empowering youth
enriching communities

foróige

IDENTITY

IRELAND'S LEADING
YOUTH ORGANISATION

VISUAL IDENTITY GUIDELINES

Contents

OUR BRAND

WE ARE FORÓIGE

We are Ireland's leading youth organisation.

OUR VISION

An Ireland that believes in every young person.

OUR PURPOSE

To enable young people to involve themselves consciously and actively in their own development and in the development of society.

OUR IMPACT

Young people discover, develop and reach their full potential through their involvement in Foróige.

WE COMMUNICATE THROUGH
OUR VISUAL IDENTITY

We designed this guideline document to introduce you to Foróige's visual identity and to help you to communicate in a clear and consistent way that reflects the organisation's personality.
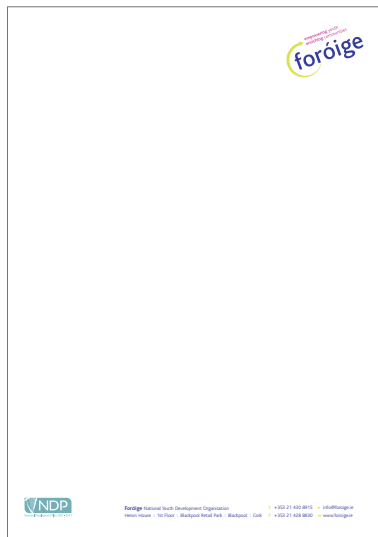
Look out for these symbols !

Important Note

Links & Downloads

Looking for current statistics? Find them here!

BRANDING GUIDELINES FOR INDIVIDUAL PROJECTS, SERVICES & PROGRAMMES

BRANDING FORÓIGE PROJECTS & SERVICES

BRANDING FORÓIGE PROGRAMMES

All Projects, Services and Programmes exist under the brand name Foróige no matter what their funding source is.

All projects and services must refer to Foróige either directly before or directly after the individual project name in all communications, official or otherwise.

Foróige G.A.P. Project.
Foróige Ballbrigaan Youth Service.
SUB Garda Youth Diversion Project, Foróige.
Foróige SUB Garda Youth Diversion Project.
Foróige-operated SUB Garda Youth Diversion Project.

Individual logos for Foróige projects and services are not permitted. The Foróige logo is the official logo of all Foróige operated projects and services. If the project or service funder stipulates that their logo also appear on communications, then the funder logo should appear on the top left hand side of all print communications with the Foróige logo appearing on the top right hand side. This is reversed for digital communications. Garda Youth Diversion Projects should also follow this rule.

All Foróige Programmes must refer to Foróige as the first word of the title of the programme in all communications, official or otherwise.

- **Foróige Citizenship Programme**

- **Foróige Big Brother Big Sister**
  In any further description: Foróige Big Brother Big Sister may become Foróige's Youth Mentoring Programme.

- **Foróige Network for Teaching Entrepreneurship (NFTE)**
  In any further description: Foróige Network for Teaching Entrepreneurship may become Foróige's Youth Entrepreneurship Programme.

- **Foróige Albert Schweitzer Leadership for Life Programme**
  In any further description: The Foróige Albert Schweitzer Leadership for Life Programme may become Foróige's Youth Leadership Programme.

OUR LOGO

empowering youth
enriching communities

foróige

Our Logo
Foróige's logo is the physical representation of the unique purpose and philosophy of the organisation. It represents all of Foróige's young people, volunteers and staff.

The Foróige logo is made up of the Foróige name, the arrow and the strapline. These three components are always placed in a fixed relationship and should never be altered, separated or reproduced in any other way.

＊ Placing of logos on Printed Materials
Always include the Foróige logo on the top right and the individual programme or funder logo on the top left of printed materials, if required.

＊ Placing of logos on Digital Materials
On digital materials, always include the Foróige logo on the top left and individual programme or funder logo on the top right, if required.

