

FOUNDING *forward*



Brand Guidelines

January 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

Guided by the enduring principles of Life, Liberty, and the pursuit of Happiness

Founding Forward fosters an immersive civic education experience for students, teachers, and citizens through an array of in-person programs, historic resources and collections, scholarships, awards, speaker programs, and other unique learning opportunities. Through our programs, we aspire to educate, inspire, encourage dialogue, and defend self-government.

Our work is guided by a belief in the importance of the founding principles established by the Declaration of Independence and the Constitution. We educate and inspire the leaders of today and tomorrow to carry these principles forward.

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 Guided by the enduring principles of Life, Liberty, and the pursuit of Happiness, we aspires to **educate, inspire, encourage dialogue** and **defend self-government.**

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.

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.

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.

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.

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.

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

Pairing a solid sans serif and a slender italic serif font to recall the founding documents and their continuing impact on our everyday lives as we push forward. The quill symbolizes the ongoing process of learning and writing American history, anchored in the tools that created the original documents.

It is preferred to use the full-color master logo whenever possible. For more guidance during the transition to the new brand identity, refer to page 16 of this document.

FOUNDING
forward

A red quill pen graphic is positioned to the right of the word 'forward', with its tip pointing towards the end of the word.

FOUNDING
forward

A red quill pen graphic is positioned to the right of the word 'forward', with its tip pointing towards the end of the word.

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 is the wordmark with the quill embedded - this should always be the go-to asset to represent our brand.

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

Supporting Tagline
During our 6 month transition, 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.

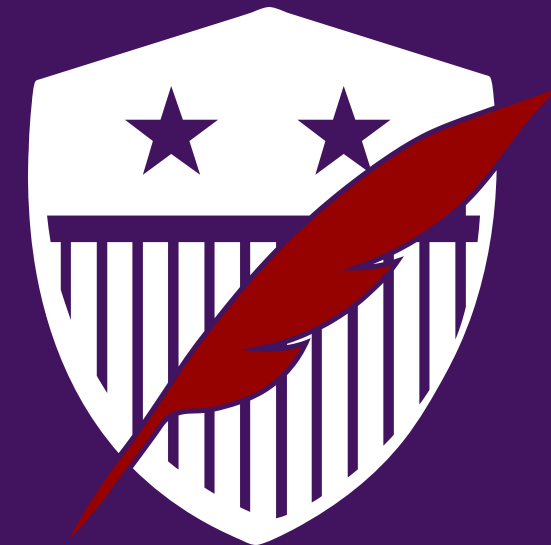
Single Color
Our single color logo must be reserved for when neither our color nor greyscale can be used, such as engraving.

<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 Brandmark

The crest 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 during the transition to the new brand identity, refer to page 18 of this document.



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.

Single Color

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

Logo with Brandmark

To establish brand familiarity throughout the 6 month transition, this combination can be used sporadically in easily updated items.

Tagline Logo with Brandmark

When more clarity on our vision is necessary during the transition period, use the tagline version of our logo with brandmark.

Supporting Tagline with Brandmark

During our transition period, a two tagline version of our logo with brandmark can be used to provide more comprehension.

<p>Master Brandmark</p> 	<p>Greyscale Brandmark (Exceptional use)</p> 	<p>Single Color Brandmark (Exceptional use)</p> 
<p>Logo with Brandmark (Exceptional use)</p> 	<p>Tagline Logo with Brandmark (Exceptional use)</p> 	<p>Supporting Tagline with Brandmark (Exceptional use)</p> 

Our Logo

Usage Rules

Minimum Size

When applying the master logo or the logo with landmark 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"



The diagram shows the text 'FOUNDING' in a bold, purple, sans-serif font above the word 'forward' in a red, cursive script font. A red quill pen is positioned to the right of the text, with its tip pointing towards the 'f' in 'forward'. A vertical bracket on the left side of the logo indicates the height of the 'FOUNDING' text, which corresponds to the 'Regular Size' and 'Minimum Size' specifications listed to the left.


Master Logo Clearance



The diagram shows the master logo centered within a light gray rectangular frame. A dashed horizontal line with an 'x' at its end indicates the x-height of the 'FOUNDING' text, which defines the minimum clearance area below the logo.

Logo with Brandmark Minimum Size

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



The diagram shows a shield-shaped brandmark on the left, featuring a purple top section with two white stars, a red quill pen, and a blue and white striped bottom section. To the right of the brandmark is the text 'FOUNDING' in a bold, purple, sans-serif font above 'forward' in a red, cursive script font. A vertical bracket on the left side of the logo indicates the height of the 'FOUNDING' text, which corresponds to the 'Regular Size' and 'Minimum Size' specifications listed to the left.

