

FOUNDING *forward*



Brand Guidelines

July 2024



Introduction

This is a set of guidelines for the Founding Forward brand identity. It aims to inspire and guide any communications or designs that will express our brand and its architecture.

Please follow this document carefully to make sure we create a coherent visual and verbal language.

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Why We Merged

The uniting of our two organizations will make us more effective at a time when our shared goals are so important to our country's future. We both have:

- A belief in the importance of the foundation upon which our society and country stand.
- A mission to educate future generations of leaders on that foundation, and their responsibility to carry it forward.

Together, we will continue this belief and this mission with more resources, greater reach, and a bigger impact.

Why The Name

Founding Forward conveys that:

- We cherish our country's founding and we are forward looking.
- We are carrying the founding vision forward to generations of future leaders.
- We are rooted in liberty.

Founding Forward also recognizes that the founding of our country – the creation of “a more perfect Union” and “the new birth of Freedom” – is ongoing.

Our Strategy

Founding Forward informs and engages citizens through transformational educational experiences grounded in American history. These experiences enable students, teachers, and citizens to understand, appreciate, and practice the principles, rights, and responsibilities of American citizenship.

We envision a renewed interest in American civics

grounded in the founding principles of life, liberty, and the pursuit of happiness, as articulated in the Declaration of Independence and in which current and future citizens participate in, uphold, and improve upon our system of self-government, as established in the United States Constitution.

Our Strategy

Our Tenets

We're dedicated to becoming a national leader in transformational civic education, guided by core business tenets that emphasize foundational principles and aspirational goals. These tenets drive how we operate and provide value, helping teams make decisions, resolve disagreements, and progress toward our mission.

1.

Founding Forward will be a national leader in transformational civic education.

2.

Founding Forward will establish Philadelphia and Valley Forge as a center for civic education and engagement, rooted in the principles, values, and responsibilities articulated in America's founding documents.

3.

Founding Forward will cultivate a growing network of educators who share our understanding and love of America's founding principles.

4.

Founding Forward will inspire students with a prestigious and pivotal civic, leadership, and character development experience.

5.

Founding Forward will implement a national strategy that promotes unifying and shared experiences in civic education.

6.

Founding Forward will be an important part of every Union League member's personal philanthropy and a valuable source of education for themselves and their families.

We create an informed and engaged citizenry through education about the principles, rights, and responsibilities enshrined in the Declaration of Independence and Constitution of the United States, empowering individuals to participate in and uphold our system of self-government.

Our Strategy
The Big Why

Knowledge will forever govern ignorance; and a people who mean to be their own governors must arm themselves with the power which knowledge gives.

“The advancement and diffusion of knowledge is the only guardian of true liberty.”

James Madison

Our Strategy

Brand Strategy

Vision We envision a renewed interest in American civics grounded in the founding principles of life, liberty, and the pursuit of happiness, as articulated in the Declaration of Independence.

Why Knowledge will forever govern ignorance; and a people who mean to be their own governors must arm themselves with the power which knowledge gives.

Purpose We create an informed and engaged citizenry through education about the principles, rights, and responsibilities enshrined in the Declaration of Independence and Constitution of the United States, empowering individuals to participate in and uphold our system of self-government.

“The advancement and diffusion of knowledge is the only guardian of true liberty.” - James Madison

A Future Rooted in Liberty

We are continuing the legacy of our two organizations.

Founding Forward recognizes that the founding of our country – the creation of “a more perfect Union” and “the new birth of Freedom” – is ongoing.

The tagline reinforces that Founding Forward continues the legacy of our two organizations, and that each organization’s work will continue – with more resources, greater reach, and a bigger impact.

Our Strategy

Our Commitments

Provide programs, historic resources, and unique learning opportunities that foster strong civic education based on the founding principles that unite individuals as Americans.

Recognize that we cannot be productive, fully engaged citizens if we write off our history – or each other.

Demonstrate that we can conduct essential discourse in a civil manner.

Increase civic literacy, creating more informed and engaged civic leaders shaping the future of the American experiment.

Continue the non-partisan study of the principles, philosophies, and documents upon which the nation was founded.

Promote the idea that even when we disagree, we can do so in a positive, constructive way.

Our Strategy

Tone of Voice

Since both organizations had complementary messaging, overlapping audiences and similar programs, the Founding Forward voice can remain consistent with that of its predecessors.

Language

When talking about programs, language should remain consistent with past examples, maintaining familiarity for the respective audiences. They are people who share an interest in civic engagement, as well as the foundations of American democracy, and the historical figures and events that shaped it.

Knowledge

Our audience sees us as thought leaders and movers in civics education and discourse, and expect us to speak with confidence and expertise. They expect us to be inspiring and informative. However, this should be a conversation of equals. Avoid topics that are overly didactic, or that come across as preachy.

Tone

Overall tone should remain conversational but not overly casual, befitting an organization driven by an educational mission. Keep the audience in mind: educators, students, and supporters. They are people who share an interest in civic engagement. However, this should be a conversation of equals.

Consistency

Founding Forward is leading the way in civic education. Never use the two words together. Use civic in singular form as an adjective and plural as a stand-alone known. Use contractions to promote a conversational style, while reserving the long form for rhetorical emphasis.

Style

Follow the elements of the Chicago Manual of Style. This includes the use of the Oxford comma before “and.” Additionally, Founding Forward should always be used as a proper noun, defined as “a nonprofit organization,” and referred using second person pronouns.

Content

You can be patriotic and proud, while recognizing that democracy is an ongoing experiment. Content should reflect the organization’s goals, including: discovering common ground and a sense of shared responsibility; recognizing we cannot be productive, fully engaged citizens if we write off our history; and demonstrating that we can conduct essential discourse in a civil manner.

Our Logo

Our Logo Master

This is our master logo!

The bold, solid weight of the sans-serif font used in Buenos Aires pairs well with the momentum of Tangier's serif font. This combination creates a timeless logo that evokes the spirit of the founding documents and their enduring impact on our daily lives as we move forward.

The quill symbolizes the ongoing process of learning and writing American history, anchored in the tools that created the original documents.



FOUNDING
forward

The master logo is displayed on a light gray background. The word "FOUNDING" is in a bold, dark blue sans-serif font. The word "forward" is in a red, cursive serif font. A red quill pen is positioned to the right of the text, with its tip pointing towards the end of the word "forward".



