

Friends of the Earth Network Brand Guidelines 2022



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Accessibility

Accessibility – someone’s ability to access the content you are sharing – should be considered a high priority.

Choices of colour, typography, size and composition can all affect your contents accessibility standards. It’s important to consider those with visual impairments, and people who are learning English. Here are some simple rules to guide you when creating content:

Typography

- Avoid underlined text
- Avoid *italics*
- Don’t **bold a whole paragraph**, only single words or a short sentence
- Don’t CAPITALISE a paragraph of text and use fully-capitalised titles sparingly
- On printed materials, no text should be smaller than 11pt

Colour

Some colour combinations don’t pass accessibility standards. **The table on the right** shows which of our RGB brand colours should be used together:

Accessible RGB colour combinations:

Background colour:	Text/image colour:
	
	
	
	
	 
	     
	
	

Accessible colour combinations and typography in use:



Your logo

	Digital (RGB)	Print (CMYK)
On a dark background		
On a light background		

The logos above are an example of a group logo. You should have your own logo, relevant to your area.

Always position your logo on the right of a composition – the top or bottom right-hand corner.

Only use full colour logos on white or dark blue backgrounds.

Your logo further guidance

Logo use **don'ts**



Distort the aspect ratio



Dark logo on dark background



Change the font



Logo with a boxed background



Resize part of the logo



Light logo on light background



Change the colour combinations

Your logo further guidance

To create maximum impact, we recommend leaving a clear area around your logo – as shown below – in which nothing else may appear.

The size of your logo is also important in ensuring impact and accessibility. Below are **minimum sizes to have your logo** on printed materials:



Clear area



Height

Minimum logo height:

- A2 90mm
- A3 65mm
- A4 50mm
- A5 44mm
- A6 35mm

Typography

Reminder: on printed materials, **no text should be smaller than 11pt** to meet accessibility guidelines.

Titles

Primary typeface

Libre Franklin Black

LIBRE FRANKLIN BLACK

Libre Franklin Medium

Secondary typeface

Libre Baskerville Regular

LIBRE BASKERVILLE REGULAR

Alignment

Left and centred

Body copy

Libre Franklin, Medium

Eque poris molorit, ipsumquid que veliquam id ut eiciatemqui
toreper sperunt que volorerio velestis sim quo ipsuntum
illaborisqui que porerum explabo ritaspedis aut accus.

To highlight:

Libre Franklin, Bold

Eque poris molorit, **ipsumquid que veliquam id ut eiciatemqui**
toreper sperunt que volorerio velestis sim quo ipsuntum
illaborisqui que porerum explabo ritaspedis aut accus.

Libre Baskerville, Regular

Eque poris molorit, ipsumquid que veliquam id ut
eiciatemqui toreper sperunt que volorerio velestis
sim quo ipsuntum illaborisqui que porerum explabo
ritaspedis aut accus.

We rarely use our Secondary Font, Libre Baskerville.
On occasion, it is used for pull-out quotes or headlines.

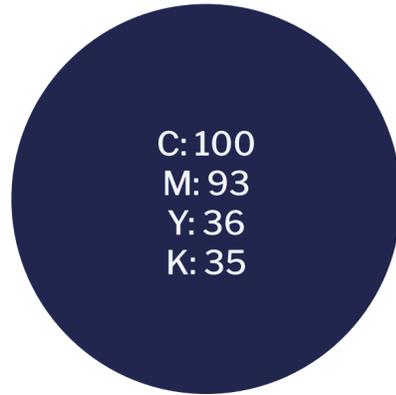
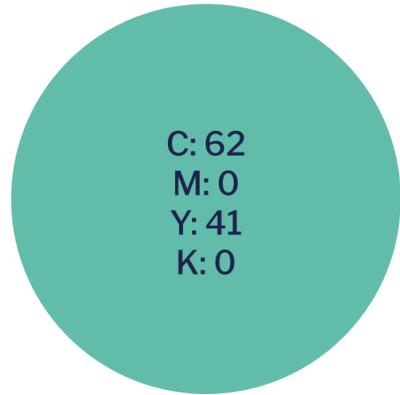
Left

Colour

Colour is processed differently digitally and in print. Please use the versions of our colours recommended for each medium.

