



LOGO GUIDELINES

LOGO INTRODUCTION

FIRST PLACE FOR YOUTH has a new logo and look. *Congratulations!* Having a strong brand identity is a critical way to communicate First Place's mission and vision to the public, especially as its work and reach grow and expand. At the same time, there are a few design elements and a certain amount of flexibility that may also reinforce the brand in creative ways.

This style guide provides the framework for ensuring quality and consistency of the brand. It includes direction on use of the logo in multiple formats along with recommendations for use of photos and typography in collateral.

BRAND HIERARCHY

FIRST PLACE FOR YOUTH is the brand. "MORE IS POSSIBLE" is the organization's tagline and should always accompany the brand name/logotype. In most cases, you will use the First Place brand on collateral like letterhead, email signatures, brochures, websites, and other branded materials. In identifying organizational chapters or partners, or as the organization grows, there are recommendations for typesetting locations or names to be identifiable with the larger brand.

TEXT GUIDELINES

When referencing **FIRST PLACE FOR YOUTH** in text content, please write out the name in full. After the first use of the full name in a specific document, the subsequent instances of the name can be abbreviated to "First Place." Do not italicize First Place.

LOGO VARIATIONS



Primary Logo

The First Place for Youth logo was designed, in part, as a way of reinforcing the organization's belief that with their help and support, "More Is Possible" for young adults transitioning from foster care, and to demonstrate that they are like rocket ships on an upward trajectory. The organization provides a family and support system when there is not, or was not, one already there for them at a critical point.

In all communications, use the primary logos whenever possible. See next page for more logo variations.



Black Logo

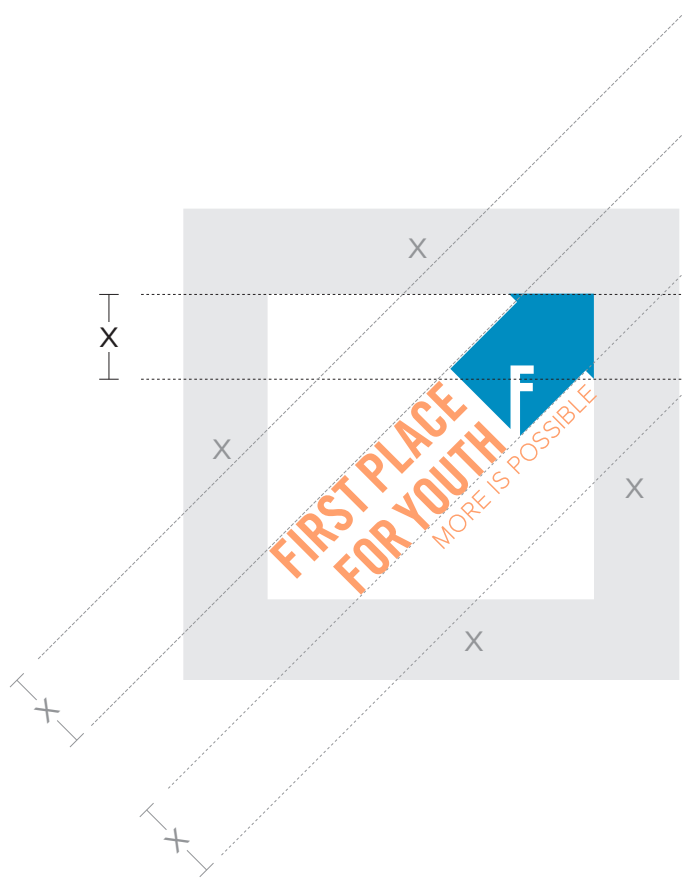
Use for B&W collateral including B&W ads.



Reverse White Logo

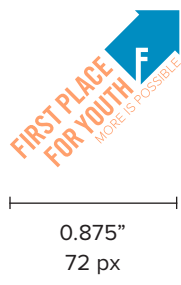
The reverse white logo may be set on any solid color, (i.e., no patterns or gradients), as long as the logo is clearly separated from the background.

LOGO USAGE



Logo Clearance Space

The First Place for Youth logo should ideally be clear of any competing visuals. This gives the logo room to be set apart, providing space for readability. The logo should have a clear space equivalent to X, where X is about the distance from the top of the logo to the lower point of the arrowhead. Take special note that the clear zone above the logo begins at the tip of the footprint.



Logo Minimum Size

For printed work, the logo should not be smaller than .875 inches wide, as the “More Is Possible” tagline starts to be too thin to be legible. For online and screen use, the logos should never be smaller than 72 pixels wide.

