This is a guide to the branding elements that make up the Foundation for Environmental Education and its programmes. Have a read, it will help you to get to know us a little better.

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Why brand identity is so important

The FEE brands live not only on paper or electronically but can represent many more intangible aspects of our business ethics such as a collection of feelings and perceptions about quality, image, reputation and status amongst peers and partners. It is our job to make our brand communicate its strength and values in a cohesive and consistent way and to do this there are certain rules that need to be adhered to internationally.

These guidelines have been produced to offer clear advice and guidelines on the use of the Foundation for Environmental Education (FEE) brand and its sub brands. FEE and its associated brands are internationally recognised and it is important that our values are protected and endorsed throughout the brand identity.
Co-badging

The Foundation for Environmental Education logos should not be used to sponsor or endorse any other organisation or product nor used for religious or political purposes. The logos featured in this document may only be used by third parties, with permission, where the organisation is participating in or supporting the programme.
Colours
All logos in this document use the following colours to ensure that they are identifiable as part of the same family of logos:

These are the only colours in which the logos can be presented (online/printing). This is the core of the brand and can in no circumstances be altered.
Logo specifics & usage
There are currently six brands that exist in the FEE portfolio. One corporate brand, FEE, and five sub-brands; Blue Flag, Green Key, Eco-Schools, Young Reporters for the Environment and Learning about Forests.
The colour logo is the preferred logo and should be used wherever possible. The master logo is the most important visual representation of the brand. The logo may be used in a greyscale version where colour reproduction is not possible.

The black logo should be limited to such uses where a colour or grey scale logo cannot be used and when printing on a solid coloured background of any colour.

The white logo should be limited to such uses where a colour or grey scale logo cannot be used and when printing on a solid coloured background of any colour.
Illegitimate use of the logo

**ROTATION**
Do **NOT** rotate the logo at all.

**RATION**
Do **NOT** alter the ratio of the logo.

**TEXT**
Do **NOT** combine the logo with any other elements—such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.

**COMPOSITION**
Do **NOT** change the relationship between the body and the type (No text along the sides or on top of logo – only text under the logo).

**COLOUR**
Do **NOT** change the colour of any part of the logo.

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**Size**

The minimum recommended size for use is a width of 25mm. This will ensure the text remains legible. In cases where the logo has to fit into other design requirements, the logo can be made smaller. There are no restrictions on the maximum size, only those dictated by file size. For larger usage please ensure you use a vector eps version of the logo.
Blue Flag logo

**LOGO TEXT - TRANSLATION**
The Blue Flag logo always remains constant, however, it is allowed to use the name of the programme under the logo.

In this instance the width of the text should be the same as the width of the logo. We recommend to use the Lato Bold font type, and to write the name of the programme in Capital letters “BLUE FLAG”.

**COLOURED LOGO**
The coloured logo is the preferred logo and should be used wherever possible. The master logo is the most important visual representation of the brand. The logo can be used with or without the Blue Flag text below. The logo may be used in a grey scale version where colour reproduction is not possible.

**BLACK LOGO**
The black logo must be limited to PR uses (textile, pens, etc.), where a colour, or grey scale logo cannot be used. This version cannot be used as the official logo on Blue Flag communications, information boards, awards, etc. Moreover, this version cannot be used on a blue background corresponding to the official FEE blue colour referred to in this document.

**WHITE LOGO**
The white logo must be limited to PR uses (textile, pens, etc.), where a colour, or grey scale logo cannot be used. This version cannot be used as the official logo on Blue Flag communications, information boards, awards, etc. Moreover, this version cannot be used on a blue background corresponding to the official FEE blue colour referred to in this document.
Illegitimate use of the logo

**ROTATION**
Do **NOT** rotate the logo at all.

**RATIO**
Do **NOT** alter the ratio of the logo.

**TEXT**
Do **NOT** combine the logo with any other elements—such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.

**COMPOSITION**
Do **NOT** change the relationship between the body and the type (No text along the sides or on top of logo—only text under the logo).

**COLOUR**
Do **NOT** change the colour of any part of the logo.

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**Size**

The minimum recommended size for use is a width of 25mm. This will ensure the image remains clear. There are no restrictions on the maximum size, only those dictated by file size. For larger usage please ensure you use a vector eps version of the logo.
LOGO TEXT - TRANSLATION
The main body of the Green Key logo always remains constant, however, the text underneath which names the programme can vary according to translation. Important note: To strengthen the Green Key brand which is in competition with other ecolabels, Green Key encourages only using Green Key in English on the logo.

In this instance the width of the text should fit comfortably within the width of the main body, but should not be smaller than 7pt, with the main body increasing in proportion. The font used, when translating, should be Arial.

COLOURED LOGO
The coloured logo is the preferred logo and should be used wherever possible. The master logo is the most important visual representation of the brand. The logo can be used with or without the Green Key text below. The logo may be used in a grey scale version where colour reproduction is not possible.