Logo with Brandmark Clearance



The diagram shows the logo with the brandmark centered within a light gray rectangular frame. A dashed horizontal line with an 'x' at its end indicates the x-height of the 'FOUNDING' text, which defines the minimum clearance area below the logo.

Our Logo with Tagline

Usage Rules

Minimum Size

When applying the master logo or the logo with landmark 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.

Master Logo Minimum Size

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



The diagram shows the master logo with a bracket indicating the minimum size. The logo consists of the word "FOUNDING" in a bold, purple, sans-serif font, the word "forward" in a red, cursive script font, and the tagline "A Future Rooted in Liberty" in a smaller, purple, sans-serif font below it. A red quill pen is positioned to the right of the text.


Master Logo Clearance



The diagram shows the master logo centered within a light gray rectangular frame. A dashed horizontal line with an 'x' at its left end indicates the clearance area above the top of the "FOUNDING" text.


Logo with Landmark Minimum Size

Regular Size: 150px / 1.5"
Minimum Size: 72px / 0.9"



The diagram shows the logo with a shield-shaped landmark to the left of the text. The shield is purple with two white stars at the top and a red quill pen in the center. A bracket indicates the minimum size for the entire logo.

Logo with Landmark Clearance





The diagram shows the logo with the shield-shaped landmark centered within a light gray rectangular frame. A dashed horizontal line with an 'x' at its left end indicates the clearance area above the top of the "FOUNDING" text.

Our Logos

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, size relationships and registration mark 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 symbol and brandmark combination.</p> 	<p>DO NOT recolor the shield.</p> 

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.

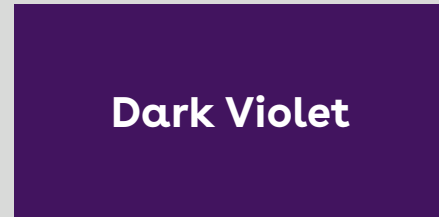
Dark Violet is the preferred color background to represent our brand, using Savvy Red or Dark Pastel Blue as the preferred highlight color.

