FOUNDATION FOR ENVIRONMENTAL EDUCATION

FEE

BRANDING GUIDELINES
Foundation for Environmental Education

Intro

This is a guide to the branding elements that make up the Foundation for Environmental Education and its programmes. Have a read, it will help you to get to know us a little better.

Contents

Why brand identity is so important

The FEE brands live not only on paper or electronically but can represent many more intangible aspects of our business ethics such as a collection of feelings and perceptions about quality, image, reputation and status amongst peers and partners. It is our job to make our brand communicate its strength and values in a cohesive and consistent way and to do this there are certain rules that need to be adhered to internationally.

These guidelines have been produced to offer clear advice and guidelines on the use of the Foundation for Environmental Education (FEE) brand and its sub brands. FEE and its associated brands are internationally recognised and it is important that our values are protected and endorsed throughout the brand identity.

Co-badging

The Foundation for Environmental Education logos should not be used to sponsor or endorse any other organisation or product nor used for religious or political purposes. The logos featured in this document may only be used by third parties, with permission, where the organisation is participating in or supporting the programme.

Colours

All logos in this document use the following colours to ensure that they are identifiable as part of the same family of logos:

These are the only colours in which the logos can be presented (online/printing). This is the core of the brand and can in no circumstances be altered.

RGB: 0 102 204

PAN.: 300 U

WEB: #0066CC

CMYK: 100 46 0 0

RGB: 0 153 51

PAN.: 354 U

WEB: #009933

CMYK: 91 1 93 0

Logo specifics & usage

There are currently six brands that exist in the FEE portfolio. One corporate brand, FEE, and five sub-brands; Blue Flag, Green Key, Eco-Schools, Young Reporters for the Environment and Learning about Forests.

Foundation for Environmental Education

Blue Flag

Green Key

Eco-Schools

Young Reporters for the Environment

Learning about Forests

FEE logo

COLOURED LOGO
The colour logo is the preferred logo and should be used wherever possible. The master logo is the most important visual representation of the brand. The logo may be used in a greyscale version where colour reproduction is not possible.

BLACK LOGO
The black logo should be limited to such uses where a colour or grey scale logo cannot be used and when printing on a solid coloured background of any colour.

WHITE LOGO
The white logo should be limited to such uses where a colour or grey scale logo cannot be used and when printing on a solid coloured background of any colour.

Illegitimate use of the logo

ROTATION
Do NOT rotate the logo at all.

RATIO
Do NOT alter the ratio of the logo.

TEXT
Do NOT combine the logo with any other elements— such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.

COMPOSITION
Do NOT change the relationship between the body and the type (No text along the sides or on top of logo – only text under the logo).

COLOUR
Do NOT change the colour of any part of the logo.

Size

⊢← 25 mm →⊣

The minimum recommended size for use is a width of 25mm. This will ensure the text remains legible. In cases where the logo has to fit into other design requirements, the logo can be made smaller. There are no restrictions on the maximum size, only those dictated by file size. For larger usage please ensure you use a vector eps version of the logo.

Blue Flag logo

LOGO TEXT - TRANSLATION
The Blue Flag logo always remains constant, however, it is allowed to use the name of the programme under the logo.