FOUNDING
forward

The master logo is displayed on a dark purple background. The word "FOUNDING" is in a bold, white sans-serif font. The word "forward" is in a red, cursive serif font. A red quill pen is positioned to the right of the text, with its tip pointing towards the end of the word "forward".

Our Logo

Logo Overview

We have a variety of logo versions to adapt to any settings to ensure the best visibility of our brand.

Master
Our master logo should always be the go-to for brand representation.

Tagline
When more clarity on our vision is necessary, use the version of our logo with the tagline.

Supporting Tagline
Until August 31, 2024, a version of our logo with both taglines can be used to provide more comprehension to who we are.

Chapter
Chapters must only use the Founding Forward logo alongside their regional chapter name when relevant.

Greyscale
When color cannot be reproduced, our greyscale logo can be applied.

Single Color
Our single color logo must be reserved for when neither color nor greyscale can be used, such as engraving.

<p>Master Logo</p> 	<p>Tagline Logo</p> 	<p>Supporting Tagline Logo (Exceptional use)</p> 
<p>Chapter's Logo (Exceptional use)</p> 	<p>Greyscale Logo (Exceptional use)</p> 	<p>Single Color Logo (Exceptional use)</p> 

Our Logo

Usage Rules

Minimum Size

When applying the master logo or the logo with brandmark below 150px in digital, or 1.5 inches in print, the small size version must be used. The small size logo versions must be applied at a minimum of 50px in digital and 0.7 inches in print or 69px in digital and 0.9 inches in print respectively to ensure clear legibility of all elements.

Clearance

Graphics/objects must not penetrate the clear area. This space is no less than the x-height of the "Foundations" lettering.

Use these guidelines alongside the overview guidelines.

Master Logo Minimum Size

Regular Size:
150px / 1.5"
Minimum Size:
50px / 0.7"



Master Logo Clearance



Master Logo with Tagline Minimum Size

Regular Size:
150px / 1.5"
Minimum Size:
58px / 0.8"



Master Logo with Tagline Clearance









Our Logo

Incorrect Uses

Our logo is the primary face of the brand. As such, the logo must be used with care, in keeping with the guidelines established here. The contents, color and size relationships must not be altered, unless otherwise noted within this manual. The logo must always be reproduced from approved artwork.

- 1. **DO NOT** stretch, skew, warp, or condense the logo from its original shape.
- 2. **DO NOT** reproduce the logo in unapproved colors or remove elements of the logo.
- 3. **DO NOT** reproduce the logo on a background that is too distracting or doesn't provide adequate contrast.
- 4. **DO NOT** alter the logo in any way.

<p>DO NOT stretch, skew, warp, or condense.</p> 	<p>DO NOT reproduce in unapproved colors.</p> 	<p>DO NOT reproduce the logo on a background that doesn't provide adequate contrast.</p> 
<p>DO NOT alter the logo in any way.</p> 	<p>DO NOT rearrange the logo elements.</p> 	<p>DO NOT combine the logo with the brandmark.</p> 

Our Logo Brandmark

The shield is a visual representation of the unity between our two foundations, which are portrayed by the two 5-point stars. Together with the 13 stripes that symbolize the original colonies, and the quill, it creates a sense of belonging.

It is preferred to **use the full-color brandmark by itself** for social media and stylized applications. For more guidance on the shield's rules and applications, refer to pages 20-22 and 29-31 of this document.

**Not to be used with the wordmark.*



Our Logo

Brandmark Overview

We have a variety of brandmark versions to adapt to any settings to ensure the best visibility of our brand.

Master

Our master brandmark embeds the shield and quill - this should always be the go-to asset to represent our brand.

Greyscale

When color cannot be reproduced our greyscale brandmark can be applied.

Inverted Color

Our inverted color brandmark must be reserved to prevent interference with the logo's colors by the photo or to enhance visibility on dark backgrounds.

Single Color

Our single color brandmark must be reserved for when neither our color nor greyscale can be used, such as engraving.



Our Brandmark

Usage Rules

Minimum Size

When applying the master logo or the logo with brandmark below 150px in digital, or 1.5 inches in print, the small size version must be used. The small size logo versions must be applied at a minimum of 58px in digital and 0.8 inches in print or 72px in digital and 0.9 inches in print respectively to ensure clear legibility of all elements.

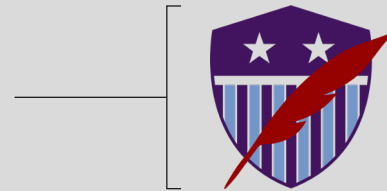
Clearance

Graphics/objects must not penetrate the clear area. This space is no less than the x-height of the "Foundations" lettering.

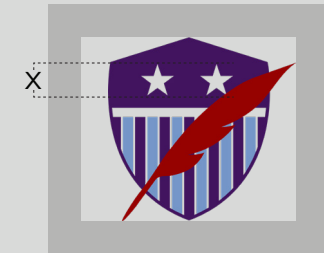
Use these guidelines alongside the overview guidelines.

Brandmark Minimum Size

Regular Size:
150px / 1.5"
Minimum Size:
69px / 0.9"



Brandmark Clearance



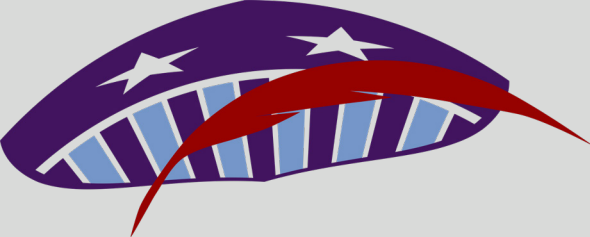
Our Brandmark

Incorrect Uses

Our brandmark is visual representation of the brand. As such, the brandmark must be used with care, in keeping with the guidelines established here. The contents, color and size relationships must not be altered, unless otherwise noted within this manual. The brandmark must always be reproduced from approved artwork.

- 1. **DO NOT** stretch, skew, warp, or condense the brandmark from its original shape.
- 2. **DO NOT** reproduce the brandmark in unapproved colors or remove elements of the brandmark.
- 3. **DO NOT** reproduce the brandmark on a background that is too distracting or doesn't provide adequate contrast.
- 4. **DO NOT** alter the brandmark in any way.

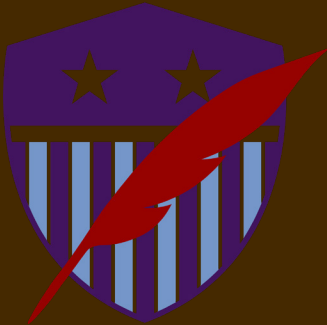
DO NOT stretch, skew, warp, or condense.



