DESIGN FOR FRIDAYS FOR FUTURE

International Graphic and Style Guidelines, created and written by Fridays For Future International Design Team.

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Introduction

This are the Fridays For Future Graphic and Style Guidelines, created and written by the Fridays For Future International Design Team. The objective of this document is not to substitute the actual design style, but to provide a unified brand for better global recognition. For developing this guidelines, we have made an international research, and we have studied how local and national Fridays For Future groups have been creating designs for themselves. We have learned a lot of things from them, and we started developing this guidelines based on that data. This document unifies the work from all the designers that at some point created a graphic for Fridays For Future, and complements it.

The logo

Our logo is an element that has been with us since the beginning. The logo does a good work representing what is Fridays For Future and what's our mission. The circle represents the community that's behind it, and the fact that we are an open and grassroots movements, willing to change the world. This leads us to the next element, the planet Earth represents that we are an international movement, that is fighting for saving the Earth from the climate crisis.

The Dark Spring Logo

The logo is a perfect circle with the color Dark Spring (HEX #1A733F). The text and the planet Earth have to be in color white, with the exception of the Earth, which can be set in Cornflower.
This logo has to be used in social media profiles, graphics and every other platform that support colors. However, there are some places that this logo does not fit correctly, mainly. That is why we have another version of the logo

The Light Logo

This logo has been designed for places where other logos appear in a monochromatic version. Only use this logo when other logos appear in the monochromatic version. The color of this logo can be changed, for matching the graphic style (see Alternatives)
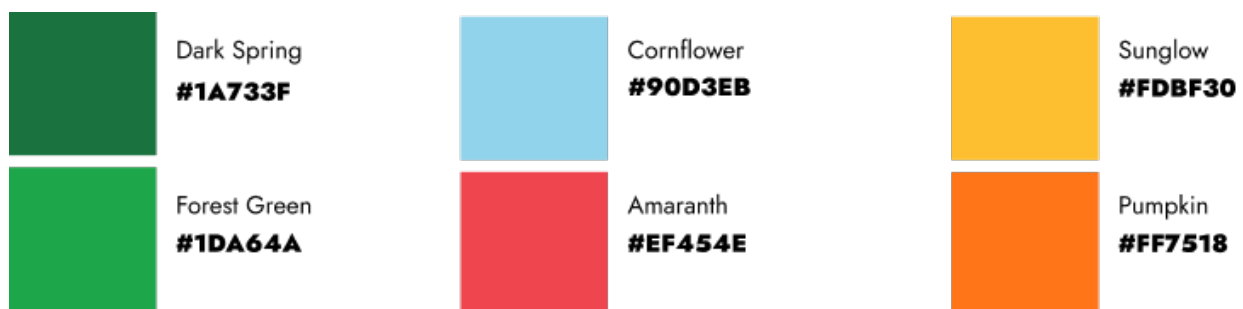
Theme logos

The Fridays For Future logo for local groups can be slightly altered for specific reasons. For example, at the end of 2019, Australia suffered from devastating bushfires, and many local and national groups changed their logos for a red or orange version, in an effort to raise awareness about the disaster that was happening.

The background

The background of the logo (for local/national groups) can only be changed by other colors. Photos, textures and gradients are not allowed, because can lead to readability and accessibility problems in medium and small spaces such a profile pictures. We have to remember that we design for everyone.
The colors that are allowed are our official color palette. (See Colors)

Dark Spring **#1A733F**	Cornflower **#90D3EB**	Sunglow **#FDBF30**
Forest Green **#1DA64A**	Amaranth **#EF454E**	Pumpkin **#FF7518**

This colors have been carefully selected by our design team after looking at thousands of designs and color schemes that the community made. Here are the logos when you apply the colors above:

The illustration inside

As the colors, the illustration of the Earth inside the logo is a fundamental element, if it is changed for another illustration, can lead to many identification and association problems. That is why we recommend not to change it (Unless the logo is for a Workgroup). The Earth illustration has to be used in pure white (#FFFFFF) in every situation, except in the Dark Spring color, that can be set in Cornflower.