In this instance the width of the text should be the same as the width of the logo. We recommend to use the Lato Bold font type, and to write the name of the programme in Capital letters "BLUE FLAG".
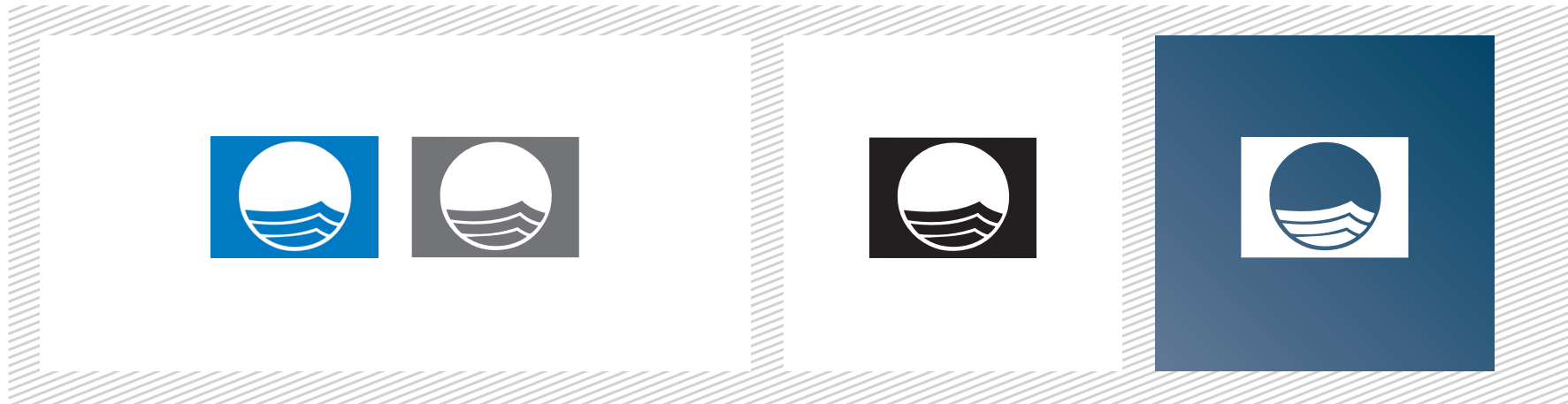
COLOURED LOGO
The coloured logo is the preferred logo and should be used wher5ever possible. The master logo is the most important visual representation of the brand. The logo can be used with or without the Blue Flag text below. The logo may be used in a grey scale version where colour reproduction is not possible.

BLACK LOGO
The black logo must be limited to PR uses (textile, pens, etc.), where a colour, or grey scale logo cannot be used. This version cannot be used as the official logo on Blue Flag communications, information boards, awards, etc. Moreover, this version cannot be used on a blue background corresponding to the official FEE blue colour referred to in this document.

WHITE LOGO
The white logo must be limited to PR uses (textile, pens, etc.), where a colour, or grey scale logo cannot be used. This version cannot be used as the official logo on Blue Flag communications, information boards, awards, etc. Moreover, this version cannot be used on a blue background corresponding to the official FEE blue colour referred to in this document.
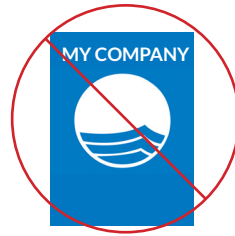
Illegitimate use of the logo

Size

25 mm

ROTATION
Do NOT rotate the logo at all.

RATIO
Do NOT alter the ratio of the logo.

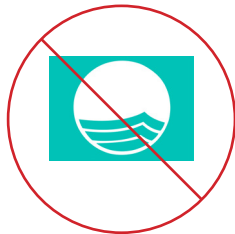### TEXT
Do NOT combine the logo with any other elements— such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.

The minimum recommended size for use is a width of 25mm. This will ensure the image remains clear. There are no restrictions on the maximum size, only those dictated by file size. For larger usage please ensure you use a vector eps version of the logo.

COMPOSITION
Do NOT change the relationship between the body and the type (No text along the sides or on top of logo – only text under the logo).

COLOUR
Do NOT change the colour of any part of the logo.

Green Key logo

LOGO TEXT - TRANSLATION
The main body of the Green Key logo always remains constant, however, the text underneath which names the programme can vary according to translation. Important note: To strengthen the Green Key brand which is in competition with other ecolabels, Green Key encourages only using Green Key in English on the logo.

In this instance the width of the text should fit comfortably within the width of the main body, but should not be smaller than 7pt, with the main body increasing in proportion. The font used, when translating, should be Arial.

COLOURED LOGO
The coloured logo is the preferred logo and should be used wherever possible. The master logo is the most important visual representation of the brand. The logo can be used with or without the Green Key text below. The logo may be used in a grey scale version where colour reproduction is not possible.