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

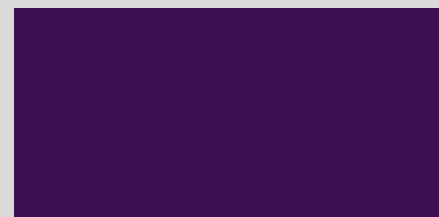
R = 66
G = 20
B = 95



C = 84
M = 100
Y = 7
K = 33



HEX #42145F



Pantone
2627 C



Savvy Red

R = 150
G = 2
B = 0



C = 0
M = 99
Y = 100
K = 41



HEX #960200

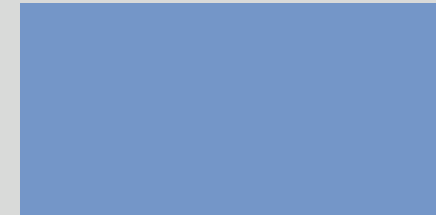


Pantone
7427 C

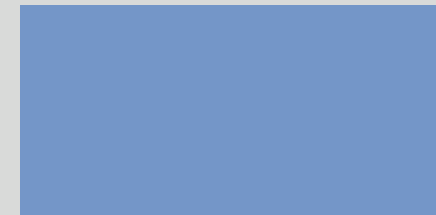


Dark Pastel Blue

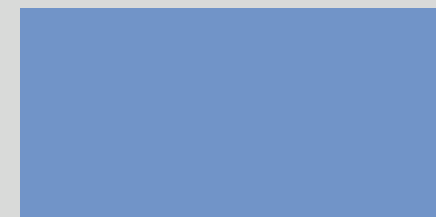
R = 116
G = 150
B = 200



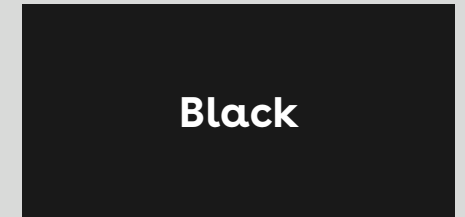
C = 56
M = 34
Y = 3
K = 0



HEX #7496C8

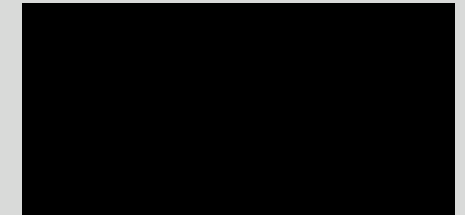


Pantone
2381 CP

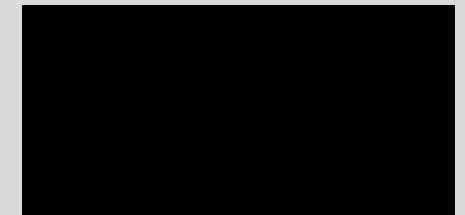


Black

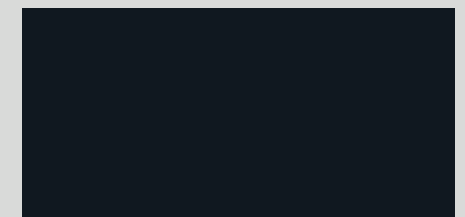
R = 0
G = 0
B = 0



C = 60
M = 40
Y = 40
K = 100



HEX #000000



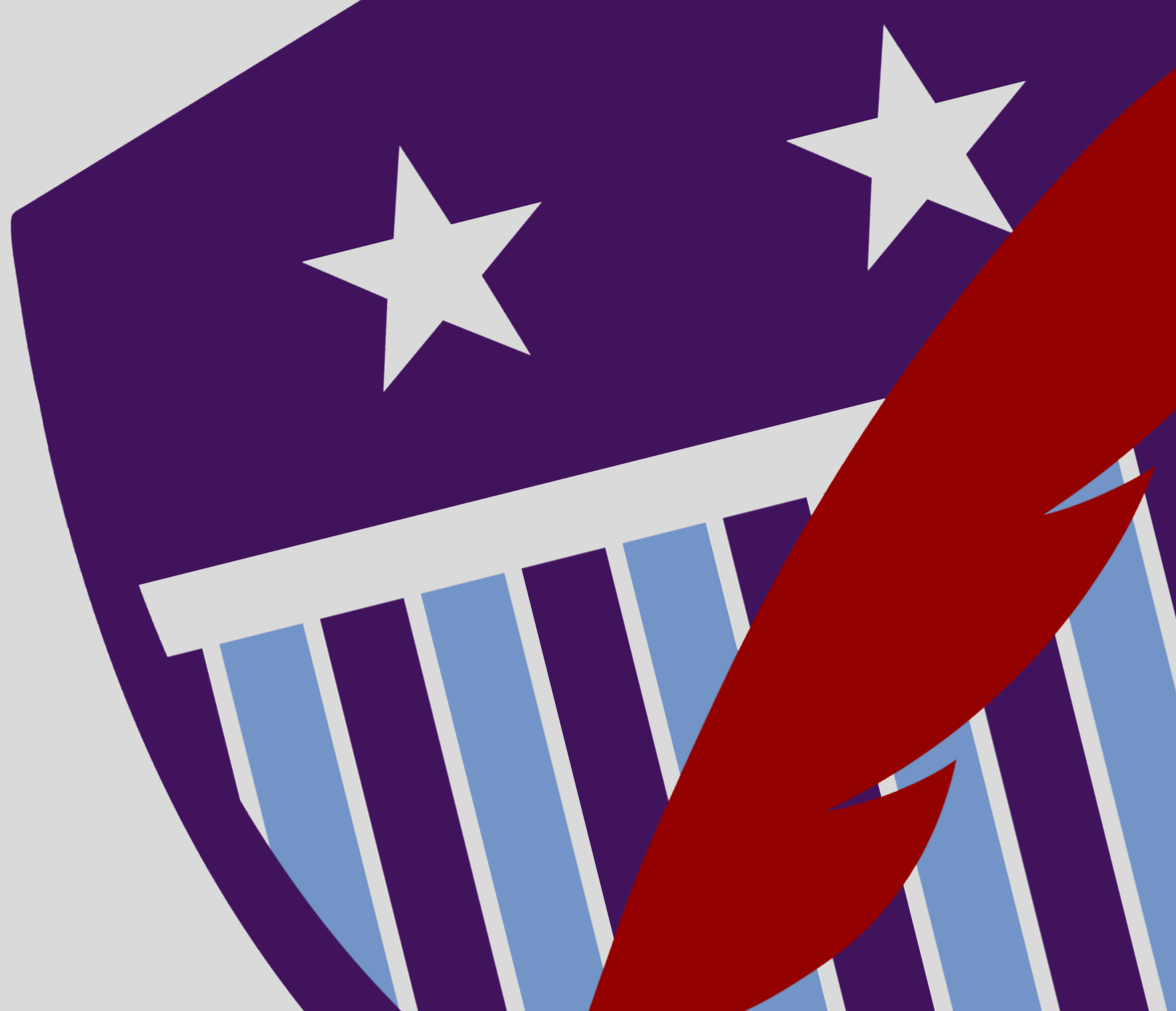
Pantone
BLACK 6 C

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.

