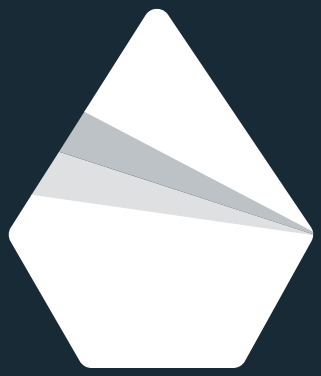
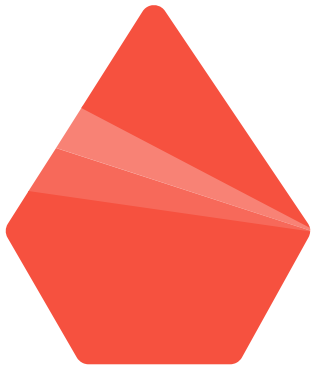
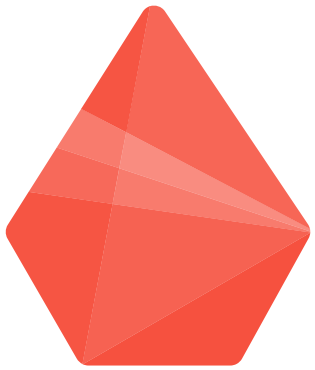


FULLER YOUTH INSTITUTE

Brand Identity

FULLER YOUTH INSTITUTE





Research into resources.

Europa

AaBb**CcDd**

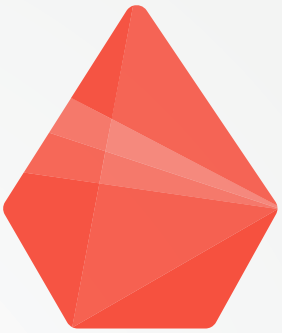
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans

*AaBb**CcDd***

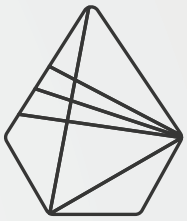
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Logotype Formations



3D Logotype

Flat Logotype



Line Logotype

Primary Color Palette

Evening Blue

#182a36

CMYK
87.19, 70.34, 54.37, 59.17
RGB
24, 42, 54

Nova Red

#f6513f

CMYK
0, 83.32, 78.19, 0.01
RGB
246, 81, 63

EA Gray

#f7f8f8

CMYK
0, 0, 0, 2
RGB
248, 248, 248

01 Logo

Turn the prism

We exist at a unique vantage point. Our research exposes us to a kaleidoscope of human experiences that enables us to observe many perspectives and truths that others cannot see

Our research works like a prism.

It separates complex problems into their clear, distinct layers, and that clarity empowers leaders and parents to understand and create solutions as effectively as possible.

01.1 Logo Formats

Our mark

Our prism mark will often be accompanied by our organizational name. To ensure readability, please reference these logo formats for proper proportions and placement.

Transparency

Our prism mark utilizes transparency.

This allows the mark to seamlessly blend with the background of any composition.

Please open each file to access the transparency settings of each mark element.

Below you will find our various mark layouts. You may utilize the 3D, Flat, or Line versions of our mark when pairing with our organizational name. Our organizational name can appear in Full or Condensed form. The color of our organizational name should always utilize tones found in our color palette, and two-toning can only occur with the word "Institute" but not in any other form.

Logo portrait full

Logo portrait condensed

Logo landscape condensed

Logo landscape full

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01.2 Clearspace and minimum size requirements