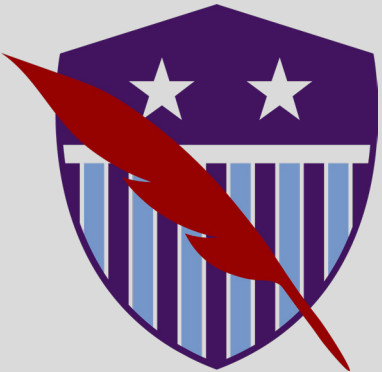
DO NOT reproduce in unapproved colors.



DO NOT reproduce the brandmark on a background that doesn't provide adequate contrast.



DO NOT alter the brandmark in any way.



DO NOT rearrange the brandmark elements.



DO NOT combine the brandmark with the logo.



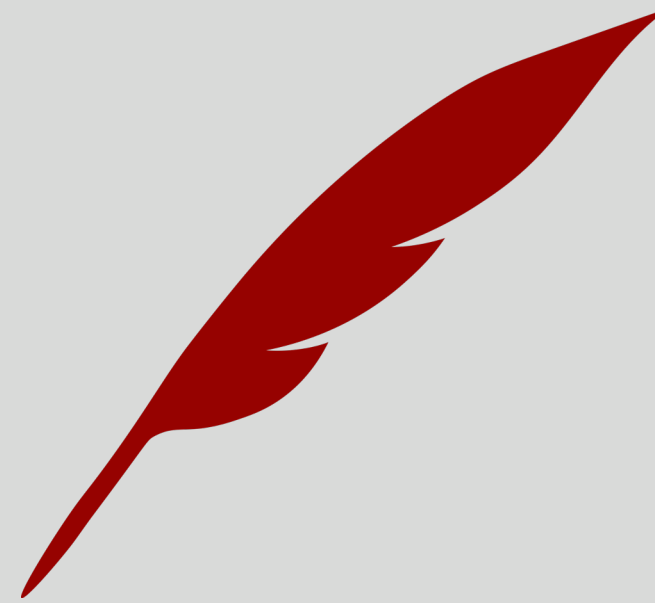
Our Shapes

The Quill

The quill is an element of our logo that offers a distinct visual representation of our brand in **stylized applications only**.

With its symbolism of the ongoing process of learning and writing American history, anchored in the tools that created the original documents, the quill establishes a sense of belonging.

It is preferred to **use the full-color quill** for social media graphics and exceptional applications. For more guidance on the quill's application, refer to page 24 of this document.



Quill

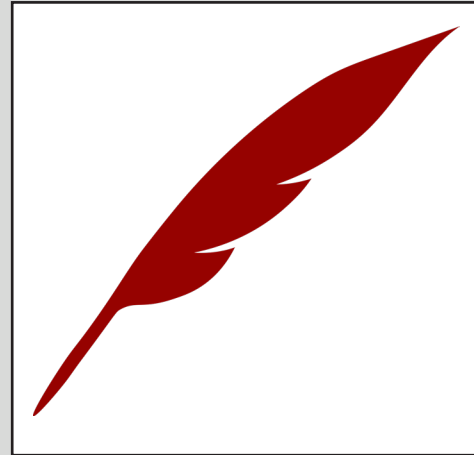
Do's & Don'ts

When using the quill, it's important to maintain consistency to reflect our brand's identity across all platforms. Inconsistent use of our shapes can confuse our audience and weaken brand recognition.

Don'ts

1. **DO NOT** use colors outside of the primary brand color.
2. **DO NOT** overwhelm visuals with excessive elements as they obstruct the interaction with the content.
3. **DO NOT** stretch, skew, warp, or condense the quill from its original shape.
4. **DO NOT** use the quill in a marketing material as the only representation of the brand.

DO use the quill in the primary color.



DO ensure there's enough whitespace around the quill.



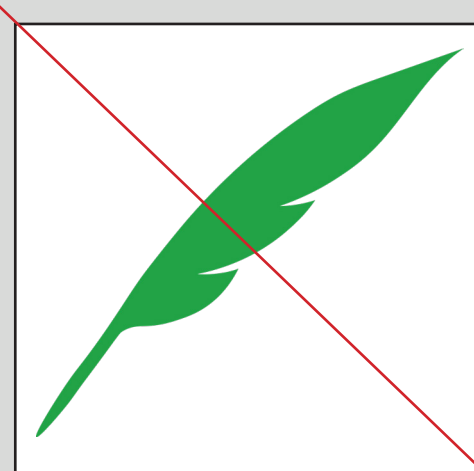
DO use the quill as a corner accent for social media.



DO use the quill as a stylized item in collaterals.



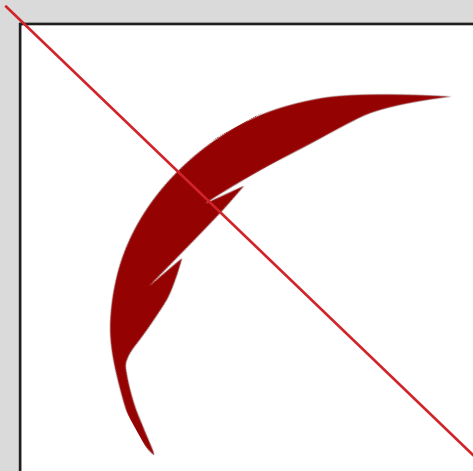
DON'T use the quill in unapproved colors.



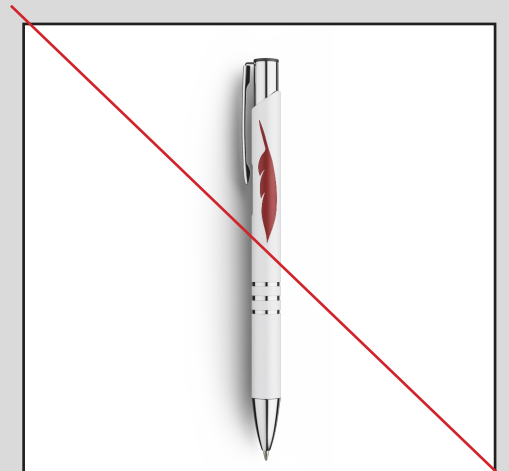
DON'T overwhelm visuals with excessive elements.