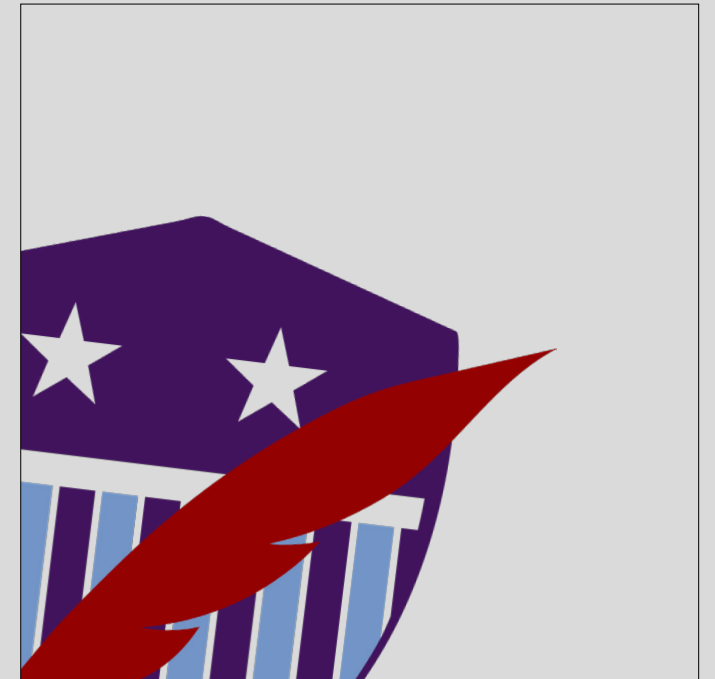
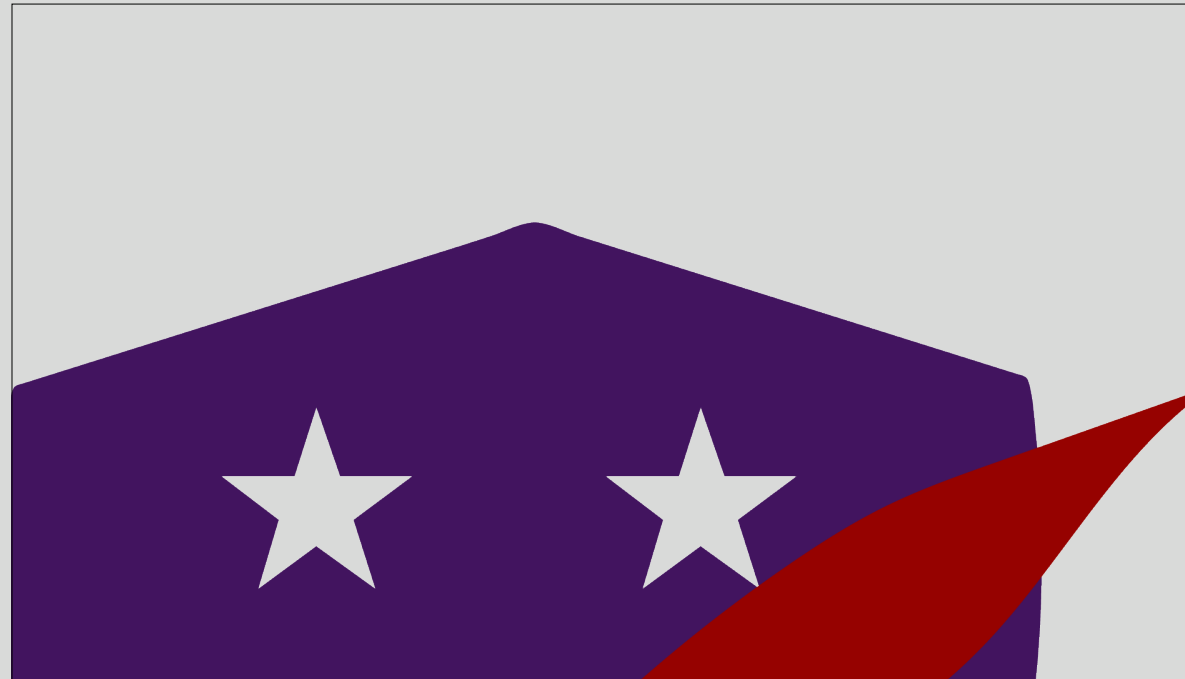
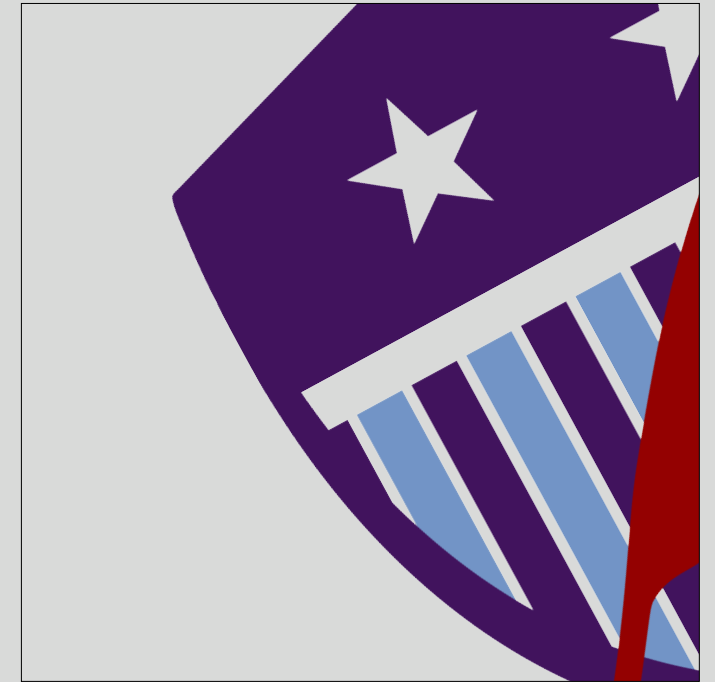
Our shield can be scaled and rotated to best fit the format, when creating new crops our shield must always remain recognizable and, where possible, demonstrate the full range of colors.