Our Logo colours
The Foróige logo is composed of three colours. Lime Green PMS 389, Violet PMS Violet and Fuchsia PMS 240.

The logo may also be printed in CMYK process colours. No other colour combinations should be used.

Spot Uncoated
spot : lime green Pantone 389 CVU
spot : violet Pantone Violet CVU
spot : fuchsia Pantone 240 CVU

Spot Coated (poster use only)
spot : lime green Pantone 389 CV
spot : violet Pantone Violet CV
spot : fuchsia Pantone 240 CV

Full Colour Process
process : lime green c18 : m0 : y83 : k0
process : violet c 94 : m 91 : y0 : k0
process : fuchsia c 22 : m 95 : y0 : k0

RGB
RGB : lime green r189 : g220 : b4
RGB : violet r75 g:8 b:161
RGB : fuchsia r193 : g85 : b152

Looking to use the colours from the Foróige logo on a poster, flyer or publication? No probs!

When using Microsoft office suite simply:
1. Click on the colour option for letters / shapes on the tool bar
2. Select more colours
3. Select custom colours and use the RGB references above.

Download logos in full colour, in black, in white and transparent in various formats here. See secondary colour palette on page 10.

MINIMUM SIZE

28mm

IRISH VERSION OF LOGO

28mm

BLACK LOGO

28mm

WHITE LOGO

36mm

OUR LOGO

The minimum size recommended for printing has been set out to ensure clarity and legibility at all times. The logo must never be reproduced below its minimum size*.

Minimum size: 28mm wide
* The white logo must never be reproduced below 36mm.

Irish Version of Logo
For production of promotional materials where the Irish language version is required only.

As with the English version of the logo, the same basic principles apply re: colours, minimum size, clear space etc.

Black Logo
For production of promotional materials where the printing of tones is not appropriate.
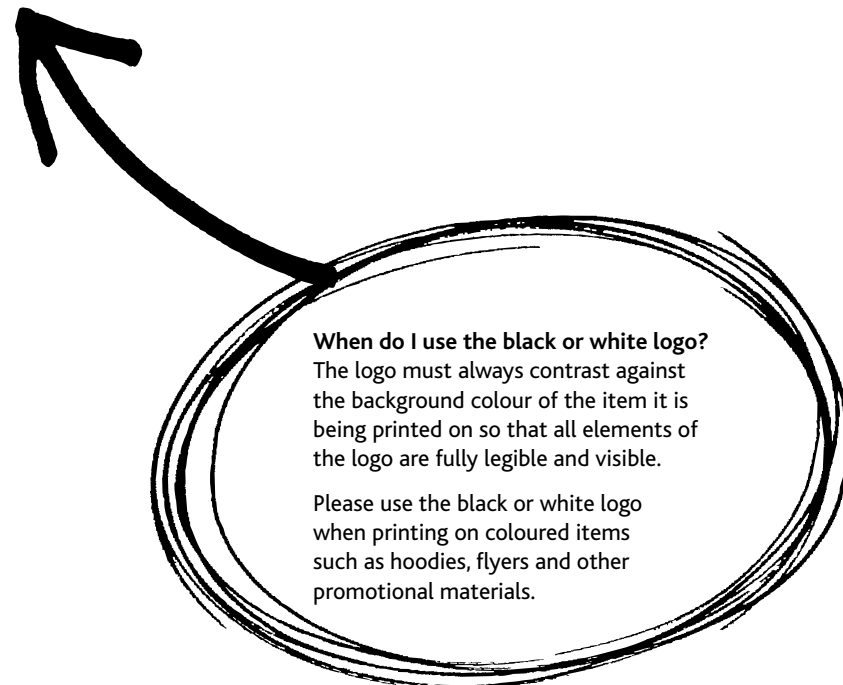
Minimum size: 28mm wide.

White Logo
The logo must never be reproduced below its minimum size*.

Minimum size: 36mm wide.