DON'T alter the shape of the quill in any way.



DON'T use the quill by itself in a marketing material.



Color Palette

Color

Primary Palette

Our brand colors fully represent the logic and vision behind our entire brand. This page outlines the hierarchy in which these colors are used.

Dark Violet is the preferred color background to represent our brand, using Savvy Red or Dark Pastel Blue as the preferred highlight color.

Follow this document to determine best practice in the use of color in the brand.

No substitutions are allowed.

Disclaimer: Color code converts may vary; use HEX and RGB as default and verify comparisons for print applications.

Dark Violet - Primary

RGB: 66, 20, 95
CMYK: 84, 100, 7, 33
HEX: #42145F
Pantone: 2627 C

Savvy Red - Secondary

RGB: 150, 2, 0
CMYK: 0, 99, 100, 41
HEX: #960200
Pantone: 7427 C

Dark Pastel Blue - Tertiary

RGB: 116, 150, 200
CMYK: 56, 34, 3, 0
HEX: #7496CB
Pantone: 2381 CP

Black

RGB: 0, 0, 0
CMYK: 60, 40, 40, 100
HEX: #000000
Pantone: BLACK 6 C

White

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX: #FFFFFF
Pantone: 000 C

Color

Digital Headlines

The example shows how the color palette can be combined in an accessible way that provides readable contrast.

Production methods may influence the outputs. For example, color contrast that is not suitable for screen may be suitable for a specific type of print and paper.

*Designer's discretion is necessary

Dark Pastel Blue
White

White

Savvy Red
Dark Pastel Blue
White

Dark Violet
White
Black

Dark Violet
Savvy Red
Dark Pastel Blue
Black

Color

Do's & Don'ts

When using our color palette, it's important to maintain consistency to reflect our brand's identity across all platforms. Inconsistent use of colors can confuse our audience and weaken brand recognition.

Don'ts

1. **DO NOT** use colors outside of the brand's color palette.

2. **DO NOT** overuse secondary colors as they dilute the impact of the primary color.

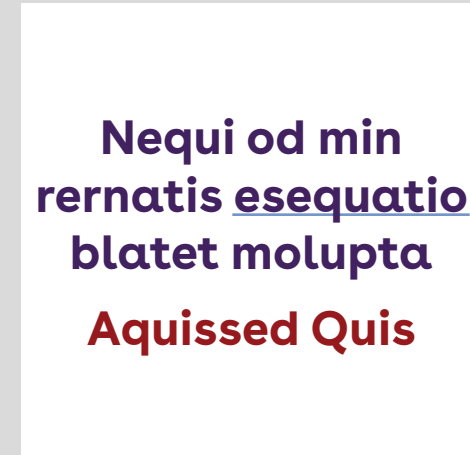
3. **DO NOT** use color combinations that fail to meet accessibility standards.

4. **DO NOT** use transparent text.

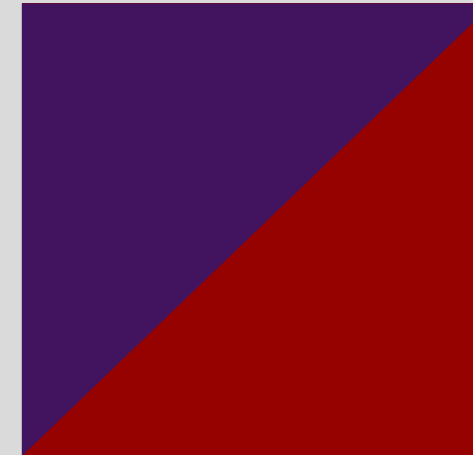
DO use the primary color.



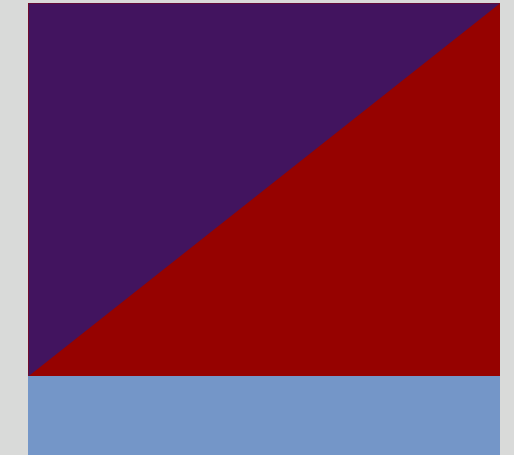
DO use secondary colors for accents.



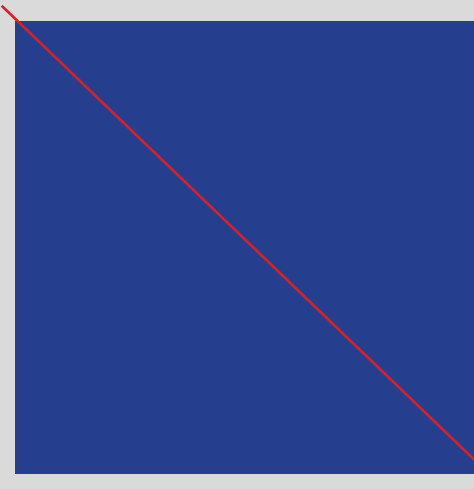
DO ensure there's enough contrast.



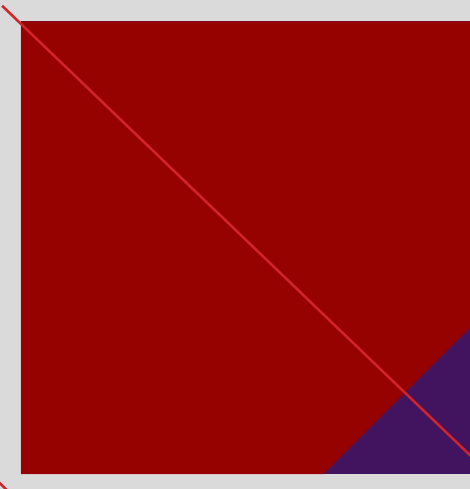
DO maintain consistent application.