Your local logo

Fridays For Future is created by thousands of local and national groups that strike and raise awareness about the climate crisis. This local groups need to have a logo that represent them. The local and national logos are based in the same design as the international one, but they have the name of the town, city or country written at the bottom of the circle, and the word *future* is moved above. For creating your local logo, we recommend using ToolPic, a simple way to create stunning Fridays For Future graphics. Remember:

· Write only the first letter in capital. ex: Paris (not *PARIS* or *paris*)

· Do not change the colors, typeface, or illustration.

· Do not rotate the logo

· Select the part of the world you want to reflect in your logo using the slider
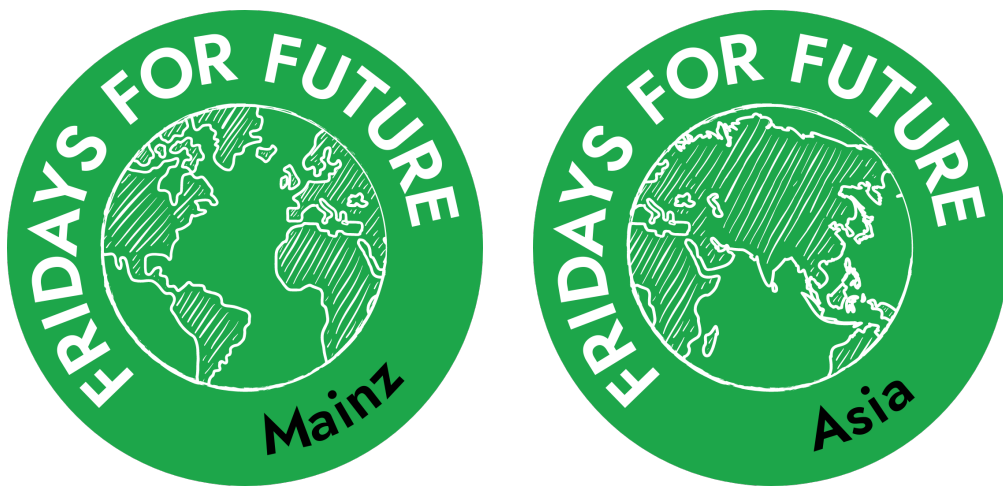
Workgroups/taskforces logo

The workgroups and taskforces are groups inside Fridays For Future that coordinate projects inside the movement, for example, the Fridays For Future International Design Team (1), the International Youth Climate Podcast (2), Fridays For Future Digital (3), Fridays For Future Media (4) or Fridays For Future European Citizens' Initiative (5). Workgroups are not local groups, so we recommend changing some things of the logo, this way people can differentiate it from a local logo. When creating a logo for a workgroup, we can't forget that we are part from Fridays For Future, and the workgroup's logo has to have a relation with FFF. Here are a few examples of logos for workgroups:
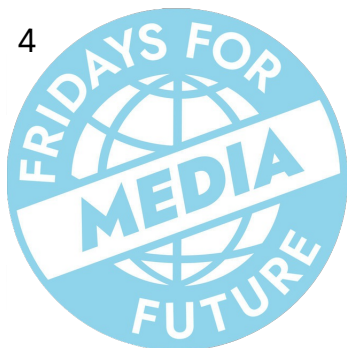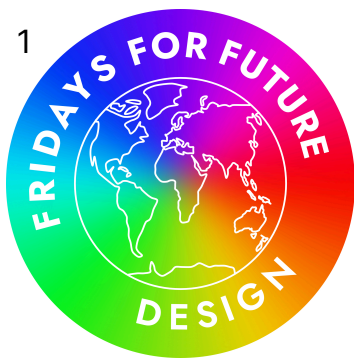
Always keep the original idea of the FFF Logo, a circle with the name Fridays For Future and an illustration inside, so people can recognise it is related to Fridays For Future. If your workgroup's objective is not reaching people outside of the movement and you just want a logo for your chat icon, you can create your logo using the FFF ToolPic, but instead of writing the name below the circle, you have to write it in the box logo.

Naming

Remember to keep names short but clear, try to eliminate the word *International* from the logo if possible, and other words such as *Workgroup, Taskforce, Office, Group, Team*... In our logo (1) you can see we are Fridays For Future Design instead of Fridays For Future International Design Team.

Don't do

Our visual identity is the work form designers all over the world. Every piece we have designed combines with our beautifully crafted logo and it has a reason to be that way. If you change something that shouldn't be changed, many people will not be able to recognise the logo or even think we are a separate organisation. Please, do not do the following things:

Do not change the logo direction

Do not use other colors or use shadows

Do not put a photo in the background

Where to use the logo

You are allowed to use this logo for every poster, graphic, video, etc., related to Fridays For Future. Please, always follow the Design Guidelines. The Fridays For Future logo may not be used for commercial purposes or by political parties.