When do I use the black or white logo?
The logo must always contrast against the background colour of the item it is being printed on so that all elements of the logo are fully legible and visible.

Please use the black or white logo when printing on coloured items such as hoodies, flyers and other promotional materials.

USING OUR LOGO

x-height

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foróige

x-space

x-width
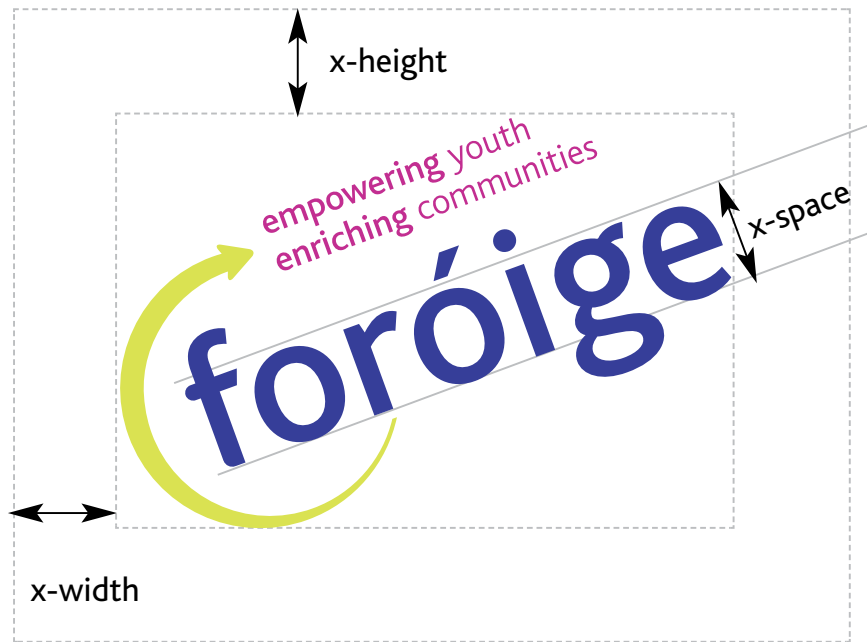
CLEAR SPACE

To ensure its integrity and visibility, the Foróige logo should be kept clear of competing text, images and graphics. It must be surrounded on all sides by adequate clear space.

The minimum areas of clear space below are based on a measurement equivalent to the x-height of of the 'Foróige' text.

It is permissible to leave more space than that shown around the logo, but never less.

UNACCEPTABLE USE

Only Logo formats shown in this Manual can be used. Do not alter any aspects of a Logo format.

It is never acceptable to use the logo without the tagline.

Logo must always be at a 20° angle

Unapproved Colours

Horizontal or vertical scaling

Our visual identity is an expression of Foróige's brand values. It comprises a logo and other visual elements in the form of illustrative, photographic and graphic imagery as well as typography colour palettes and layouts.
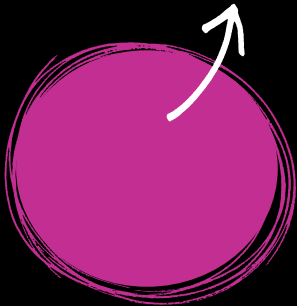
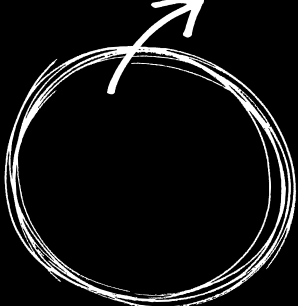OUR VISUAL IDENTITY

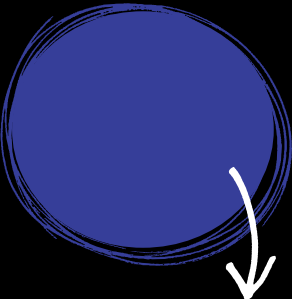COLOUR PALETTES
TYPOGRAPHY
PHOTOGRAPHY

COLOUR PALETTES

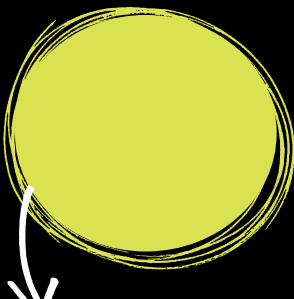**Primary Colour Palette**

spot : fuchsia Pantone 240 CVU

Special black: c 40 : m 0 : y 0 : k 100

spot : violet Pantone Violet CVU.

spot : lime green Pantone 389 CVU.