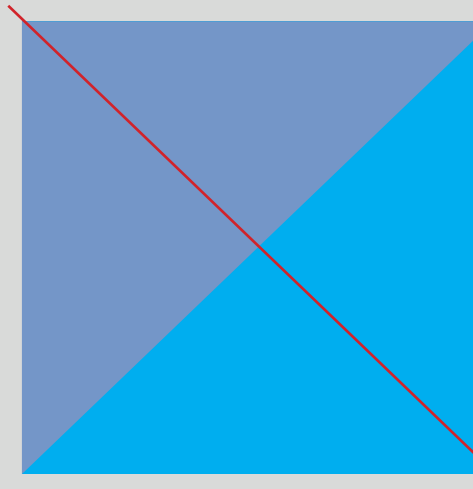
DON'T use unapproved colors.



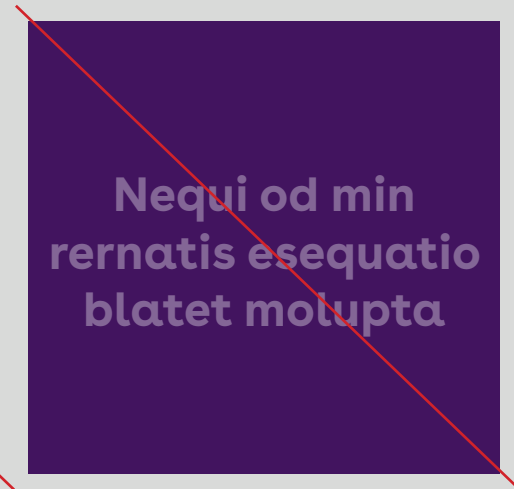
DON'T deviate from specified ratios.



DON'T use clashing colors.



DON'T use transparent text.

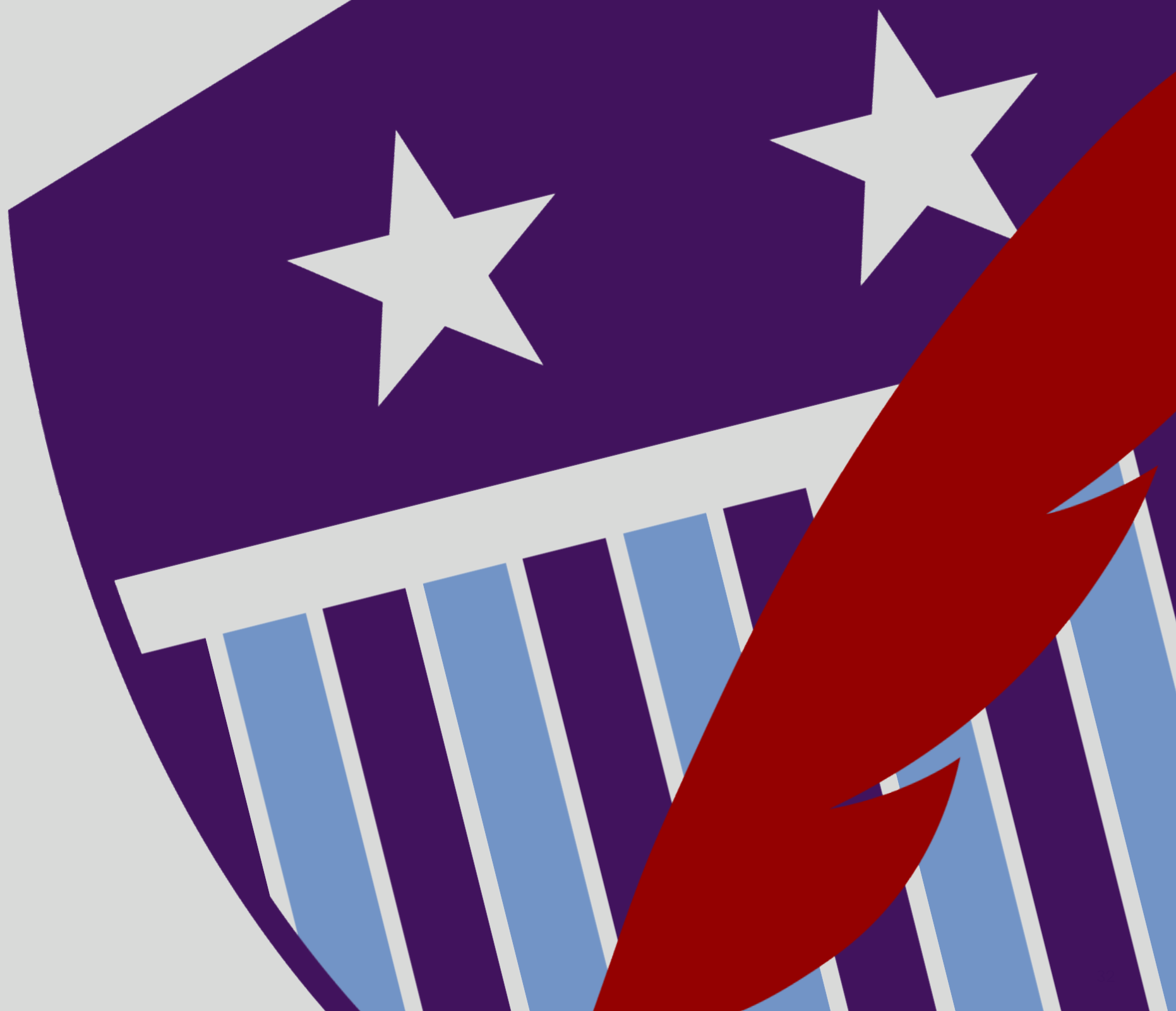


Composition

Composition

Graphic Crops

Our shield is also used as an expressive graphic across our branded elements. This visual treatment allows us to create clear, meaningful and bold design communications, always embracing what our shield embodies. Founding Forward!



Composition

Graphic Crops

Although a large range of crops can be created, a selection of optimum crops have been predetermined. As the brand evolves more can be added. This page demonstrates examples of the graphic crops applied on landscape and square formats.