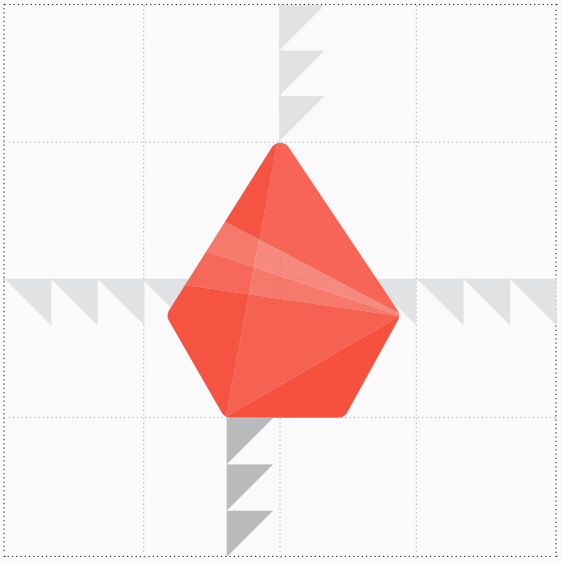
Mind hack

The human brain is drawn to white space, it captivates the mind. The more white space the better.

Minimum size

Our mark can be scaled to any dimensional size.

If the longest side of the mark appears smaller than 1/2 inch or less than 80 pixels, please remove the organizational name and retain the mark only.



30% padding required on all sides

30% measurement

All logo files include 30% padding markers that can be deleted after placement.

If you do not wish to use the padding markers, a good rule of thumb is that our mark requires one full mark of padding to the left and right, and one half mark of padding on the top and bottom.

30% required, more is even better

Duplicate the mark for easy padding check

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01.3 Color variations

Transparency

Our prism mark utilizes transparency.

This allows the mark to seamlessly blend with the background of any composition.

Please open each file to access the transparency settings of each mark element.

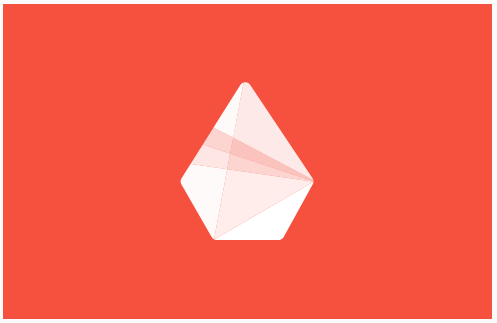
Flattening

Due to transparency, our prism retains the attributes of its surroundings, just as crystals do. Double check your software flattening settings to ensure that proper transparency is preserved when exporting files.

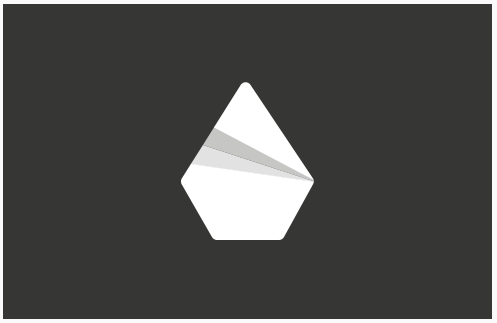
Below are several examples of how our mark will appear on various backgrounds. For light backgrounds, please use black, Evening Blue, or Nova Red to taste. For dark backgrounds, please use white or EA Gray to taste.

3D on white

Flat on white

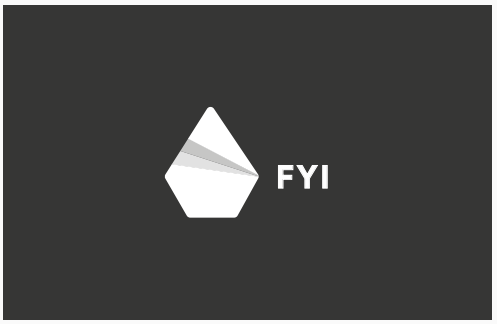


3D on color



Flat on black

Full 3D on black



Condensed flat on black

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02 Type

A trip to Europa

Named for Jupiter's intruiging moon, Europa's general proportions provide optimised legibility for reading fluency in both small and large sizes. Modern capital letter widths give a balanced overall impression and the x-height set to two-thirds the capital height leads to economical tracking and increased overall impact.

02.1

Typography styles

Color

As you will see in on our color palette page, color stepping is allowed but the color hue must remain within the prescribed range.

Licensing

These fonts are licensed to Fuller Youth Institute only, and can only be used for Fuller Youth Institute products, marketing materials, and advertising.

