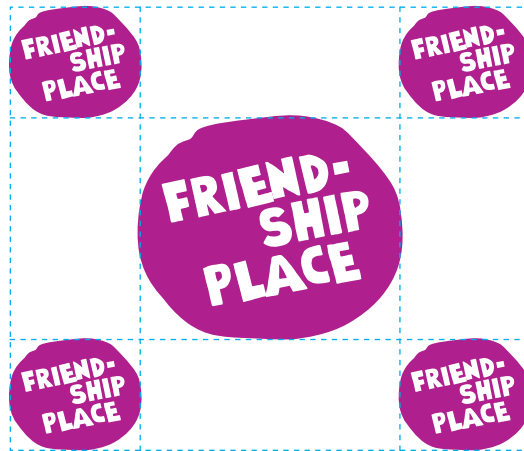
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## Clearspace, Minimum Size, Scaling

### Clearspace

The logo must always be surrounded by a generous amount of "clearspace" to keep it free from any visually distracting elements, such as text, graphics or patterns.

For simplicity, the clearspace must be equal to, or greater than,  $\frac{1}{2}$  logo.



### Minimum Size

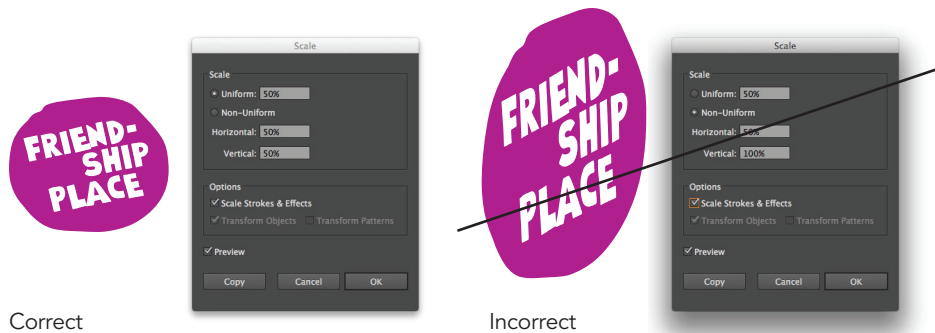
To assure legibility, avoid using the logo smaller than 0.5 inches or 3 picas in height. To obtain an accurate measurement, measure the height from the top to the bottom of the logo.



### Scaling

When electronically scaling the logo, horizontal and vertical proportions must remain constrained.

All size alterations must be numerically executed. Avoid scaling the logo by randomly clicking and dragging the image.





## Misuse



Avoid altering the type relationship or typeface in the logo.



Avoid altering the logo colors.



Avoid using the logo as an unapproved outline.



Avoid busy, complex backgrounds that interfere with legibility.



Avoid constructing a pattern out of the logo.



Avoid trying to approximate the colors with a screen of black (or any color).



Avoid coloring the type of the logo.



Avoid adding additional text to the logo.



Avoid using the logo to replace type in a sentence.



Avoid altering the position of the type in the logo.



Avoid reproducing the logo from a computer scan or photocopy.



Avoid placing a drop shadow behind the logo.



Avoid adding elements to the logo.



Avoid rotating the angle of the logo.



Avoid violating the clearspace and don't place the logo in a shape.



Avoid changing the shape of the logo.