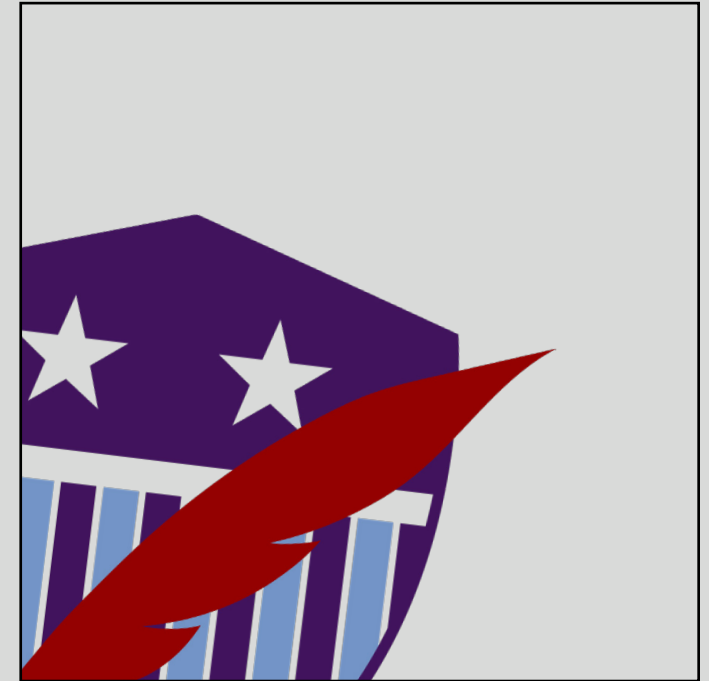
Our shield can be scaled and rotated to best fit the format, when creating new crops our shield must always remain recognizable and, where possible, demonstrate the full range of colors.

Use this document and supplied templates to ensure continuity and best representation of the brand across all touch points.

Landscape



Square



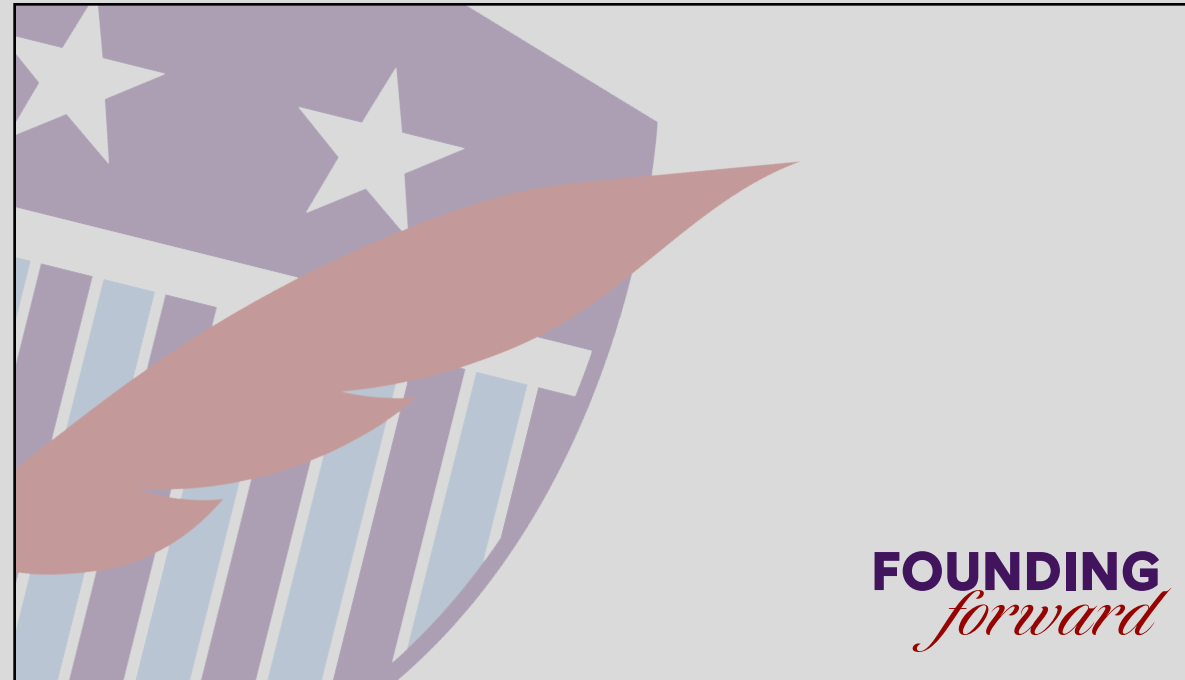
Composition

Wordmark and Shield

When the shield is used as an expressive graphic within the layout the wordmark is applied on its own without the quill. The wordmark must only be used in this way when the shield isn't already present or in exceptional circumstances.

When the shield is used as an expressive graphic the wordmark can interact with the shield more freely, allowing them to interact.

The size of the wordmark follows the grid for the format. This can be adjusted and scaled up depending on the layout. Please use designer's discretion to determine the size.



Typography

Typography

Our Typeface

Our brand typeface for headers and collaterals such as printed items, signage, etc. is Buenos Aires, a modern, familiar, and lively sans-serif font skillfully adapted for Founding Forward.

For all body text applications, our chosen typeface is Open Sans. This font allows us to communicate technical terms and core messages without sacrificing accessibility while ensuring brand consistency throughout our chapters.

Buenos Aires - primary font

Thin	<i>Thin Italic</i>
Light	<i>Light Italic</i>
Book	<i>Book Italic</i>
Regular	<i>Regular Italic</i>
SemiBold	<i>SemiBold Italic</i>
Bold	<i>Bold Italic</i>
Black	<i>Black Italic</i>

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789\$&%@?+- =

*AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789\$&%@?+- =*

Open Sans - body text

Light	<i>Light Italic</i>
Regular	<i>Italic</i>
Semibold	<i>Semibold Italic</i>
Bold	<i>Bold Italic</i>
Extrabold	<i>Extrabold Italic</i>

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789\$&%@?+- =

*AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789\$&%@?+- =*

Typography

Our Chapters Typeface

Our chapters are encouraged still utilize Buenos Aires in all branded items such as printed collaterals, signage, etc.

For text heavy applications such as letters, PowerPoints, etc., Open Sans, is the selected font to ensure brand consistency throughout. A sans-serif font with proportions that allow for high impact in big and small text while revealing a warm and soft character.

For special applications such as certificates, our selected typeface is Georgia. This is a serif font that combines high legibility with character and charm without sacrificing accessibility.

Open Sans - body text

Light	<i>Light Italic</i>
Regular	<i>Italic</i>
Semibold	<i>Semibold Italic</i>
Bold	<i>Bold Italic</i>
Extrabold	<i>Extrabold Italic</i>

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789\$&%@?+- =

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789\$&%@?+- =

Georgia - serif

Regular	<i>Italic</i>
Bold	<i>Bold Italic</i>

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789\$&%@?+- =

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789\$&%@?+- =

Typography

Type Hierarchy

Our typography style is lively while accessible. Our communications must always feel relatable and not alienate people from the message through language.