Europa Light, Regular, and Bold can be italicized to taste. Europa is primarily used for headings, titles, and taglines. Open Sans is used for print documents and body copy. Circular Std is used for our organizational name.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()

Europa Light

AaBbCc
0123456789

Europa Regular

AaBbCc
0123456789

Europa Bold

AaBbCc
0123456789

Open Sans Regular

AaBbCc
0123456789

Open Sans SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()

Circular Std

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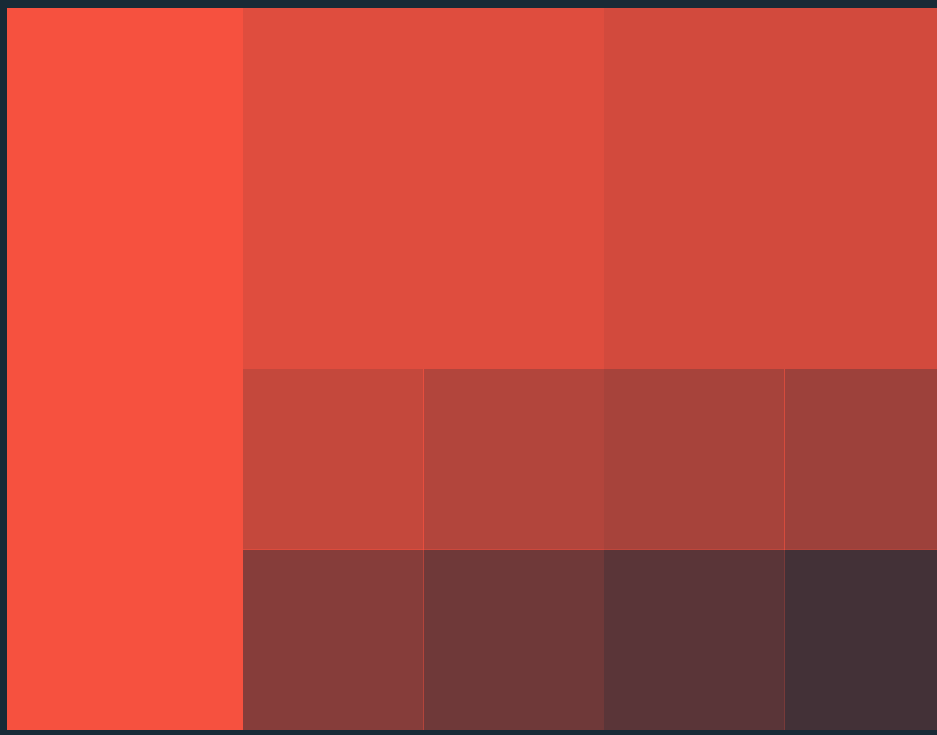
03 Color

An evening nova



Color stepping allows you the freedom to nuance your designs while retaining the proper brand identity.

The baseline color can be lightened at various degrees for easy compositing, increased visibility, or increased legibility.

03.1 Color stepping

Step in time

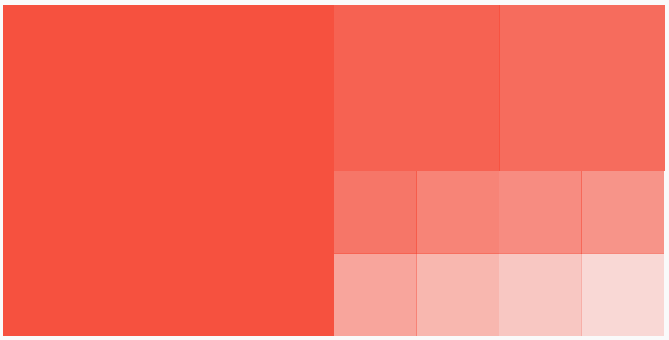
Sometimes compositions may need to retain the color hue but modify lightness or richness to attain a desired contrast ratio with layers or backgrounds.

Use these swatches to ensure proper color hue.

The Sip app

An easy way to capture the color information of these stepping swatches is to download Sip and target each swatch.

This will copy the proper hexidecimal code to your clipboard.