BLACK LOGO
The black logo must be limited to PR uses (textile, pens, etc.), where a colour, or grey scale logo cannot be used. This version cannot be used as the official logo on Green Key communications, flags, plaques, certificates, etc. Moreover, this version cannot be used on a blue background corresponding to the official FEE blue colour referred to in this document.

WHITE LOGO
The white logo must be limited to PR uses (textile, pens, etc.), where a colour, or grey scale logo cannot be used. This version cannot be used as the official logo on Green Key communications, flags, plaques, certificates, etc. Moreover, this version cannot be used on a blue background corresponding to the official FEE blue colour referred to in this document.
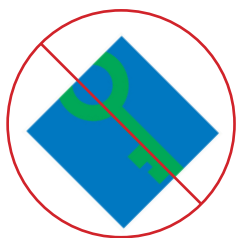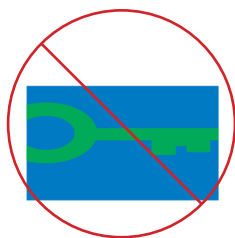
Illegitimate use of the logo

ROTATION
Do **NOT** rotate the logo at all.

RATIO
Do **NOT** alter the ratio of the logo. It has to be a square.

COLOUR
Do **NOT** change the colour of any part of the logo.

Green Key

COMPOSITION
Do **NOT** change the relationship between the body and the type (No text along the sides or on top of logo – only text under the logo). Do **NOT** change the key within the lockup in any way (upside down or change side.

Green Key

MY COMPANY

TEXT
Do **NOT** combine the logo with any other elements - such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.

The Green Key

OLD VERSION
Do **NOT** use the old version of the logo - ~~The~~ Green Key.

Size

Green Key

← 25 mm →

The minimum recommended size for use with text is a width of 25mm. This will ensure the text remains legible. In cases where the logo has to fit into other design requirements, only the logo without the text should be used. There are no restrictions to the maximum size, only those dictated by file size. For larger usage please ensure you use a vector eps version of the logo

Eco-Schools logo

LOGO TEXT - TRANSLATION
The main body of the Eco-Schools logo always remains constant, however, the text underneath which names the programme can vary according to translation. Eco-Schools may translate into more than two words in other languages and may have to be on two lines.

In this instance the width of the text should not exceed the width of the main body but should not be smaller than 7pt, with the main body increasing in proportion. The font used, when translating, should be Hobo Bold.

COLOURED LOGO
The coloured logo is the preferred logo and should be used wherever possible. The master logo is the most important visual representation of the brand. The logo can be used with or without the Eco-Schools text below. The logo may be used in a grey scale version where colour reproduction is not possible.

BLACK LOGO
The black logo should be limited to PR uses (textile, pens, etc.), where a colour, or grey scale logo cannot be used and when printing on a solid coloured background. This version cannot be used on a blue background corresponding to the official FEE blue colour referred to in this document.

WHITE LOGO
The white logo should be limited to PR uses (textile, pens, etc.), where a colour, or grey scale logo cannot be used and when printing on a solid coloured background. This version cannot be used on a blue background corresponding to the official FEE blue colour referred to in this document.

15

Illegitimate use of the logo

ROTATION
Do NOT rotate the logo at all.

RATIO
Do NOT alter the ratio of the logo.

TEXT
Do NOT combine the logo with any other elements— such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.

COMPOSITION
Do NOT change the relationship between the body and the type (No text along the sides or on top of logo – only text under the logo).

COLOUR
Do NOT change the colour of any part of the logo.

Size

Eco-Schools

← 25 mm →

The minimum recommended size for use with text is a width of 25mm, this will ensure the text remains legible. In cases where the logo has to fit into other design requirements, only the logo without the text should be used. There are no restrictions on the maximum size, only those dictated by file size. For larger usage please ensure you use a vector eps version of the logo.

16

YRE logo

LOGO TEXT - TRANSLATION
The main body of the Young Reporters for the Environment logo always remains constant, however, the text underneath which names the programme can vary according to translation. Young Reporters for the Environment may translate into more than five words in other languages and may have to go on more lines.