For Spot Coated references (poster use only) and full colour breakdowns,

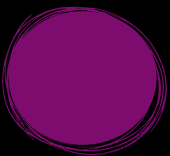**Secondary Colour Palette,**

| c100 m0 y0 k0 | c81 m0 y95 k0 | c79 m0 y37 k22 | c1 m67 y100 k0 | c3 m 78 y27 k0 | c40 m 100 y28 k0 |

Blends using the primary & secondary
colour palettes are used on occasion
but their prominence should be
secondary to the special black.

BLEND BLEND BLEND BLEND
BLEND BLEND BLEND BLEND

TYPOGRAPHY

Body copy

Bliss Regular

abcdefghijklmnopqrs
tuvwxyzABCDEFGHIJ
KLMNOPQRSTUVW
XYZ1234567890

Bliss Light / **Bliss bold**
complement Bliss regular.

Headlines

Stymie Medium

abcdefghijklmnopqrs
tuvwxyzABCDEFGH
IJKLMNOPQRSTU
VWXYZ1234567890

Handwritten highlights

IRELAND'S LEADING
YOUTH ORGANISATION
WOAH! THANK YOU!

Display

LOT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

http://fontfabric.com/lot-free-font/

SETTING TEXT

To maintain a consistent typographic look throughout all professionally printed documents, the font Bliss should be used for body text and should be set between 8 and 10pt.

Stymie Medium is used for main headings in all caps and sub headings in sentence case.

Lot is used as a display font, sometimes containing imagery and sometimes colour blends. It should never be used as main body type.

Original Handwritten type is used to add highlights and introduce personality.

USING MICROSOFT FONTS

Microsoft default font Trebuchet can be used if necessary where Bliss is unavailable.

All correspondence for in-house printing (Microsoft Word, Excel etc) should be typed in Arial if possible, to compliment the corporate fonts.

Only these fonts are recommended for use in all Foróige communication to ensure consistency across all branding.

Foróige is not licensed to distribute fonts. Please buy from licensed distributors such as www.fontshop.com.

**IMPORTANT NOTE
MAKING TEXT READABLE:**

The Foróige house style is to align text to the left. Avoid text that is fully justified (to both left and right margins). Justified text causes poor spacing between words or characters and is difficult to read. Text should be aligned left, with a ragged right edge on all Foróige communications.
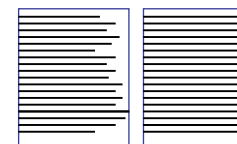
Range left ✓   Justified ✗

PHOTOGRAPHY

OUR VISUAL IDENTITY

Foróige is all about people and as such good quality photography is an important part of our visual identity. Why? Because they depict the transformative nature of Foróige. The spirit of volunteering. The energy and potential of young people. Communities brought together and strengthened.

Taking Photographs: A Guide:

- Don't include too much space in the photo, move in closely so you can see faces as clearly as possible. Fill your frame.

- Take high resolution images. Set your camera to take high res photos (see your manual if you are not sure how to

do this). A good rule of thumb is to take photos larger than 1MB.

- If your photos are out of focus or under/over-exposed, use your camera's automatic setting. Poorly focused images are the most common cause of a ruined photo.

- Have your camera on standby so you can be ready to take a photo when the right moment occurs.

- Go outside, you'll get a nicer photo more often than not.