Primary colours

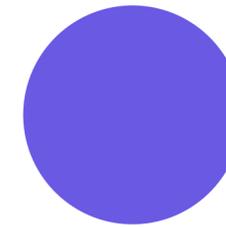
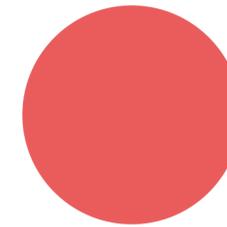
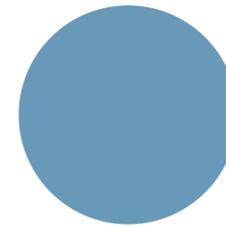
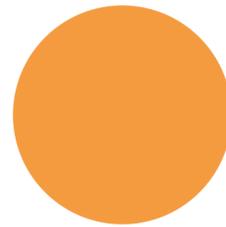
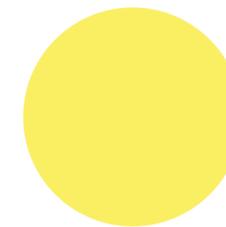
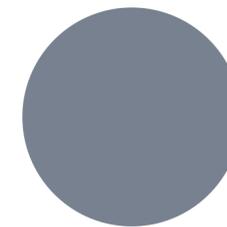
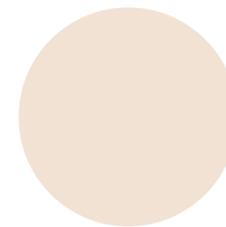
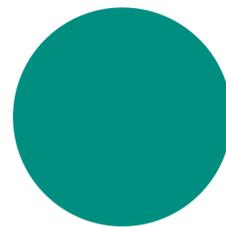
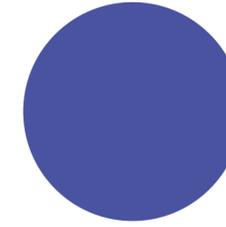
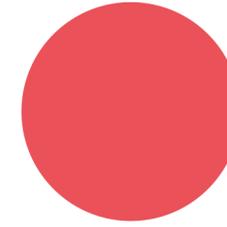
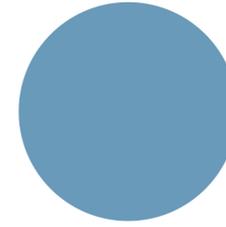
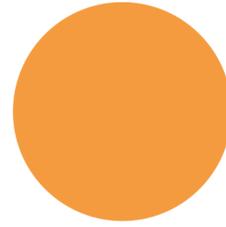
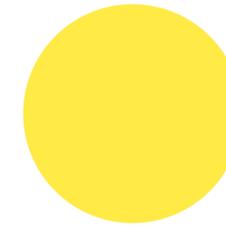
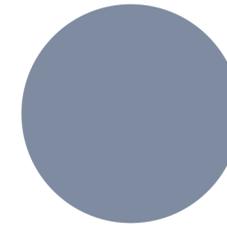
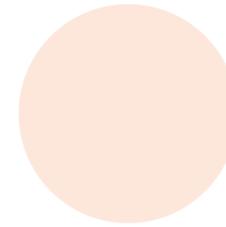
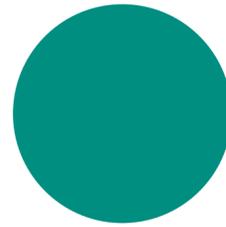
For use in print (CMYK):



For use digitally (RGB/Hex):



Secondary colours



Photography guidance

When capturing or curating photography (including when sourcing stock imagery), we follow these top-line guidelines:

Do use:

- Natural lighting and colours
- Human/ground-level perspective
- Candid or authentic poses
- Shots involving people
- Any and all weather
- A range of activities – for example protests, tree-planting and events

Do not use:

- Unnatural filters or colouring
- Overly dramatic angles and crops
- Obviously staged poses and moments
- Low quality images
- Dark, moody images

Consent

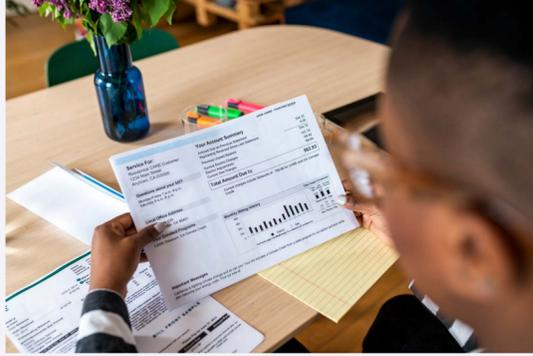
It is essential – by law – to collect consent from any identifiable persons in a photograph as well as permission to use it from the person or company who has the rights for the photo. Failure to meet these General Data Protection Regulations (GDPR) can result in legal action.

Read our consent policy on the following page for more detailed information on consent and how to collect it.

Examples of good photography:



Photography other examples



Graphic style

We regularly use graphic shapes to enclose and highlight text, this can also help aid accessibility. Below are **some examples of how you can use shape and colour** to make your media more impactful and accessible.

Blocks behind text



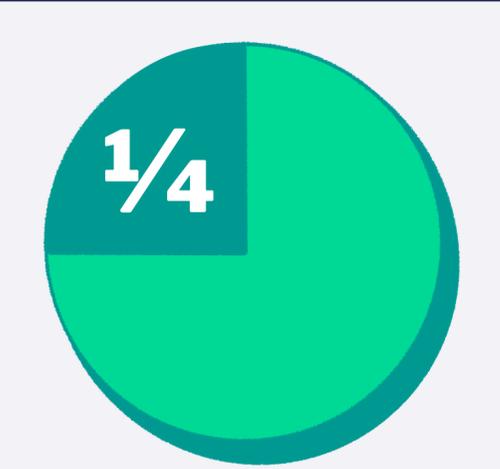
Gradients



Cut-out photos



Infographics and icons





**Friends of
the Earth**