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

Landscape



Square



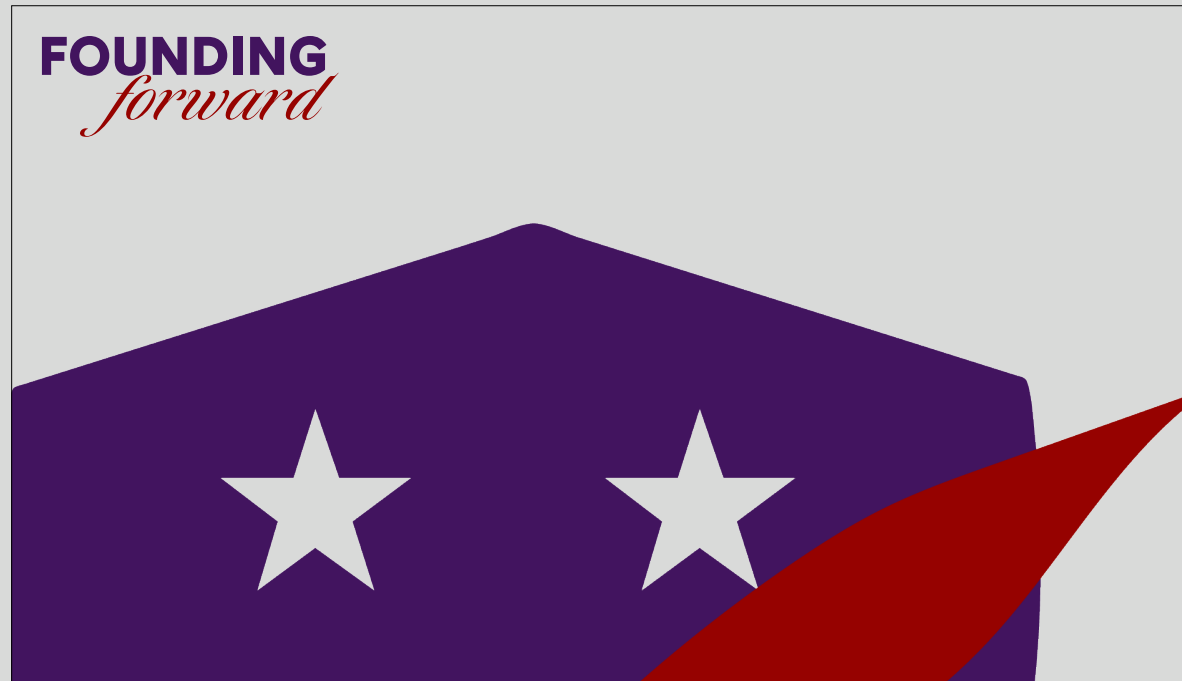
Composition

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’s chosen typeface is Buenos Aires, a sans-serif font designed by Luzi Type Studio and skillfully adapted for Founding Forward. The bold, solid weight of the font complements the momentum of Tangier, resulting in a timeless logo that evokes the spirit of the founding documents.

This typeface is modern, familiar, and playful, making it an ideal choice for our communications. It allows us to communicate technical terms and core messages without sacrificing accessibility.

AaBbCcDd

Buenos Aires

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\$&%@?+- =

Typography

Type Hierarchy

Our typography style is playful 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.

Title
Buenos Aires Book
At least 4x body size

A Future Rooted in Liberty

Body
Buenos Aires Bold
100% Body Size

We're continuing the legacy of both organizations.

Body
Buenos Aires Regular
60% Body Size

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.