In this instance the width of the text should not exceed the width of the main body (150% of the globe) but should not be smaller than 7pt, with the minimum size of the main body increasing in proportion. The fonts used, when translating, should be Courier bold for "Young Reporters" and Times New Roman Italic for "for the Environment".

COLOUR LOGO
The colour logo is the preferred logo and should be used wherever possible. The master logo is the most important visual representation of the brand. The logo can be used with or without the text below. The logo may be used in a grey scale version where colour reproduction is not possible.
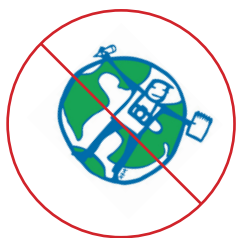
BLACK LOGO
The black logo should be limited to use where a colour or grey scale logo cannot be used and when printing on a solid coloured background of any colour.

WHITE LOGO
The white logo should be limited to use where a colour or grey scale logo cannot be used and when printing on a solid coloured background of any colour.
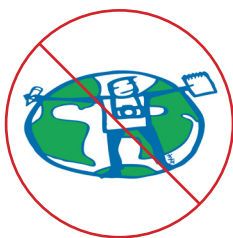
Illegitimate use of the logo

ROTATION
Do NOT rotate the logo at all.
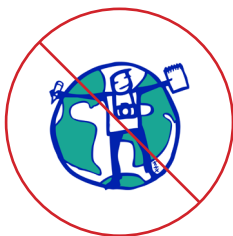
RATIO
Do NOT alter the ratio of the logo.

TEXT
Do NOT combine the logo with any other elements— such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.

COMPOSITION
Do NOT change the relationship between the body and the type (No text along the sides or on top of logo – only text under the logo).

COLOUR
Do NOT change the colour of any part of the logo.

Size

← 25 mm →

The minimum recommended size for use with text is a width of 25mm. This will ensure the text remains legible. In cases where the logo has to fit into other design requirements, only the logo without the text should be used. There are no restrictions on the maximum size, only those dictated by file size. For larger usage please ensure you use a vector eps version of the logo.

LEAF logo

LOGO TEXT - TRANSLATION
The main body of the Learning about Forests logo always remains constant, however, the text underneath which names the programme can vary according to translation. Learning about Forests may translate into more than three words in other languages and may affect the look of this type.

In this instance the width of the text should not exceed the width of the main body but should not be smaller than 7pt, with the main body increasing in proportion. If the name is translated it must remain in capital letters. The font used, when translating, should be Arial.

COLOURED LOGO
The coloured logo is the preferred logo and should be used wherever possible. The master logo is the most important visual representation of the brand. The logo can be used with or without the text below. The logo may be used in a grey scale version where colour reproduction is not possible.

BLACK LOGO
The black logo should be limited to use where a colour or grey scale logo cannot be used and when printing on a solid coloured background of any colour.

WHITE LOGO
The white logo should be limited to use where a colour or grey scale logo cannot be used and when printing on a solid coloured background of any colour.

Illegitimate use of the logo

ROTATION
Do NOT rotate the logo at all.

RATIO
Do NOT alter the ratio of the logo.

TEXT
Do NOT combine the logo with any other elements— such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.

COMPOSITION
Do NOT change the relationship between the body and the type (No text along the sides or on top of logo – only text under the logo).

COLOUR
Do NOT change the colour of any part of the logo.

Size

LEARNING ABOUT FORESTS

25 mm

The minimum recommended size for use with text is a width of 25mm. This will ensure the text remains legible. In cases where the logo has to fit into other design requirements, only the logo without the text should be used. There are no restrictions on the maximum size, only those dictated by file size. For larger usage please ensure you use a vector eps version of the logo.

Icons have taken a very prominent role in modern interfaces and as such have found their way into the new FEE website and our social media platforms.

THE MAIN DIFFERENCE BETWEEN THE USE OF ICONS AND LOGOS IS:
A logo is the corporate identity and represents the organisation's trademark or brand. An icon supports the organisation's trademark or brand and in the case of FEE, is presented together with the new colours to help distinguish between the programmes.

The icon must never replace the logo.