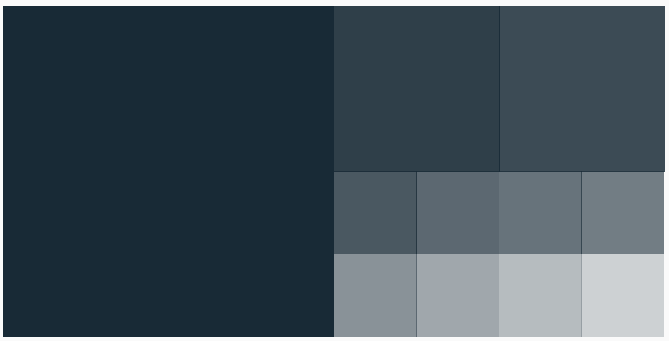


Nova Red

#f6513f

CMYK
0, 83.32, 78.19, 0.01

RGB
246, 81, 63



Evening Blue

#182a36

CMYK
87.19, 70.34, 54.37, 59.17

RGB
24, 42, 54

EA Gray

#f7f8f8

CMYK
0, 0, 0, 2

RGB
248, 248, 248

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04 Icons

Glyphish and beyond

Glyphish icons are used by Twitter, Facebook, Nasa, Ideo, 37 Signals, Apple, Google, and Intel.