LOGO FILES

Choosing a File Type

| | |
|------------------------|--|
| .eps | IDEAL FOR PRINTED PIECES. This file type will have a transparent background and can be expanded to any size without pixilation or other quality loss. Not suitable for web. |
| .pdf | GOOD FOR PRINT AND POWERPOINT PRESENTATIONS. This file type will have a transparent background. |
| .jpg | GOOD FOR WEB AND POWERPOINT PRESENTATIONS. This file type will have a solid white background. |
| .png | GOOD FOR WEB AND POWERPOINT PRESENTATIONS. This file type will likely have a transparent background. |
| bitmap .tif | LOGOTYPE ONLY, WITHOUT THE LOGO MARK IMAGE. We included bitmap images of the brand name without the logo in case you ever needed to use the name without the arrow mark. The image can be colored one-color and has no background. It is not meant for large-scale usage |

Logo Files Names

UNCOATED

Most like everyday copier paper

COATED

Paper has a glossy or matte coating

Print

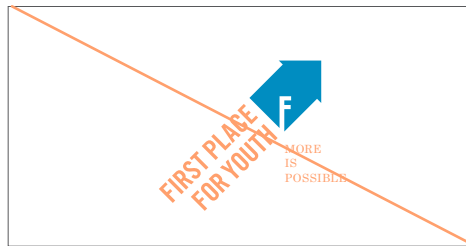
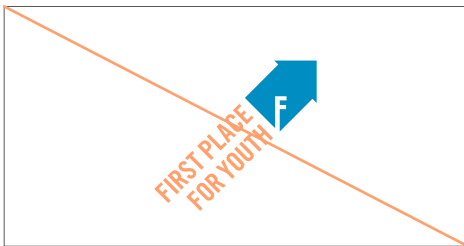
| | | |
|--|---|--|
| PANTONE (2-COLOR) | FPFY_LOGO_SPOTuncoated.eps FPFY_LOGO_SPOTuncoated.pdf | FPFY_LOGO_SPOTcoated.eps FPFY_LOGO_SPOTcoated.pdf |
| CMYK (4-COLOR) Copier/digital printing | FPFY_LOGO_CMYKuncoated.eps FPFY_LOGO_CMYKuncoated.pdf | FPFY_LOGO_CMYKcoated.eps FPFY_LOGO_CMYKcoated.pdf |
| BLACK & WHITE | FPFY_LOGO_BK.eps FPFY_LOGO_BK.pdf | |
| REVERSED (WHITE LOGO) | FPFY_LOGO_WHITE.eps FPFY_LOGO_WHITE.pdf | |
| LOGOTYPE Type only no logomark | FPFY_LOGOTYPEblockBMP.tif FPFY_LOGOTYPEblocksBW.pdf FPFY_LOGOTYPEblock_CENTERED_BMP.tif | |

Online or On-screen (i.e. Powerpoints, Websites)

| | |
|----------------------------------|--|
| COLOR | FPFY_LOGO_RGBuncoated.eps FPFY_LOGO_RGBuncoated.pdf FPFY_LOGO_RGBweb.jpg FPFY_LOGO_RGBweb.png |
| REVERSED (WHITE LOGO) | |

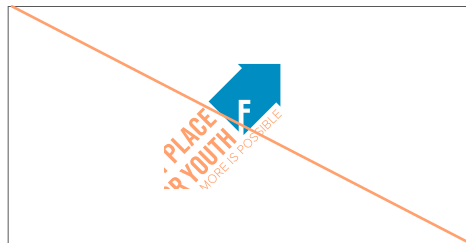
LOGO MISUSE

USING THE LOGO IN INAPPROPRIATE WAYS CAN ALTER THE PERCEPTION OF THE BRAND. THE SPIRIT OF THE GESTURE CAN BE DIMINISHED AND MAY GIVE THE PERCEPTION OF INCONSISTENCY OR LACK OF QUALITY AND INTEGRITY, HOWEVER SLIGHT. WHILE THERE ARE WAYS TO HAVE FUN WITH THE LOGO, CAREFUL CONSIDERATION SHOULD BE GIVEN TO ITS LEGIBILITY, PLACEMENT, AND THE OVERALL LOOK OF BRANDED MATERIAL.



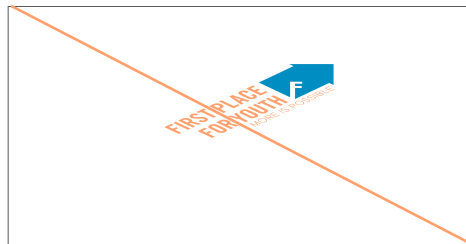
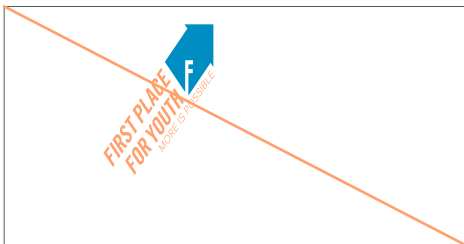
Playing with the Elements

Try never to remove the tagline “More Is Possible.” Do not move, change or scale any elements.



Cropping

Do not crop the logo.



Distorting

Do not improperly distort or stretch the logo. It should always be scaled proportionally. In other words, the same percentage, horizontally and vertically.



Backgrounds

It is all right to place the logo over various backgrounds — though white is preferred. But do not place the logo over busy backgrounds, gradients, or colors that will overly clash, or do not offer enough contrast to make the logo effectively legible.