Alternatives

Our main objective for the logo was that we need to embrace a lot of styles. We know that the majority of designs for Fridays For Future are created following this document, but we also know that we cannot stop creativity. That is why the Light Logo exists. The color of this one can be changed, if it is necessary, to fit in some places. For example, in this poster below, only two colors are used, and if the Dark Spring logo was used, it wouldn't look good. The designer decided to use the light version without circle and changed the black for another color. Doing this creates a sense of connection between the poster and the logo
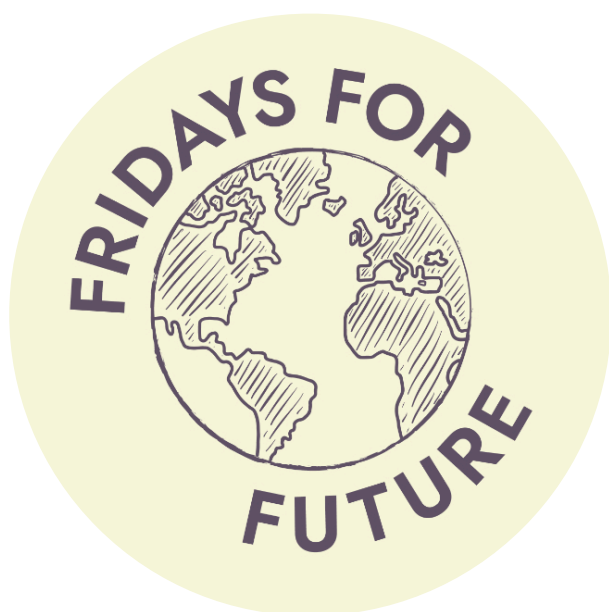
SIGN TH
ECI FOR
CLIMATI
CHECK ECI.FRIDAYSFORFUTURE.
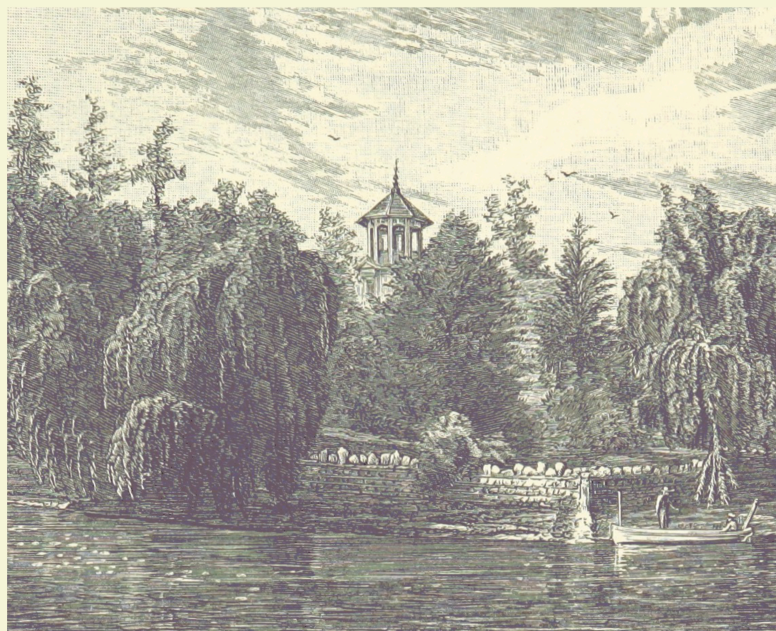
We call on the European Commiss
strengthen action on the climate eme
in line with the 1.5° warming
This means more ambitious climate go
financial support for climate
Join the fight against the climate c
signing now the European Citizens'

Colors

Colors are a way to represent the big diversity of this planet. Our team, carefully selected six different colors that perfectly combine with each other and create a gorgeous color palette, together colors with our other design resources, create a fun but strong visual identity. This colors shouldn't be modified or combined with gradients neither textures. As we said before, this can lead to readability and visual problems, and everybody has to be able to interact with our designs.