- Photos taken on a mobile phone can vary in quality. We may not be able to use mobile phone photos.

- Posed photos are great but try injecting some humour and energy. Don't forget that SMILES are important too.

- Action shots can illustrate the moment best of all.

- The flash can 'wash out' faces, try taking the photo without the flash unless absolutely necessary.

- Edit your photos afterwards, choose only the very best. Even if there is only ONE excellent photo, this is better than TEN average photos. Quality over quantity!

- Caption if you can, from L-R.

OUR
VISUAL
IDENTITY
IN ACTION

PRINTED MATERIAL
Stationery, Promotional, Annual Review

EXHIBITION
Roll-up displays, Posters

DIGITAL
Online Publications, Social Media

POWERPOINT TEMPLATES

PRINTED MATERIAL

Stationery

Promotional

Powerpoint Templates
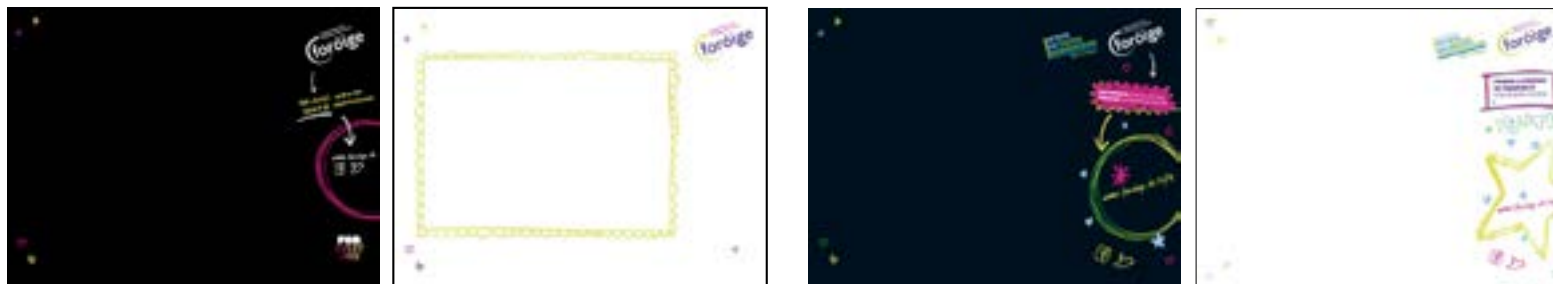
Foróige NFTE

PRINTED MATERIAL

Annual Review

EXHIBITION

Roll ups

Rollups are available in black and white and can appear in groups as above. Choose appropriate rollups for a venue.

Foróige NFTE

Foróige_Rollup_1_Black

Foróige_Rollup_2_Black

Foróige_Rollup_3_White

Foróige_Rollup_4_White
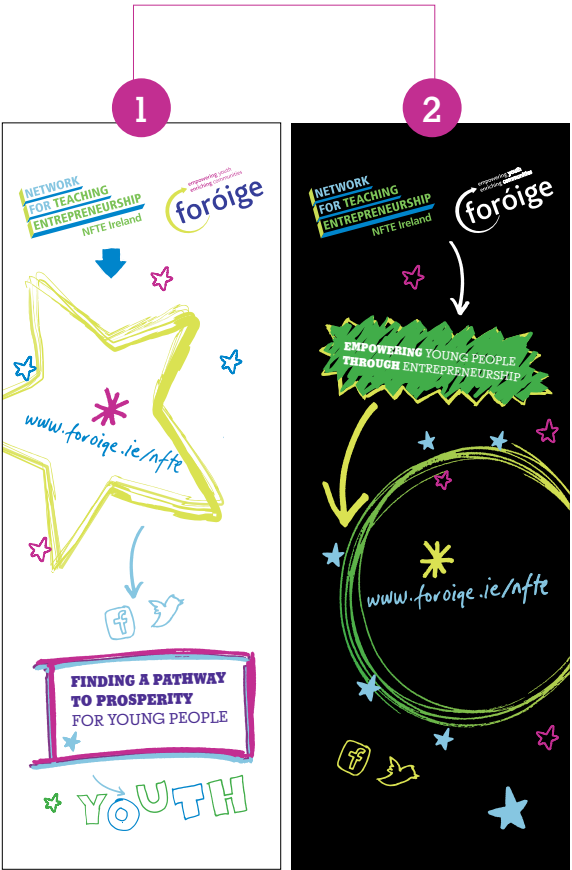
NFTE_ Rollup_1_White