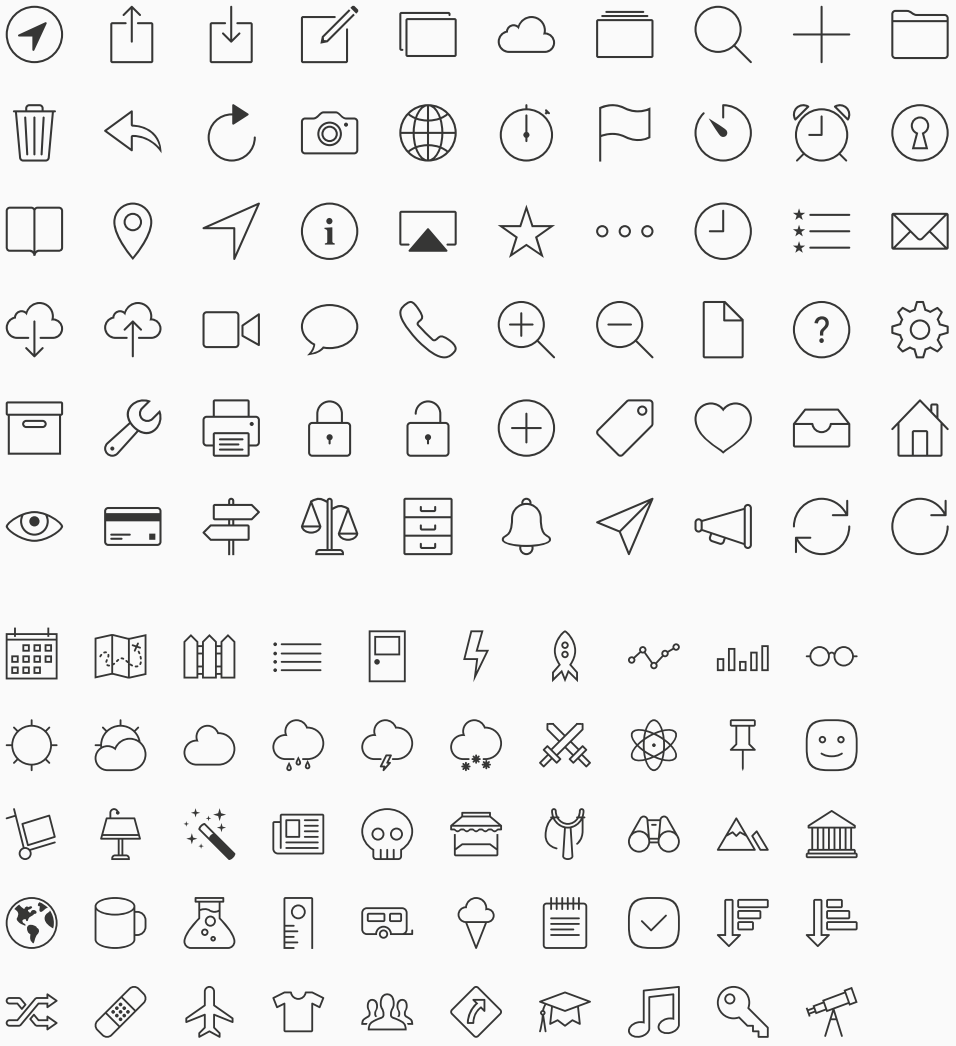
04.1 Glyphish icon libraries

Glyphish 6 7 8 9

These icons were created for iOS toolbars and apps, and are Retina ready with 2x and 3x variations.

Filled v stroke

The vector versions of these icons are filled, but a light stroke is occasionally added when icons are small to increase visibility.



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05 Photos

Cool and crispy

Our photographic style allows others to the see the world as we see it. Our cooler hues give an early morning cast, signaling our willingness to try fresh approaches and be early adopters of innovative projects.

05.1 Photography Style

Hipster out, fashion in

Hipster fade is out, classy fashion fade is in. We want a cool and crispy photography tone, and the photograph to the right is a prime example. It was taken with a high quality camera - the details are nice and sharp.

Blacks and blues

The white balance is pretty cool, around 2500-4400 Kelvin.

The blacks are ever-so-slightly crushed and a very subtle fade is applied.

Humans in context

Compositionally, we prefer wider lenses to achieve a sense of humanity within context. The essense of the subject's emotional state needs to be clear and compelling, and the contextual environment needs to be interesting.

Addititionally, we prefer simple but evocative photography angles that exhibit an element of rawness.

White balance

2500-4400 Kelvin.

Human in context

Wide angle, emotionally clear, interesting environment.

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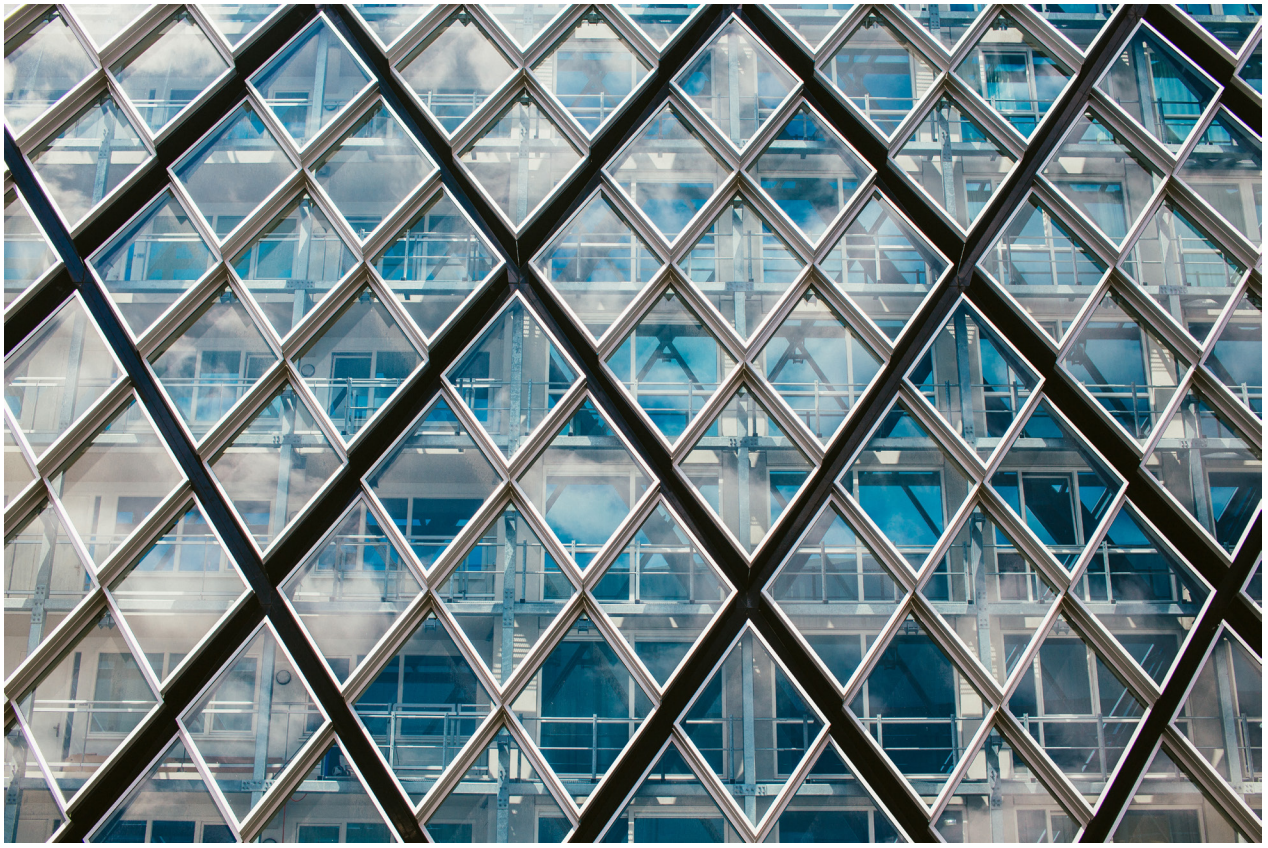