Caption
Buenos Aires Regular
60% Body Size

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

Typography

Fallback Typeface

When Buenos Aires cannot be used our fallback typeface is Open Sans, this typeface is a Google font and should be available for anyone to use.

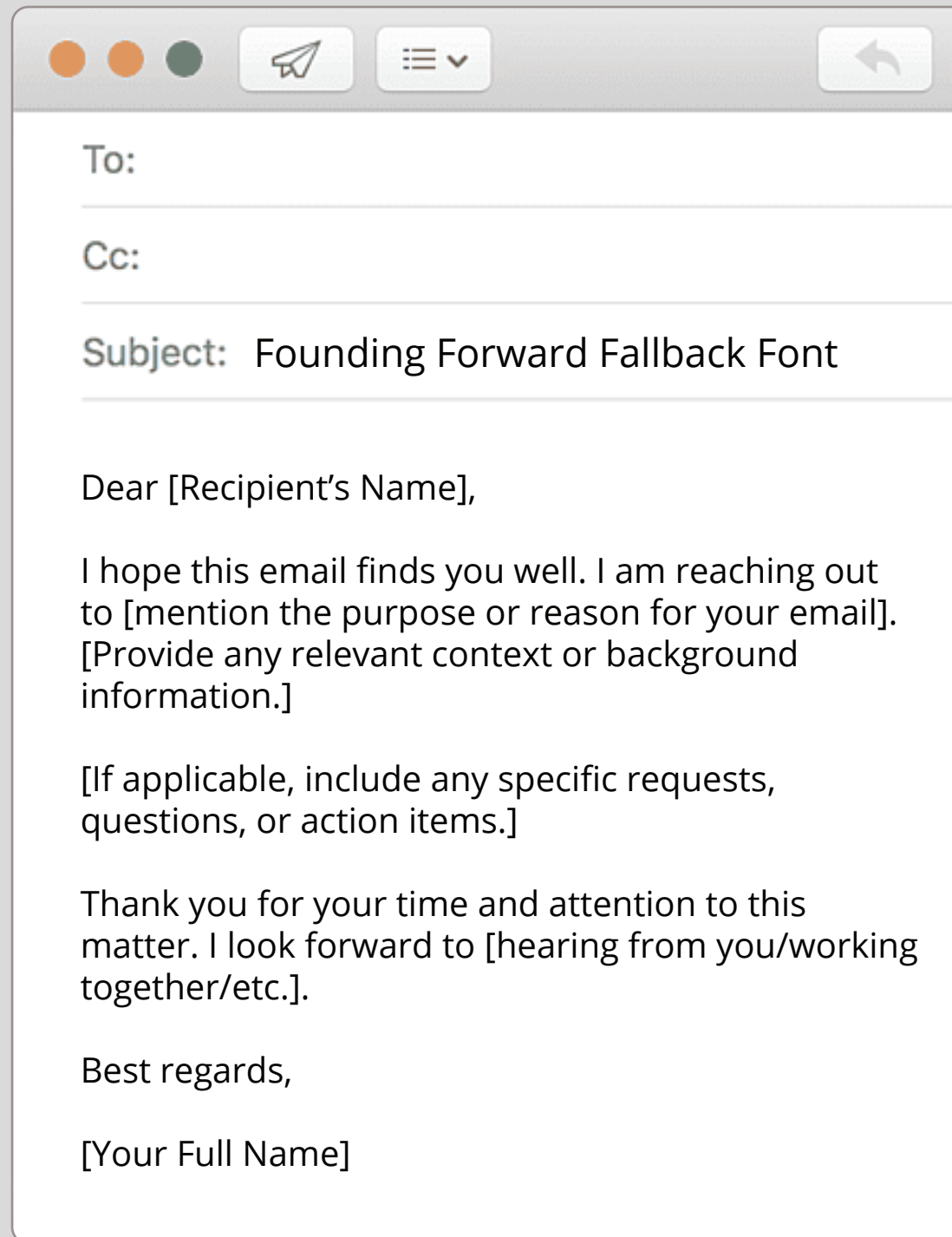
Use of this typeface must be reserved for extreme circumstances. Buenos Aires must be installed and used where possible. Open Sans must not be used for customer facing communications.

