Brand Guidelines

The Visual Identity Manual of **International Forestry Students' Association**

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"For a world that appreciates forests."

1.

The Intro

In an organization, the brand is the main identity that makes it easier for people to visually recognize who we are. **A good brand will always be consistent.** In order to be on the same page, the **IFSA Brand Guidelines** exist to help in keeping every design aspect of IFSA stays the same according to its standard.

2.

IFSA Brand

1.   Brand Overview

In order to have a common script on how to explain IFSA, the following paragraph should be used:

Describing IFSA

IFSA is a globally organized and locally operating students' organisation connecting forest and related science students to their peers and forest related organisations and policy platforms. In IFSA we seek to create global cooperation among students of forest and related sciences, to broaden knowledge and understanding and a space for youth in international forest processes to achieve a sustainable future for our forests. Through our network, we facilitate student meetings, enable participation in scientific debate, and support the involvement of youth in decision making processes regionally and globally.

IFSA's Vision

A world that appreciates forests.

IFSA's Mission

To enrich our members' education through international events, networking and intercultural exchange.

2.   Brand Visual Guidelines

The Logo

IFSA's logo needs to be featured in all of our brand manifestations, in a way that fits the purpose of the specific material.

No modification of the logo is permitted other than by the IFSA Head of Design Sub-Commission.
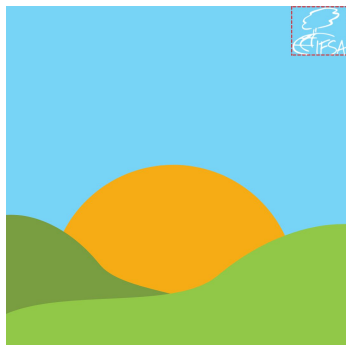
MAIN LOGO

SIMPLIFIED LOGO

IFSA Logo is available to be accessed ***here***.
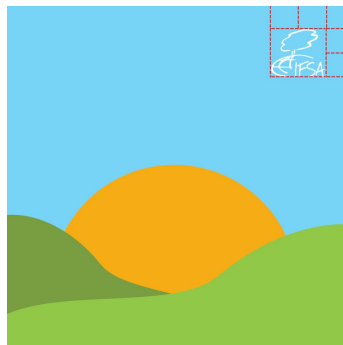
Space Around the Logo

IFSA logo can be used with any background, and must be put by considering the surrounding clear space.

Below are the examples on how to place the logo.

❌ **NOT RECOMMENDED**

Placing the logo too close to the edge.

✅ **RECOMMENDED**

Giving space around the logo.

❌ **NOT RECOMMENDED**

Elements are placed to close to the logo.

✅ **RECOMMENDED**

Giving space around the logo for it to 'breathe'.

Logo on Background

The IFSA logo can be used with any background while respecting the clear space. It is advised not to put the logo on top of a crowded background so it is easy to be recognized.

Below are the examples on how to place the logo.

❌ NOT RECOMMENDED

The logo is placed with an element behind it, making it hard to be seen.

✅ RECOMMENDED

The logo is placed with a blank space behind it, making it stand out.

❌ NOT RECOMMENDED

The logo is placed with a crowded background, making it hard to be seen.

✅ RECOMMENDED

The logo is placed on top of a white/solid colored background to make it stand out.

Things Not to Do with the Logo

❌ **Deforming the logo from its original shape**

❌ **Changing the color of the logo**

❌ **Using gradient on the logo**

3.

IFSA Color Palette

When to use RGB and CMYK:

1. RGB color is for when you're using the design for digital and web media (e.g. social media post, online publication material, web banners, etc.)

2. CMYK color is for when you're using the design for printed media (e.g. printed booklet, printed flyers, etc.)

#6F6F6E

#F5AC15

#91C848
IFSA-Green

#60B47A

#78D4F6

#575756

#D99110

#799E41

#378B55

#15D4F6

#3C3C3B

#3C3C3B

#5762E

#006633
IFSA-Green

#10ADD1

HEX Code

These HEX Codes are the same for both RGB and CMYK. Make sure you are using the right setting for the right purpose.

4.

Visual Guidelines for Regions

Visual Guidelines for Regions is intended to make the brand visual of IFSA on each region similar.

Visual Guidelines for Regions

IFSA simplified logo + region name in **Open Sans Bold Italic**

ASIA-PACIFIC

SOUTHERN AFRICA

5.

Typography

IFSA's main font is **Open Sans**. It can be found in the google fonts and it is free to use. Use Open Sans on official documents (letters, meeting minutes, business cards, etc.) and on promotional materials (powerpoints (if possible), graphics, videos, and images).

Main Font

Open Sans Light

Open Sans Light Italic

Open Sans Regular

Open Sans Regular Italic

Open Sans Semibold

Open Sans Semibold Italic

Open Sans Bold

Open Sans Bold Italic

Open Sans Extra Bold

Open Sans Extra Bold Italic

Glyphs

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )

Secondary Font

Raleway Light	*Raleway Light Italic*
Raleway Regular	*Raleway Regular Italic*
Raleway Semibold	***Raleway Semibold Italic***
Raleway Bold	***Raleway Bold Italic***
Raleway Extra Bold	***Raleway Extra Bold Italic***

Glyphs

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )

Below is an example of Raleway for the title (secondary font) and Open Sans as the paragraph (main font).

The Title in Raleway

This is the body of paragraph in Open Sans, lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin ut volutpat enim. Quisque vulputate enim non ultricies condimentum. Integer tempus malesuada hendrerit. Curabitur massa purus, sodales vitae justo eu, ultrices laoreet magna. Aliquam eget facilisis orci. Vestibulum vitae gravida nulla.

Note: An extra font (other than Raleway) can be added as secondary font,
but the main font should remain as Open Sans.

6.

Image Size Guidelines

The size of images in social media are always changing. This image guideline is intended to help in creating a uniform sized pictures through all social media.

Social Media Image Sizes
as of 2022

Instagram

IG Stories, Reels
1080 px × 1920 px

Vertical
1080 px × 1350 px

Square
1080 px × 1080 px

Landscape
1080 px × 566 px

Twitter

Header
1500px × 500 px

In-Stream Posts
1600 px × 1900 px

Facebook

Profile Cover
851 px × 315 px

Posts and Timeline
1200 px × 630 px

FB Ads
1080 px × 1080 px

FB Stories
1080 px × 1920 px

Event Cover
1200 px × 628 px

LinkedIn

Page Cover (for company)
1128 px × 191 px

6.

Resources and Contacts

Assets

All IFSA brand assets are available in our shared **Google Drive** and our **Website**.

These brand assets will include fonts, logo, color palette, and IFSA Projects logos.

Contacts

For any queries regarding the brand, contact the Head of Design Sub-Commission through **design@ifsa.net**.

Acknowledgement

Gratitude is being sent to all parties who contributed in the making of IFSA Brand Guidelines:

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🌳 All the Communication Commission Team, IFSA 2021-22 🎉