BLACK LOGO
The black logo must be limited to PR uses (textile, pens, etc.), where a colour, or grey scale logo cannot be used. This version cannot be used as the official logo on Green Key communications, flags, plaques, certificates, etc. Moreover, this version cannot be used on a blue background corresponding to the official FEE blue colour referred to in this document.

WHITE LOGO
The white logo must be limited to PR uses (textile, pens, etc.), where a colour, or grey scale logo cannot be used. This version cannot be used as the official logo on Green Key communications, flags, plaques, certificates, etc. Moreover, this version cannot be used on a blue background corresponding to the official FEE blue colour referred to in this document.
Illegitimate use of the logo

**ROTATION**
Do **NOT** rotate the logo at all.

**RATIO**
Do **NOT** alter the ratio of the logo. It has to be a square.

**COLOUR**
Do **NOT** change the colour of any part of the logo.

**COMPOSITION**
Do **NOT** change the relationship between the body and the type (No text along the sides or on top of logo – only text under the logo). Do **NOT** change the key within the lockup in any way (upside down or change side).

**TEXT**
Do **NOT** combine the logo with any other elements - such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.

**OLD VERSION**
Do **NOT** use the old version of the logo - The Green Key.

**SIZE**

The minimum recommended size for use with text is a width of 25mm. This will ensure the text remains legible. In cases where the logo has to fit into other design requirements, only the logo without the text should be used. There are no restrictions to the maximum size, only those dictated by file size. For larger usage please ensure you use a vector eps version of the logo.
Eco-Schools logo

**LOGO TEXT - TRANSLATION**
The main body of the Eco-Schools logo always remains constant, however, the text underneath which names the programme can vary according to translation. Eco-Schools may translate into more than two words in other languages and may have to be on two lines.

In this instance the width of the text should not exceed the width of the main body but should not be smaller than 7pt, with the main body increasing in proportion. The font used, when translating, should be Hobo Bold.

**COLOURED LOGO**
The coloured logo is the preferred logo and should be used wherever possible. The master logo is the most important visual representation of the brand. The logo can be used with or without the Eco-Schools text below. The logo may be used in a grey scale version where colour reproduction is not possible.

**BLACK LOGO**
The black logo should be limited to PR uses (textile, pens, etc.), where a colour, or grey scale logo cannot be used and when printing on a solid coloured background. This version cannot be used on a blue background corresponding to the official FEE blue colour referred to in this document.

**WHITE LOGO**
The white logo should be limited to PR uses (textile, pens, etc.), where a colour, or grey scale logo cannot be used and when printing on a solid coloured background. This version cannot be used on a blue background corresponding to the official FEE blue colour referred to in this document.
Illegitimate use of the logo

**ROTATION**
Do **NOT** rotate the logo at all.

**RATIO**
Do **NOT** alter the ratio of the logo.

**TEXT**
Do **NOT** combine the logo with any other elements – such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.

**COMPOSITION**
Do **NOT** change the relationship between the body and the type (No text along the sides or on top of logo – only text under the logo).

**COLOUR**
Do **NOT** change the colour of any part of the logo.

**SIZE**

The minimum recommended size for use with text is a width of 25mm, this will ensure the text remains legible. In cases where the logo has to fit into other design requirements, only the logo without the text should be used. There are no restrictions on the maximum size, only those dictated by file size. For larger usage please ensure you use a vector eps version of the logo.
LOGO TEXT - TRANSLATION
The main body of the Young Reporters for the Environment logo always remains constant, however, the text underneath which names the programme can vary according to translation. Young Reporters for the Environment may translate into more than five words in other languages and may have to go on more lines.

In this instance the width of the text should not exceed the width of the main body (150% of the globe) but should not be smaller than 7pt, with the minimum size of the main body increasing in proportion. The fonts used, when translating, should be Courier bold for “Young Reporters” and Times New Roman Italic for “for the Environment”.

COLOUR LOGO
The colour logo is the preferred logo and should be used wherever possible. The master logo is the most important visual representation of the brand. The logo can be used with or without the text below. The logo may be used in a grey scale version where colour reproduction is not possible.

BLACK LOGO
The black logo should be limited to use where a colour or grey scale logo cannot be used and when printing on a solid coloured background of any colour.

WHITE LOGO
The white logo should be limited to use where a colour or grey scale logo cannot be used and when printing on a solid coloured background of any colour.
Illegitimate use of the logo

**ROTATION**
Do **NOT** rotate the logo at all.

**RATIO**
Do **NOT** alter the ratio of the logo.

**TEXT**
Do **NOT** combine the logo with any other elements—such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.

**COMPOSITION**
Do **NOT** change the relationship between the body and the type (No text along the sides or on top of logo – only text under the logo).

**COLOUR**
Do **NOT** change the colour of any part of the logo.

**SIZE**
The minimum recommended size for use with text is a width of 25mm. This will ensure the text remains legible. In cases where the logo has to fit into other design requirements, only the logo without the text should be used. There are no restrictions on the maximum size, only those dictated by file size. For larger usage please ensure you use a vector eps version of the logo.
LEAF logo

LOGO TEXT - TRANSLATION
The main body of the Learning about Forests logo always remains constant, however, the text underneath which names the programme can vary according to translation. Learning about Forests may translate into more than three words in other languages and may affect the look of this type.