Dark Spring **#1A733F**	Cornflower **#90D3EB**	Sunglow **#FDBF30**
Forest Green **#1DA64A**	Amaranth **#EF454E**	Pumpkin **#FF7518**
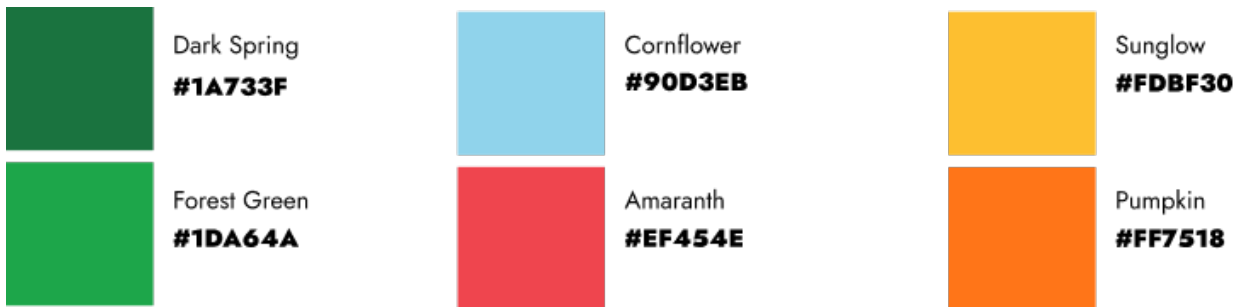
Dark Spring

Dark Spring is the main soul of Fridays For Future. Our standard logo relies on this color, that has been with us since the creation of this movement.

HEX #1A733F
RGB (26, 115, 63)
H 144.94   S 0.63   L 0.28
C 35%   M 0%   Y 20%   K 55%

Forest Green

Forest Green is a color that some groups used instead of Dark Springs. This color is lighter than the Dark Spring, and inspires hope.

HEX #1DA64A
R 29   G 166   B 74
H 139.71   S 0.7   L 0.38
C 54%   M 0%   Y 36%   K 35%

Sunglow

Sunglow is a fun, vivid and strong color. It reflects happiness, positivity, clarity, energy, optimism, enlightenment, remembrance, intellect, honor, loyalty, and joy.

HEX #FDBF30
RGB (253, 191, 48)
H 41.85   S 0.98   L 0.59
C 0%   M 24%   Y 80%   K 1%

Cornflower

Cornflower is a color that reflects trust, loyalty, wisdom, confidence, intelligence, faith and truth.

HEX #90D3EB
RGB (144, 211, 235)
H 195.82   S 0.69   L 0.74
C 36%   M 9%   Y 0%   K 8%

Amaranth

Amaranth is a strong color that reflects energy, war, danger, strength, power, determination as well as love.