Buenos Aires

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz

Open Sans - Fallback

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz



Brand in Use

Brand in Use Stationery



Brand in Use
Stationery



Brand in Use
Stationery



Brand in Use
Products



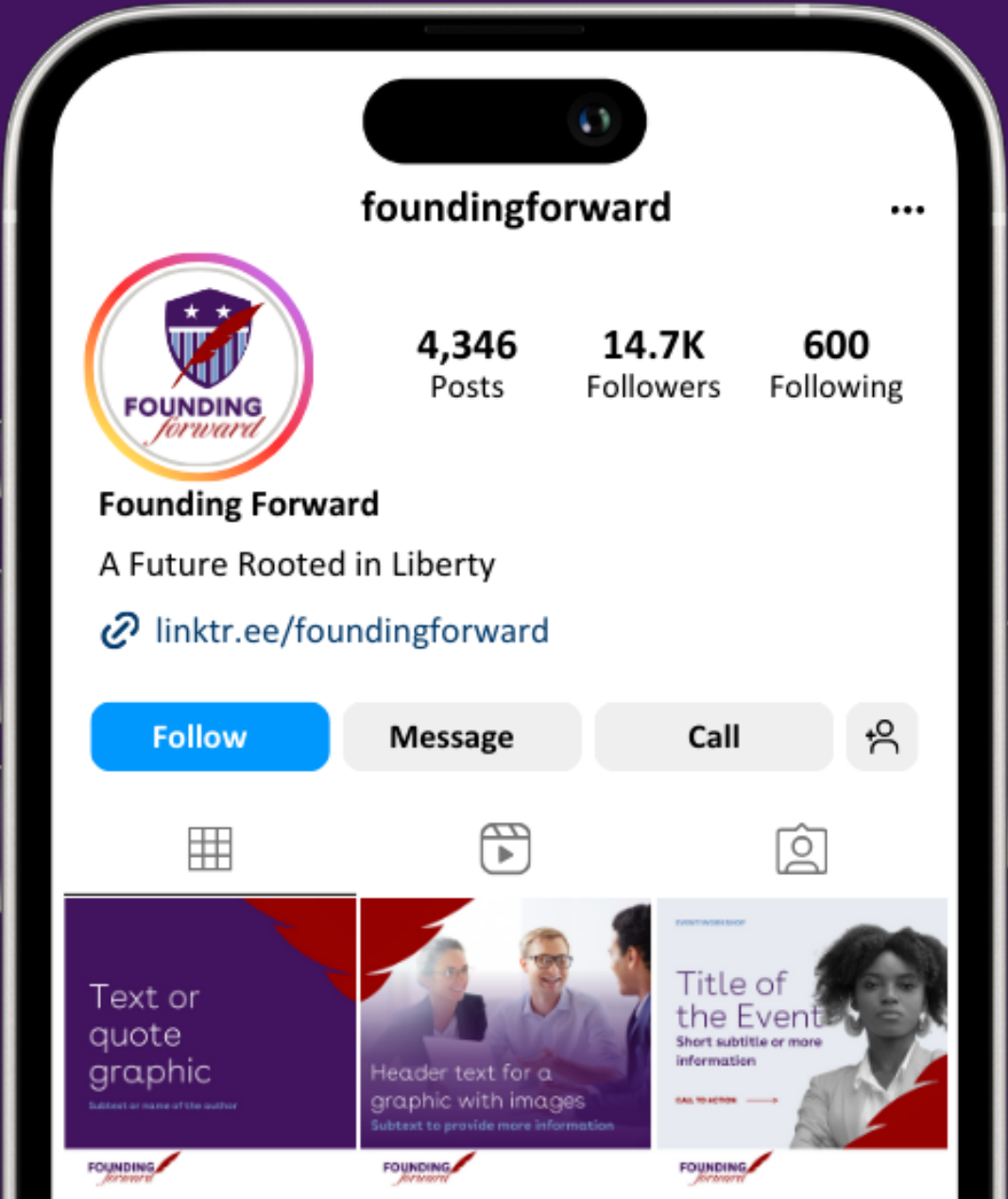
Brand in Use Products



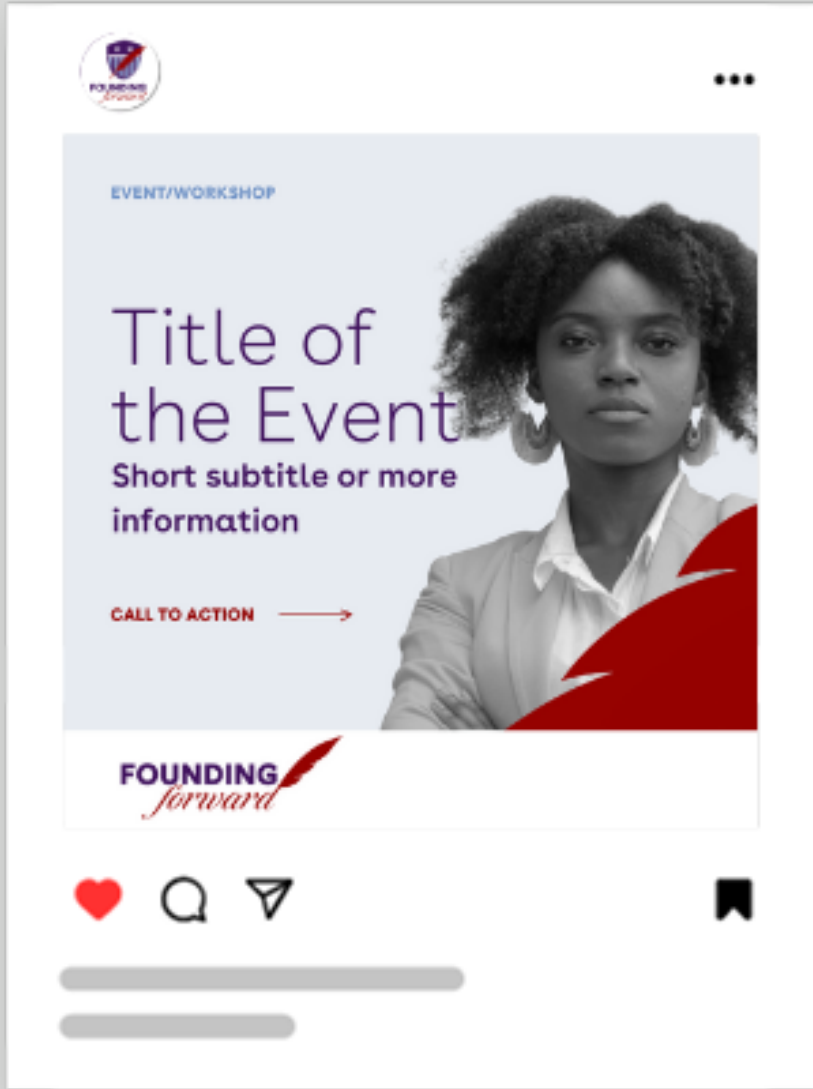
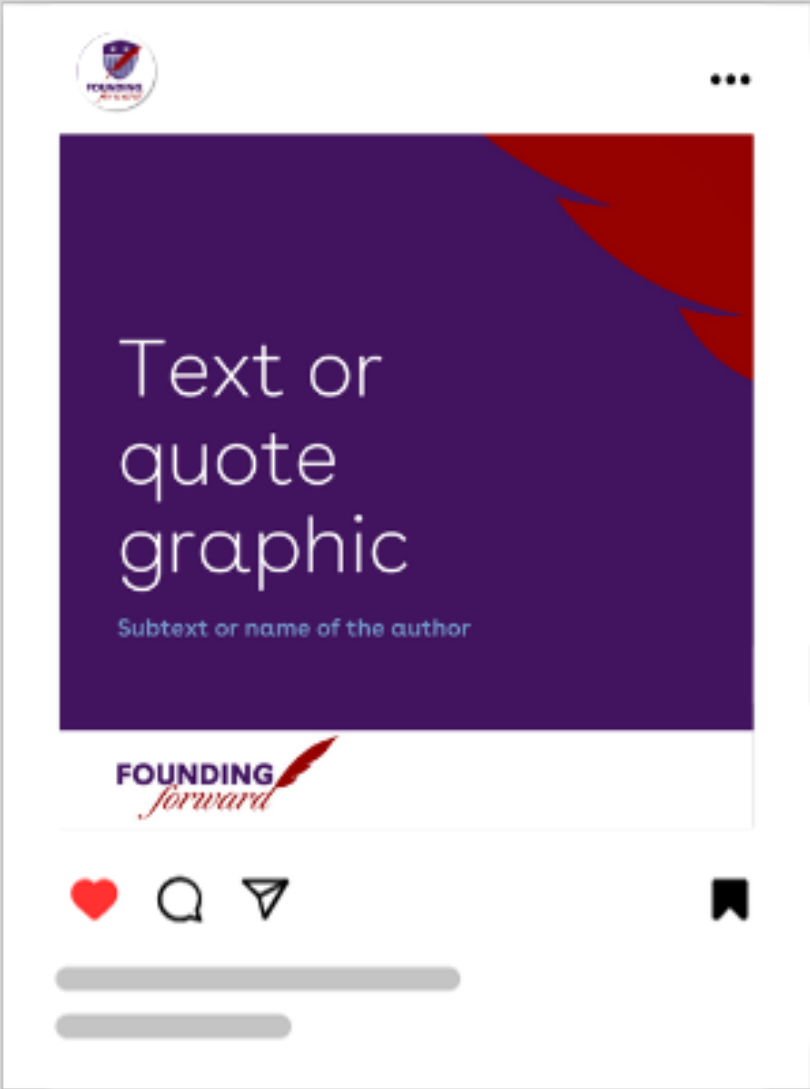
Brand in Use Products



Brand in Use
Digital



Brand in Use
Digital



FOUNDING *forward*



Brand Guidelines

January 2024