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06 Malarkey What not to do

We know the world of design and marketing is often like a Sorkin newsroom, everyone rushing like maniacs being overly dramatic about basically everything. And in that mad rush we know it's easy to set aside brand guidelines and just "get it out on time," even if it doesn't look perfect.

But we believe the difference between good and great exists in those moments. In those moments we ask that you pause, take a breath, and ensure that our brand assets are handled with care. We believe good is doing a job, we believe great is doing a job well.

06.1 Logo and photo tragedies

Logo malarkey

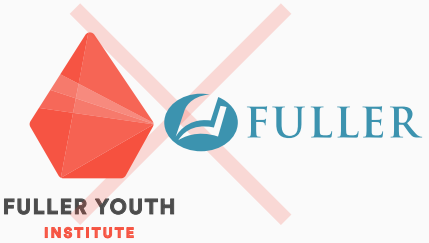
No bending, warping, or skewing of the mark or logotype is allowed. Ensure proportions are correct. Ensure alignment of the mark and logotype are correct. Ensure surrounding clearspace is correct.

Photo malarkey

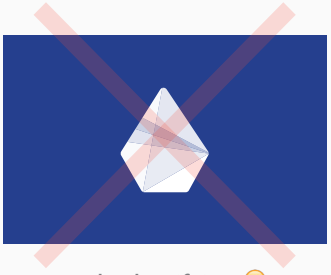
Cheesy photo, no good. Too predictable or stock photo-y, no bueno. Not interesting enough, keep searching.

Also remember the photo should have a slightly blue cast to ensure the correct color temperature. When in doubt, the bluer the better!

Warped... no. 😳

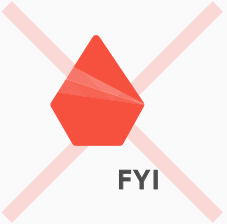


Not enough clearspace. 😳



Wrong color, horrifying. 😳

Bad color pairing. 😳



Alignment fail. 😳

Too stock photo, too saturated, too warm. 😳

Too cheesy. 😳

Not interesting enough. 😳

Too warm, too predictable. 😳

Good version of light bulb! 🙌🏻

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07 Movements

Sticky Faith, Growing Young, Urban

Each movement is uniquely identified by swapping the Nova Red accent color for an accent color exlusive to each movement. This allows our movements to exhibit a distinct identity while still retaining a connection to the overall FYI brand.