HEX #EF454E
RGB (239, 69, 78)
H 356.82   S 0.84   L 0.6
C 0%   M 67%   Y 63%   K 6%

Pumpkin

Pumpkin is a strong color that radiates warmth, happiness and joy.
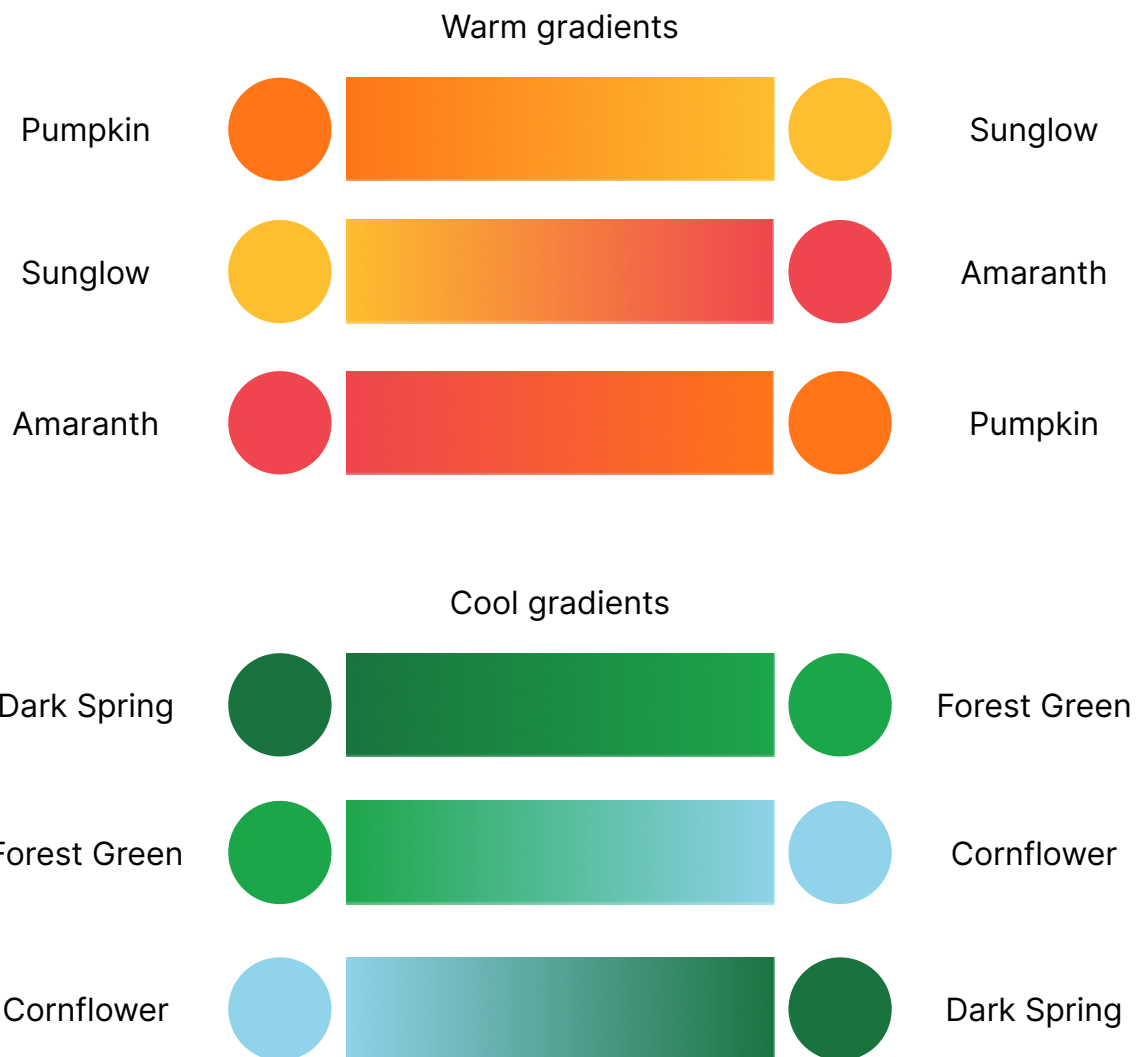
HEX #FF7518
RGB (255, 117, 24)
H 24.16   S 1   L 0.55
C 0%   M 54%   Y 91%   K 0%

Gradients

Gradients are a thing that can look great on some places, but not everywhere. After some experiments, we reached the conclusion that gradients should be allowed, but only between similar colors. Never create a gradient between a cool and a warm color, gradients only have to be created between two cool colors or two warm colors. We recommend not to print gradients, as they can look really bad; an easy alternative is to use halftones instead of gradients.

Warm gradients

Pumpkin — Sunglow

Sunglow — Amaranth

Amaranth — Pumpkin

Cool gradients

Dark Spring — Forest Green

Forest Green — Cornflower

Cornflower — Dark Spring

Typography

For documents

Titles

The official typography for titles is Jost* by Indestructible Type*. This typography it was inspired by 1920s German sans-serifs. You can use this typeface freely in your products & projects - print or digital, commercial or otherwise. However, you can't sell the fonts on their own. We recommend using Jost* Bold, 28 points for titles and Jost* Semi-Bold, 18 points for subtitles.

This is Jost* Bold, 28 points

This is Jost* Medium 21 points.

Text

Typefaces can reflect a lot of things, and a same message can have a completely different meaning because of the typefaces. Fridays For Future does not only carry one message. That's why you can use different typefaces when writing a text, for example, for a clean and easy to read text, we recommend Inter in 12 points, the typeface we are using for this document, which maximises readability, both in digital and printed surfaces.

For graphics

For graphics we are once again relying on Jost*, but the main difference, is that you can experiment with the typeface, try Jost* Black set in caps, decreasing the weight for every letter you write... Graphics have to be both beautiful and functional.

Thank you.

Write us an email in case you have any question at fffdesignteam@gmail.com

We will try to answer as soon as possible