FOREVER OUR RIVERS FOUNDATION

BRAND STANDARDS GUIDE

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Contact us at info@ForeverOurRivers.org
ForeverOurRivers.org

ABOUT

FOREVER OUR RIVERS FOUNDATION

Forever Our Rivers Foundation was incorporated and received IRS determination as a 501 (c)(3) nonprofit in late 2016 to protect and enhance America's rivers. Rivers are essential to every person and community in the world, providing vital water delivery, food security, wildlife habitat and recreation opportunities.

Forever Our Rivers supports people and organizations tackling river conservation and enhancement throughout the United States. We invest in river improvement initiatives on behalf of our Corporate and River Health Partners.

Corporate and River Health Partners are licensed to display the blue and gold trademarked logo on products, packaging, signage and other promotional materials. Designed to attract and retain like-minded customers, the distinctive logo provides competitive differentiation and prominently declares a company's commitment to supporting healthy rivers.

This unique pairing of companies with important river improvement projects creates sustainable funding to ensure healthy rivers today and into the future.

BRAND STANDARDS

OVERVIEW

As a Partner with Forever Our Rivers, we encourage you to use our logo to declare support for vibrant rivers and raise awareness about the importance of river health. By displaying the logo, you are agreeing to maintain the integrity of the Forever Our Rivers image and mission.

This Brand Standards Guide provides clear guidelines on how the trademarked Forever Our Rivers logo and related graphics and verbiage can be used, including acceptable variations on use of the logo and text.

Prior to use of the Forever Our Rivers logo, a Trademark Approval Form (page 17) must be completed and emailed to info@ForeverOurRivers.org.

A NOTE ON OUR NAME: When used in a written format, the Foundation's full name should be written out as follows: *Forever Our Rivers Foundation*. Once the full name is established, the abbreviated version, *Forever Our Rivers*, can be used later in the document.

LOGO ELEMENTS

The Forever Our Rivers logo is the only approved mark for external communications by Partner organizations. This Brand Standards Guide clearly lays out the proper usage of the logo, which is integral to maintaining the brand and mission identity.

LOGO VARIATIONS

The Forever Our Rivers logo has 3 core variations: Basic Logo, Basic Logo + Tagline, and Basic Logo for Partners.

There are two variations that require special approval for use: Basic Logo without text, and Basic Logo without circles and text.

LOGO SIZES AND COLOR

The logo cannot be recreated, cropped, enhanced, distorted, or otherwise altered in any way. The logo must not be reduced beyond the minimum sizes stated in this Guide.

The logo must not appear in any colors not stated in this Guide.

BASIC LOGO

BASIC LOGO FOR PARTNERS

BASIC LOGO + TAGLINE

BASIC LOGO + TAGLINE

LOGO VARIATIONS

BASIC LOGO

FULL COLOR

BLACK + WHITE

GRAYSCALE

ONE COLOR

REVERSED

LOGO VARIATIONS

BASIC LOGO + TAGLINE

FULL COLOR

BLACK + WHITE

GRAYSCALE

ONE COLOR

REVERSED

LOGO VARIATIONS

BASIC LOGO + TAGLINE

FULL COLOR

BLACK + WHITE

GRAYSCALE

ONE COLOR

REVERSED

LOGO VARIATIONS

BASIC LOGO FOR PARTNERS V.1

In addition to our basic logo, our cause marketing Partners can use a variation that highlights their partner status. These logos are subject to the same guidelines as the other logos in this Guide. Please contact us with questions regarding qualification for the Partner logo.

FULL COLOR

BLACK + WHITE

GRAYSCALE

ONE COLOR

REVERSED

LOGO VARIATIONS

BASIC LOGO FOR PARTNERS V.2

FULL COLOR

BLACK + WHITE

GRAYSCALE

ONE COLOR

REVERSED

LOGO VARIATIONS

BASIC LOGO WITHOUT TEXT

In limited circumstances, the basic wave logo can be used without the FOREVER OUR RIVERS text. Prior written approval must be received from Forever Our Rivers to use this variation.

FULL COLOR

BLACK + WHITE

GRAYSCALE

ONE COLOR

REVERSED

LOGO VARIATIONS

BASIC LOGO WITHOUT CIRCLES AND TEXT

In certain circumstances, it may be appropriate to use the wave graphic without the circles and text. Prior written approval must be received from Forever Our Rivers to use this variation.