07.1 Movement accent colors

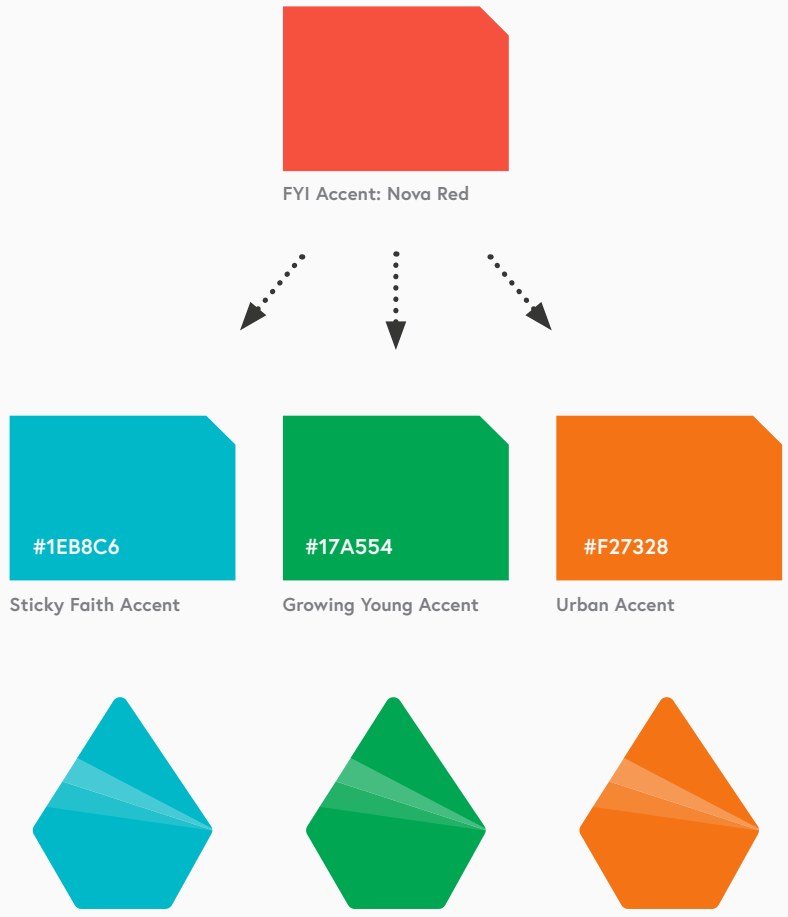
Pre-packaged versions

Each logotype is delivered with pre-packaged movement variations with proper transparency levels embedded.

Do not blend

The Nova Red may be replaced with the appropriate movement's accent color. However, if a replacement is made, all instances of the Nova Red must be replaced. No mixing of accent colors should occur.

Below are each movement's accent color. Stepping is allowed. When branding a Sticky Faith, Growing Young, or Urban product, any instance of the FYI accent color may switch to the Sticky Faith, Growing Young, or Urban accent color to taste.



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06.2 Sticky Faith

Kara's favorite

Blue is Kara's favorite color. Good thing we still have a lot of Sticky Faith life left.

Swap all instances

If replacing FYI's Nova Red accent color, replace all instances of it.

Below is a sample of design elements that have been shifted from containing FYI's Nova Red accent color to Sticky Faith's blue accent color.

stickyfaith

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06.3 Growing Young

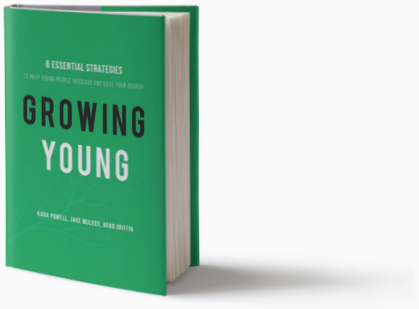
Flaunt that green

The Growing Young green is intentionally simple and not ostentatious. It strikes a balance between warm and alive, and stylishly cool.

Swap all instances

If replacing FYI's Nova Red accent color, replace all instances of it.

Below is a sample of design elements that have been shifted from containing FYI's Nova Red accent color to Growing Young's green accent color.



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FULLER YOUTH INSTITUTE

Brand Identity

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