HOW TO USE THE ICON
The icon can only be used on the websites and in social media.

The icon must be used in the relevant programme colour or with the relevant programme name. (see supporting elements displayed on the right).

The colours must correspond to the relevant programme e.g. Eco-Schools has to be orange, or white against an orange background.

Icon:	Supporting element: Colour panels	Supporting element: Copy in matching colours
FOUNDATION FOR ENVIRONMENTAL EDUCATION		**Foundation for Environmental Education**
BLUE FLAG		**Blue Flag**
GREEN KEY		**Green Key**
ECO-SCHOOLS		**Eco-Schools**
YOUNG REPORTERS FOR THE ENVIRONMENT		**Young Reporters for the Environment**
LEARNING ABOUT FORESTS		**Learning about Forests**

Along with the new websites, new colours were introduced. These colours are pro-gramme (and FEE) specific and are used throughout the website and on communication material.

The colours differ from the pan-tone colours used in the logo and cannot be used in the logo itself. The colours scale spans from one end of the scale to the other e.g., the first number #OA1432 to #OB1F51.

The colours can be used in all other communications such as document templates, national websites, e-mail, social media, infographics, etc. but only the colours related to the programme as listed below.

#0A1432   #0B1F51

WEB: #154194

FOUNDATION FOR ENVIRONMENTAL EDUCATION

#009CBC   #67C1B9

WEB: #009CBC

BLUE FLAG

#51AE32   #15AF97

WEB: #51AE32

GREEN KEY

#EC6608   #F39200

WEB: #EA5A0B

ECO-SCHOOLS

#952456   #E50051

WEB: #952456

YOUNG REPORTERS FOR THE ENVIRONMENT

#86BC24   #D3D800

WEB: #86BC24

LEARNING ABOUT FORESTS

SOCIAL MEDIA ICONS
The icon has to be shown as a single color corresponding to the relevant programme e.g. Eco-Schools has to be orange or white against an orange background.

The social media icons can be used online on the official web-sites, national websites and on FEE's social media platform.

**Foundation for
Environmental Education**

Blue Flag

Green Key

Eco-Schools

**Young Reporters for the
Environment**

Learning about Forests

Typography

Lato is the new font that FEE has adopted. In all our communication materials and on the website we use the Lato font. The Lato type family was chosen because it creates the perfect balance as the communication font, with its clean and contemporary linear features.

PLAYFUL
The rounded letters are playful, which fits with its educational purposes.

10 FONT WEIGHTS
With its 10 font variations, Lato gives very different expressions and therefore has a broad variety of use.

OPEN-SOURCE
The Lato typeface is a high-quality open-source font family (Google font) and is free to download.

Lato Regular 48 pt

Lato Regular 30 pt

Lato Regular 14 pt

Lato

ABCDEFGHIJKLMNOP QRSTU VWXYZÆÅØÄÖ abcdefghijklmnopqrstu vwxyzæåøäö

01234567890
=~!@#$%^&*()+[]\{}|:;'':"<>?,./

The Arial font is still used in older documents and material but will be phased out over time.

ATTENTION
No fonts other than Lato and Arial can be used apart from those specified in the logo names (Courier and Hobo).

Arial Regular 48 pt

Arial

Arial Regular 30 pt

ABCDEFGHIJKLMNOP
QRSTUVWXYÆÅØÄÖ
abcdefghijklmnopqrstu
vwxyzæåøäö

Arial Regular 14 pt

01234567890
=~!@#$%^&*()+[]\{}|:;':"<>?,./

The Foundation for Environmental Education (FEE), Young Reporters for the Environment (YRE) and Learning about Forests (LEAF) have been using the abbreviations shown in the brackets when communicating their names. To give the public a better understanding of who we are and what we do, please use the full names when possible.

ATTENTION
The abbreviations can only be used as capitals.