NFTE_Rollup_2_Black

EXHIBITION

Posters

A4 and A3 posters are a valuable way to make contact with young people, volunteers and communities you work with about upcoming events or indeed to speak to those who may wish to join your project, club or service. There is both a black and white version, and in each case there is a dedicated space (speech bubble) to overprint or handwrite your specific details. You can also place a small image within the speech bubble as shown.

Foróige_poster_templates

Foróige_poster_templates

DIGITAL
Online Publications

On digital materials, always include the Foróige logo on the top left.

Social Media

Most Social media sites allow you to customise your own page. In these instances please use the above example as a guide. Please use our image catalogue to build your designs.

Video

CATALOGUE

File formats

The following pages show you the graphic elements available to use in creating new publications. These are provided in digital format as eps files which are fully scaleable while not altering quality.

Files are also supplied as jpegs for web and png's for web and Microsoft software.

Think of this catalogue as our core graphic elements and using these consistently throughout future publications helps to keep our visual identity coherent while allowing for new elements to be added from time to time.

Our communication reflects our audience and their unending enthusiasm... so enjoy creating your visual communications – it shows in the final results. Please use these elements in new publications, for enhancing your presentations, for making your own posters or when decorating your premises, the possibilities are endless!

flower	lightbulb	exclamation	outline_quotes	star
star_2	asterix	flash	shooting_stars	question
movie_camera	rainbow	flower_2	flower_3	bird
facebook/twitter	heart	heart_2	heart_3	speech_bubble_overlap

speech_bubble	speech_bubble_2	speech_bubble_3	speech_bubble_4
speech_bubble_5	speech_bubble_6	speech_bubble_7	speech_bubble_8
speech_bubble_9	speech_bubble_10	speech_bubble_11	speech_bubble_12
speech_bubble_overlap_2	circle	circle2	Frame

frame_2	underline	underline_2	big_brother	lead_inspire
one_in_ten	euro	young_people	give_to_change	football
arrow_up	pink_arrow_up	arrow_down	big_success	brighter_future
citizen	cloud	faces	foróige_heart	
foróige_web	garda_youth_diversion	give_back	happier_healthier	
inspiring	ireland	ireland_40	Ireland's _leading_youth	
arrow_bag	arrow_only	facts_figures		

learning

loud_speaker

nurture_promote

our_purpose

experience

support_us

pathway_prosperity

supporters_believe

something special

starburst

starburst_fill

starburst_fill_2

starburst_fill_3

talent_energy_time

talent_initiative

target

top_ten

vision

volunteer

young_participants_1000

ireland_invest

young_people_icon

support_stronger_communities

young_people

youth

for_me

for_you

our_vision

no.1

for_everyone

for_today

est_1952

working_26_countries

believes _every_young_person

foróige _fun

volunteers_talent

participation_influence

empowering_entrepreneurship

people_powering

get_involved

get_involved_2

something_special

support_young_people

facebook

twitter

believing_youth

youth_community

web_address

social_media

✳ All single colour icons are available in Foróige fuchsia / lime and violet.

All versions of the Foróige logo are also available in our catalogue

QUERIES?

For further information on Foróige branding, graphic design and general communications, please contact the Foróige Marketing and Communications Department on 01 630 1560.

 www.facebook.com/foroige   www.twitter.com/foroige

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