Ensure a clear hierarchy of information is defined to help the reader navigate pages. To achieve this, we only use a limited number of styles and sizes.

The larger the text the lighter it should be. Titles can be aligned to the left or center. All type must be used in sentence case and ligatures are not used.

Considering accessibility best practices for the body text at 12pt minimum as the 100% size. Please refer to the percentages for an accessible type hierarchy.

Title for HQ
Buenos Aires Light
At least 2x body size

30pt

A Future
Rooted in Liberty

Title for Chapter
Open Sans Light
At least 2x body size

30pt

A Future
Rooted in Liberty

Subtitle
Open Sans Bold
115% Body Size

14pt

We're continuing the legacy of both organizations.

Body
Open Sans Regular
100% Body Size

12pt

Founding Forward recognizes that the founding of our country – the creation of “a more perfect Union” and “the new birth of Freedom” – is ongoing.

The tagline reinforces that Founding Forward continues the legacy of our two organizations⁽¹⁾, and that each organization’s work will continue – with more resources, greater reach, and a bigger impact.

Caption
Open Sans Regular
85% Body Size

10pt

⁽¹⁾Since both organizations had complementary messaging, overlapping audiences and similar programs, the Founding Forward voice can remain consistent with that of its predecessors.

Typography

Do's & Don'ts

When using our selected typefaces, it's important to maintain consistency to reflect our brand's identity across all platforms. Inconsistent use of fonts can confuse our audience and weaken brand recognition.

Don'ts

1. **DO NOT** use typefaces outside of the brand's selected typography.
2. **DO NOT** alter the font hierarchy as it disturbs the sequence of information, making it less readable.
3. **DO NOT** use font and background combinations that fail to meet accessibility standards.
4. **DO NOT** use transparent text.

DO use the primary color (dark violet) for headlines.

Nequi od min
rernatis esequatio
blatet molupta!

Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus.

DO use the secondary color (savvy red) for bolding text.

Nam libero tempore, cum soluta nobis est **eligendi** optio cumque nihil impedit quo minus id quod maxime **placeat** facere possimus, omnis voluptas assumenda est, **omnis dolor repellendus**.

DO ensure there's enough contrast when highlighting.

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, **adipisci velit**, sed quia non numquam eius modi tempora incidunt.

DO use the tertiary color for captions and underlines.

Sed ut perspiciatis⁽¹⁾ unde omnis iste natus error sit voluptatem⁽²⁾ accusantium doloremque laudantium, totam rem aperiam.

⁽¹⁾Eaque ipsa quae ab illo inventore veritatis et quasi architecto.

⁽²⁾Beatae vitae dicta sunt explicabo.

DON'T use unapproved typefaces.

*Nequi od min
rernatis esequatio
blatet molupta*

Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus.

DON'T deviate from specified ratios.

Consectetur adipiscing elit!

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

DON'T use text in low contrasting backgrounds.



>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam,

DON'T use transparent text.

