

FIGHT FOR PEACE ALLIANCE

Logo & brand style guide



INTRODUCTION

The Fight for Peace Alliance is a global community dedicated to using sport as a tool to prevent youth crime and violence. As part of the Alliance we encourage our members to use the Fight for Peace Alliance brand. This style guide describes the elements that make up the Fight for Peace Alliance brand and how to use them.

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MASTER LOGO



Fight for Peace and Luta Pela Paz Alliance



Aliança Luta pela Paz

LOGO CLEAR SPACE

The Fight for Peace Alliance logo is a distinctive mark which has been carefully considered to give sizeable impact.

It is vital that our logo stands out with sufficient breathing space, and is used consistently every time. If there are lots of other elements crowding around it, it loses its impact.

An exclusion zone (see right) has been established to protect our logo from being overcrowded by additional visual elements. This zone ensures the logo has optimum standout and visibility. The size of this zone is equal to the height of the FFP uppercase letters. This zone should scale up and down by the same percentage as the logo you are using.

Pink indicates **Clear Space**. The pink area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the FFP uppercase letters, known as the 'cap-height'. The width is equal to the height.)

Green area indicates **Safe Zone**. Other graphical and visual elements can be safely positioned up to the adjoining Pink area.



Pink indicates **Clear Space**. The pink area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the FFP uppercase letters, known as the 'cap-height'. The width is equal to the height.)

Green area indicates **Safe Zone**. Other graphical and visual elements can be safely positioned up to the adjoining Pink area.



SIZING OUR LOGO

A minimum size (see right) has been determined for print and online usage. It's worth remembering that this is just a minimum – it's better to give the logo more space than this wherever possible. Non-standard applications, such as signage and event collateral, should be designed individually. When choosing a logo size, always consider the environment in which the logo will appear.

Minimum Print Size **10mm** Height

Minimum On Screen Size **75px** Height



Minimum Print Size **10mm** Height

Minimum On Screen Size **75px** Height



LOGO VARIETIES

The Fight for Peace Alliance logo can be reproduced in the following colours from our colour palette: Dark Blue, Light Blue and Dark Grey.

Master Full Colour



Secondary Full Colour



Grayscale



Negative



LOGO MISUSE

The Fight for Peace Alliance logo should not be altered or adapted for any reason.



Do not change the colours of the logo including the text colours.



Do not replace the background colour with an image or pattern.



Do not place the logo at an angle.



Do not add a border to the logo.



Do not distort or warp the logo.



Do not change the 'font' for the text 'Fight for Peace Alliance'.



Do not add a drop shadow behind logo.



Do not rotate the text within the box.



Do not change the logo placement in any way.



Do not remove any wording from the logo.



Do not use the text without its box.



Do not add any words to the logo.

OUR TYPE

Use the following typefaces to ensure a consistent clarity of our messaging at all times.

Franchise is available as a print and web font and can be purchased from Derek Weathersbees type.

<https://www.weathersbeetype.com/fonts/franchise/>

The Asap font is available for free and can be downloaded from

<https://www.google.com/fonts/specimen/Asap>

Our Headline Typeface

FRANCHISE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Our Body Copy Typeface

Asap regular **Asap bold**

abcdefghijklmnopqrstuvwxyz

Please note: The above typefaces are for design use / external use only.
For staff / internal requirements, use Arial Narrow and Helvetica.

USING OUR LOGO

Fight for Peace encourages the Alliance brand to be used on Alliance members' websites, printed materials and displayed physically in their organisational spaces following permission granted by Fight for Peace.

To help ensure that our logo stands out every time it is used, here are some examples of the different backgrounds on which the logo can appear.

Figure 1 shows how our Fight for Peace Alliance logo could be used on Alliance Members' websites.

Figure 2. is an example of how we can use the logo on printed collateral.

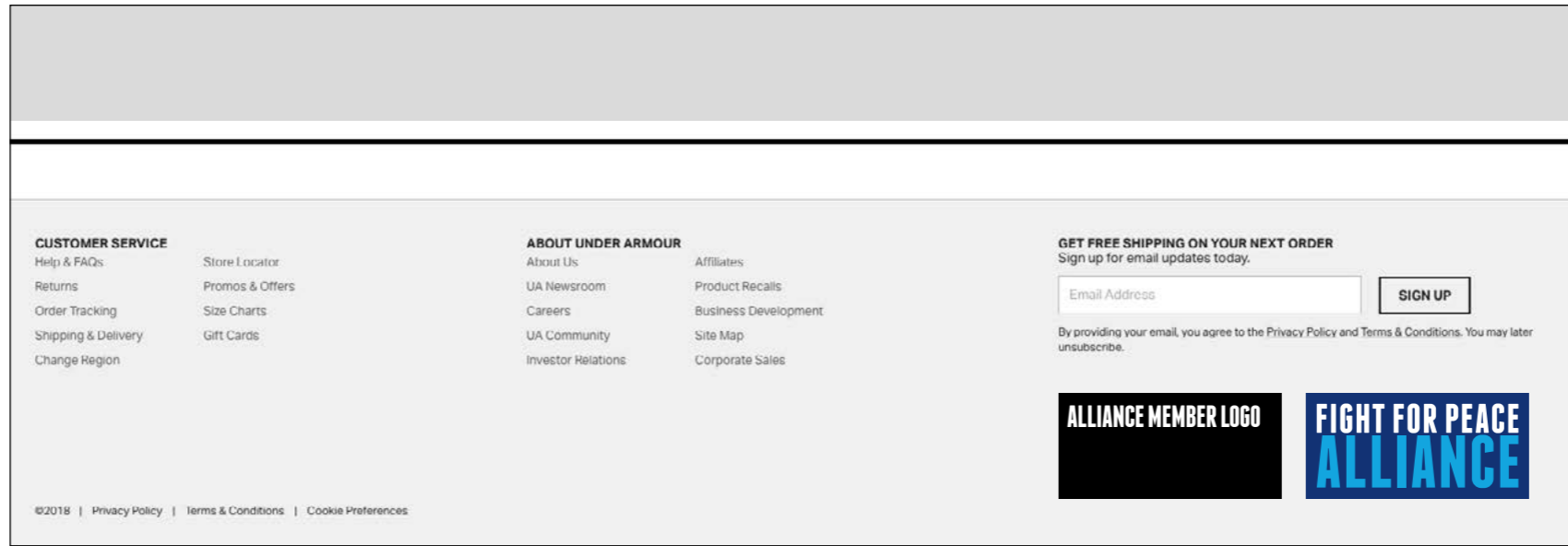


FIGURE 1



FIGURE 2

USING OUR LOGO

Figure 3. gives an example of how the logo could be used in a physical space.

Figure 4. gives an example of how the logo could be used on clothing. Please note designs of items of clothing (e.g. t-shirts) using the Fight for Peace Alliance brand should not be printed on clothing without prior permission from Fight for Peace. Fight for Peace is happy to sign off designs of clothing incorporating the Alliance logo.

Figure 5. gives an example of how the logo could be used on photography. Ensure the logo/logos do not obscure or intrude on the subject image.

Figure 6. gives an example of how the logo could look on a wall in a physical space.

Best practice should be followed at all times when using the Fight for Peace Alliance brand alongside other Alliance member brands - do not overlap, leave sufficient spacing around the logo etc.

The Fight for Peace Alliance brand can be used on partners' imagery (photos) and films only following prior permission from Fight for Peace.



FIGURE 3



FIGURE 5



FIGURE 4



FIGURE 6

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