PRIMARY COLOR

SECONDARY COLOR

WHITE

BLACK

LOGO SPECIFICATIONS
BRAND COLORS

The following are the official brand colors of Forever Our Rivers. Do not alter or introduce new colors to the logo or brand collateral.

Pantone 7406 is the main yellow color in the circle icon.

Pantone 3035 is the blue color of the secondary circle around the inside yellow circle. This color can be made a transparent overlay when placed on top of a photographic image. Please see how this is used correctly in the photo example to the right and on the cover of this Guide.

PANTONE 7406
CMYK 5 | 22 | 100 | 0
RGB 245 | 196 | 0
HEX #EDBB34

PANTONE 3035
CMYK 97 | 67 | 47 | 38
RGB 0 | 62 | 82
HEX #27404E

BLUE COLOR USED AS A TRANSPARENT OVERLAY

LOGO SPECIFICATIONS
BRAND FONTS

Forever Our Rivers uses the **Norwester** font family. The following are approved weights and their general uses. The Norwester font can be download for free here.

If Norwester is unavailable, please use the font **Oswald**, downloadable for free here.

NORWESTER
ABCDEFGHIJKLMNOPRSTUVWXYZ
ABCDEFGHIJKLMNOPRSTUVWXYZ
01233456789

Oswald DemiBold
ABCDEFGHIJKLMNOPRSTUVWXYZ
abcdefghijklmnoprstuvwxyz
01233456789

Oswald Medium
ABCDEFGHIJKLMNOPRSTUVWXYZ
abcdefghijklmnoprstuvwxyz
01233456789

LOGO SPECIFICATIONS

LOGO CLEAR SPACE + SAFE AREA

When using the Forever Our Rivers logo, there should always be a clear space surrounding the logo so that it is visible and unobstructed.

Graphics, type, and photography should not impede on the clear space around the logo. As shown, the clear space should measure roughly the same or higher than the capital “F” in the logo type.

BASIC LOGO

BASIC LOGO FOR PARTNERS

BASIC LOGO + TAGLINE

BASIC LOGO + TAGLINE

LOGO SPECIFICATIONS
MINIMUM SIZES

The logo must not be reduced beyond the minimum sizes shown here. This ensures that the logo is always legible.

In certain circumstances - e.g. on individual packaging - the logo size minimum may be reduced with prior approval from Forever Our Rivers. Please see the Trademark Approval Form (page 17) to make this request.

1”

BASIC LOGO

1”

BASIC LOGO FOR PARTNERS

1.1875”

BASIC LOGO + TAGLINE

2”

BASIC LOGO + TAGLINE

LOGO SPECIFICATIONS
LOGO MISUSE

The Forever Our Rivers logo may not be altered in any way from that described in the Guide.

The logo must be obtained directly from Forever Our Rivers and should never be copied from the internet or other sources.

The following examples are inappropriate uses of the logo.

DO NOT CHANGE LOGO COLOR

DO NOT STRETCH

DO NOT MOVE TYPE

DO NOT CHANGE FONT

DO NOT EDIT THE WAVE ICON

DO NOT ADD TAGLINES

DO NOT REMOVE REGISTERED
TRADEMARK SYMBOLS

TRADEMARK APPROVAL FORM

Date Submitted | Submitted By | Company Name

Phone | Email

TRADEMARK

- ☐ Basic Logo
- ☐ Basic Logo + Tagline
- ☐ Basic Logo for Partners
- ☐ Basic Logo without Text
- ☐ Basic Logo without Circles and Text

TYPE OF APPROVAL

- ☐ Product
- ☐ Packaging
- ☐ Literature
- ☐ Point-of-Sale/Signage
- ☐ Advertising
- ☐ Other - Please Specify:

REQUEST MINIMUM SIZE

In certain circumstances - e.g. on individual packaging - the logo size minimum may be reduced with prior approval. Please note here the requested size minimum change.

PROMOTIONAL MATERIAL TYPE

LOCATIONS / CHANNELS TO BE USED

DISTRIBUTION DATE

STAGE

You must receive art approval from Forever Our Rivers for each stage of the design process. Please submit a new form for each of the following four stages:

- ☐ Concept
- ☐ Finished Art
- ☐ Prototype
- ☐ Production

DESCRIPTION/COMMENTS

FOREVER OUR RIVERS FOUNDATION APPROVAL

- ☐ Approved
- ☐ Approved with Changes
- ☐ Not Approved
- ☐ Resubmit

Approved By | Signature | Date

Please send completed form, along with any images of intended logo usage, to info@ForeverOurRivers.org.