Nequi od min
rernatis esequatio
blatet molupta

Brand in Use

Brand in Use Stationery



Brand in Use
Stationery



Brand in Use
Stationery



Brand in Use
Products



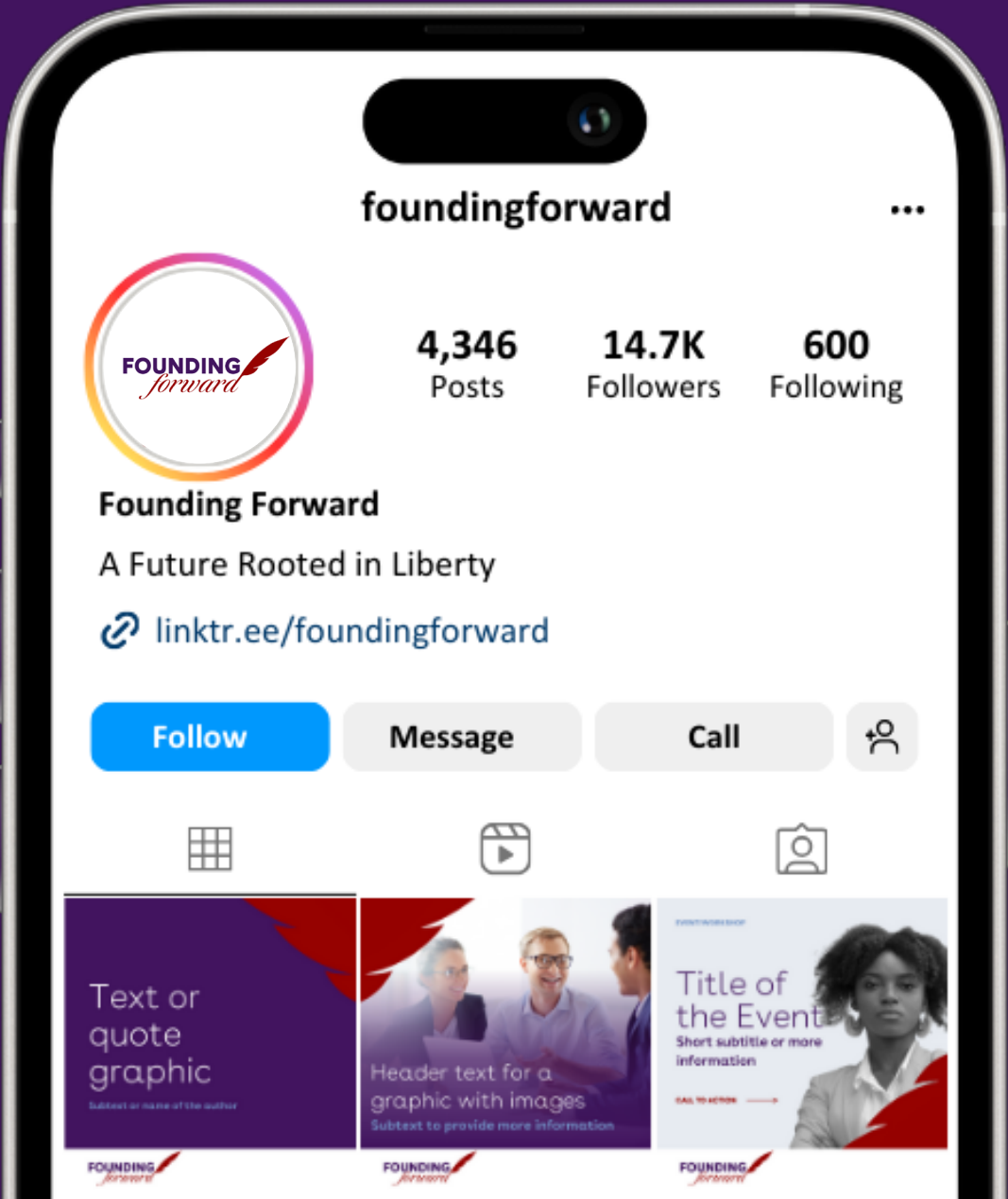
Brand in Use Products



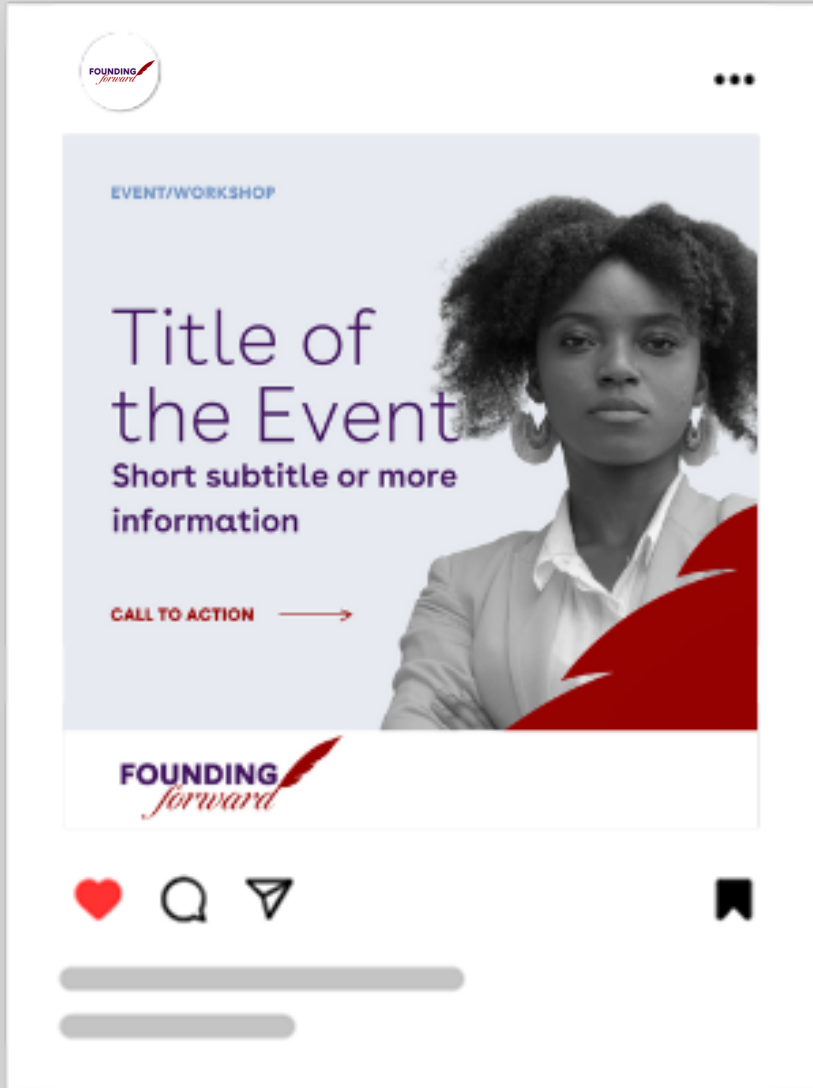
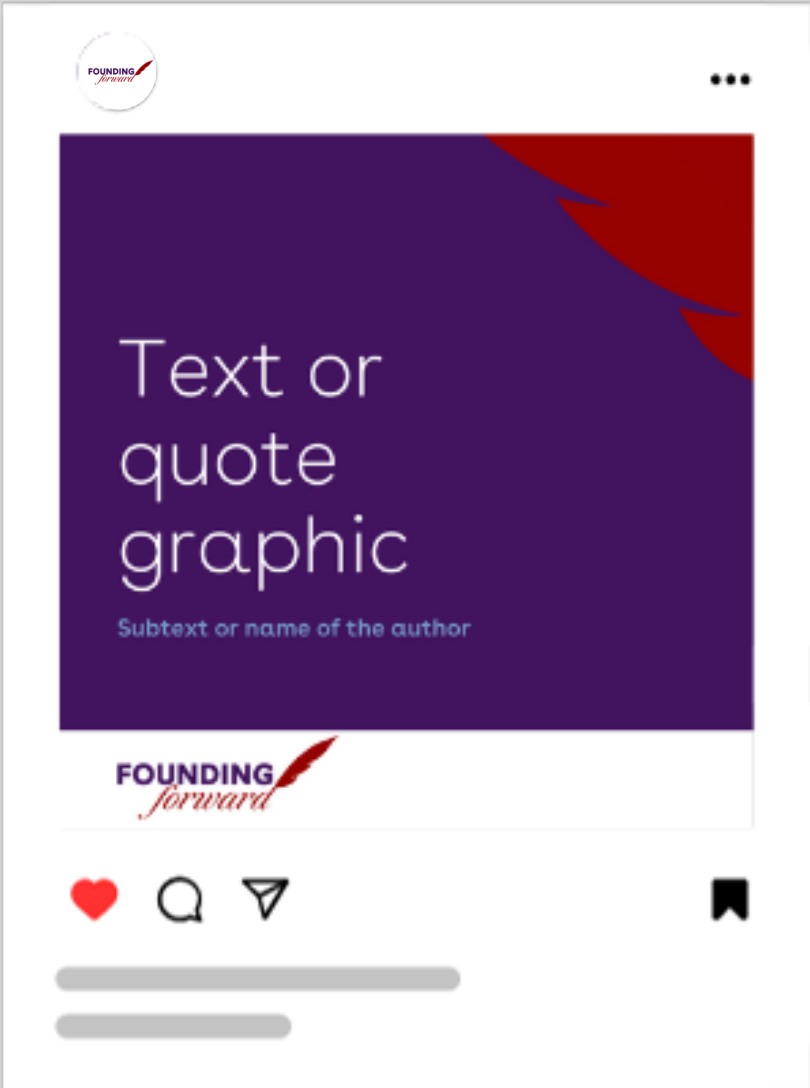
Brand in Use Products



Brand in Use
Digital



Brand in Use
Digital





FOUNDING
forward

Brand Guidelines

July 2024