In this instance the width of the text should not exceed the width of the main body but should not be smaller than 7pt, with the main body increasing in proportion. If the name is translated it must remain in capital letters. The font used, when translating, should be Arial.

COLOURED LOGO
The coloured logo is the preferred logo and should be used wherever possible. The master logo is the most important visual representation of the brand. The logo can be used with or without the text below. The logo may be used in a grey scale version where colour reproduction is not possible.

BLACK LOGO
The black logo should be limited to use where a colour or grey scale logo cannot be used and when printing on a solid coloured background of any colour.

WHITE LOGO
The white logo should be limited to use where a colour or grey scale logo cannot be used and when printing on a solid coloured background of any colour.
Illegitimate use of the logo

**COMPOSITION**
Do **NOT** change the relationship between the body and the type (No text along the sides or on top of logo – only text under the logo).

**COLOUR**
Do **NOT** change the colour of any part of the logo.

**ROTATION**
Do **NOT** rotate the logo at all.

**RATIO**
Do **NOT** alter the ratio of the logo.

**TEXT**
Do **NOT** combine the logo with any other elements—such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.

Size

The minimum recommended size for use with text is a width of 25mm. This will ensure the text remains legible. In cases where the logo has to fit into other design requirements, only the logo without the text should be used. There are no restrictions on the maximum size, only those dictated by file size. For larger usage please ensure you use a vector eps version of the logo.
Icons have taken a very prominent role in modern interfaces and as such have found their way into the new FEE website and our social media platforms.

**THE MAIN DIFFERENCE BETWEEN THE USE OF ICONS AND LOGOS IS:**
A logo is the corporate identity and represents the organisation’s trademark or brand. An icon supports the organisation’s trademark or brand and in the case of FEE, is presented together with the new colours to help distinguish between the programmes.

The icon must never replace the logo.

**HOW TO USE THE ICON**
The icon can only be used on the websites and in social media.

The icon must be used in the relevant programme colour or with the relevant programme name. (see supporting elements displayed on the right).

The colours must correspond to the relevant programme e.g. Eco-Schools has to be orange, or white against an orange background.
Along with the new websites, new colours were introduced. These colours are programme (and FEE) specific and are used throughout the website and on communication material.

The colours differ from the pantone colours used in the logo and cannot be used in the logo itself. The colours scale spans from one end of the scale to the other e.g., the first number #OA1432 to #OB1F51.

The colours can be used in all other communications such as document templates, national websites, e-mail, social media, infographics, etc. but only the colours related to the programme as listed below.
SOCIAL MEDIA ICONS
The icon has to be shown as a single color corresponding to the relevant programme e.g. Eco-Schools has to be orange or white against an orange background.

The social media icons can be used online on the official websites, national websites and on FEE’s social media platform.
Typography
Lato is the new font that FEE has adopted. In all our communication materials and on the website we use the Lato font. The Lato type family was chosen because it creates the perfect balance as the communication font, with its clean and contemporary linear features.

**PLAYFUL**
The rounded letters are playful, which fits with its educational purposes.

**10 FONT WEIGHTS**
With its 10 font variations, Lato gives very different expressions and therefore has a broad variety of use.

**OPEN-SOURCE**
The Lato typeface is a high-quality open-source font family (Google font) and is free to download.

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**Lato**

<table>
<thead>
<tr>
<th>Font Weight</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lato Regular 30 pt</td>
<td>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 æ å ø ä ö</td>
</tr>
<tr>
<td>Lato Regular 14 pt</td>
<td>0 1 2 3 4 5 6 7 8 9 0 =~!@#$%^&amp;*()+[]{}</td>
</tr>
</tbody>
</table>
The Arial font is still used in older documents and material but will be phased out over time.

**ATTENTION**
No fonts other than Lato and Arial can be used apart from those specified in the logo names (Courier and Hobo).

**Arial**

ABCDEFGHIJKLMNOPQRSTUVWXYZÆÅÖÄÖ
abcdefghijklmnopqrstuvwxyz

01234567890
=~!@#$%^&*()+[]{}|:;'<>?,./
The Foundation for Environmental Education (FEE), Young Reporters for the Environment (YRE) and Learning about Forests (LEAF) have been using the abbreviations shown in the brackets when communicating their names. To give the public a better understanding of who we are and what we do, please use the full names when possible.

**ATTENTION**
The abbreviations can only be used as capitals.

**FEE**
Foundation for Environmental Education

**YRE**
Young Reporters for the Environment

**LEAF**
Learning about Forests
Documents
EXAMPLE
One example of title slide and two variants of body slides,
EXAMPLE
One example of title slide and two variants of body slides,

**Eco-Schools**
- Subtitle

**INTRODUCTION**
This is a guide to the basic elements that make up the Foundation for Environmental Education and its programmes. Have a read, it will help you to get to know us a little better.
An example of title slides and a body slides.
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