FEE

Foundation for
Enviromental Education

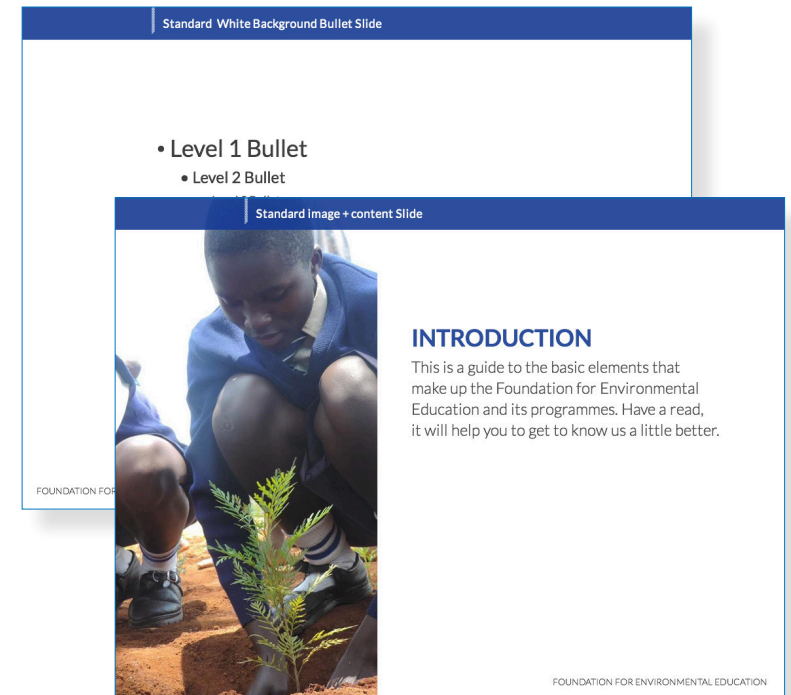## YRE

Young Reporters for
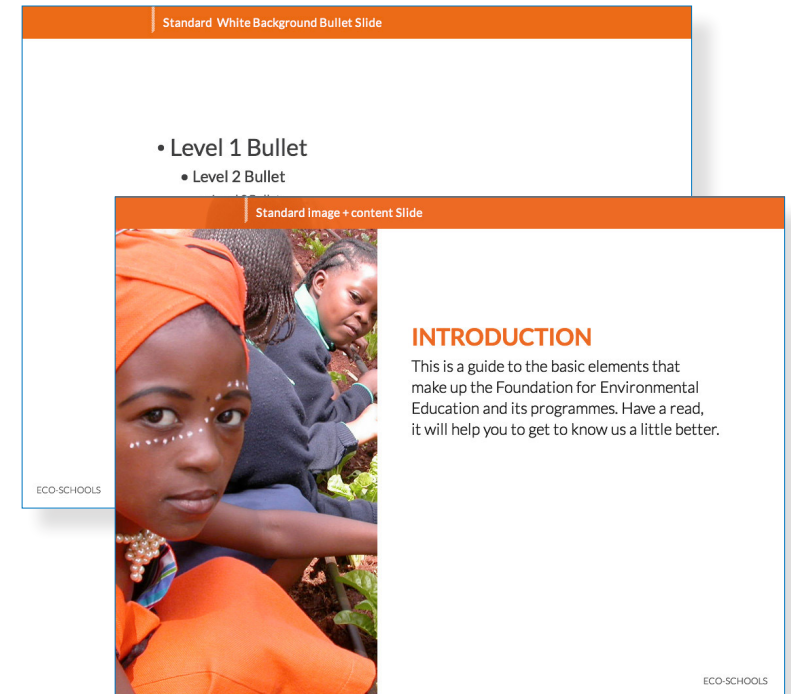the Environment

LEAF

Learning about Forests

Documents

EXAMPLE

One example of title slide and two variants of body slides,

EXAMPLE

One example of title slide and two variants of body slides,

Eco-Schools
- Subtitle

Standard White Background Bullet Slide

• Level 1 Bullet
  • Level 2 Bullet

ECO-SCHOOLS

Standard Image + content Slide

INTRODUCTION
This is a guide to the basic elements that make up the Foundation for Environmental Education and its programmes. Have a read, it will help you to get to know us a little better.

ECO-SCHOOLS

EXAMPLE

An example of title slides and a body slides.