



# Branding Guide

# FOUNDATION FOR FINANCIAL PLANNING BRANDING GUIDE

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# FOUNDATION FOR FINANCIAL PLANNING SIGNATURE MARK ARRANGEMENT

Different applications may require a different arrangement of the logo.  
Use the most appropriate logo layout for the space and desired message.



Horizontal Signature Mark with Tagline

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Horizontal Signature Mark

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FOUNDATION FOR  
**FINANCIAL  
PLANNING**

Stacked Signature Mark

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# FOUNDATION FOR FINANCIAL PLANNING SIGNATURE MARK COLOR



Foundation for Financial Planning is defined by two colors, a purple (Pantone 273C) and green (Pantone 377C). Purple is the primary color and green serves as an accent color. Green is used for the tagline. The green inside the FFP rectangle is a 50% tint of 377C.



**Primary Color**  
 PANTONE® ..... 273C  
 RGB ..... 36 | 19 | 95  
 CMYK ..... 100 | 100 | 0 | 22  
 HEX ..... #24135F



**Accent Color**  
 PANTONE® ..... 377C  
 RGB ..... 154 | 154 | 1  
 CMYK ..... 50 | 1 | 100 | 20  
 HEX ..... #7a9a01



**Accent Color Tint**  
 PANTONE® ..... 377C at 50%

## SIGNATURE MARK CLEAR SPACE



Maintain generous margins throughout printed and online materials to allow elements to have proper breathing room and to aid the reader's eye in navigation. Always maintain a clear space greater than or equal to half the height (X) of the FFP bug around the FFP Signature Mark.



# FOUNDATION FOR FINANCIAL PLANNING SIGNATURE MARK REVERSED



The logo should always appear legibly on a clear background. When the logo is reversed, the type is set in white on top of the branded purple color.



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# SIGNATURE MARK IN BLACK AND GRAYSCALE

Black

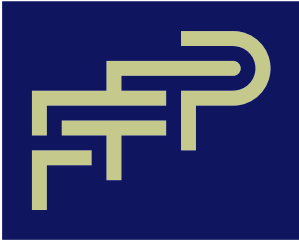


Grayscale



# FOUNDATION FOR FINANCIAL PLANNING

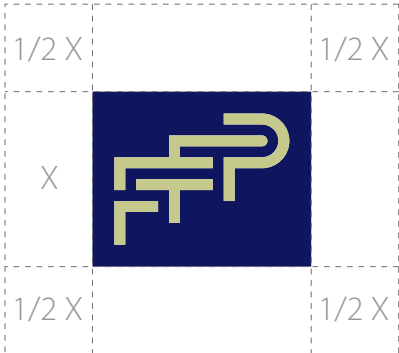
## ALTERNATE MARK - FFP BUG



The FFP Bug is a visual abbreviation of the Foundation for Financial Planning Signature Mark. The Bug should never be used in place of the FFP Logo. Brand awareness should be initially established using the Signature Mark within the approved guidelines. The Bug is a reinforcing branding element designed to be applied in specific cases where the Signature Mark has already been used, but there is still a need for additional brand identification.

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### FFP BUG CLEAR SPACE



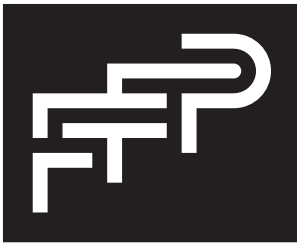
Always maintain a surrounding clear space greater than or equal to half the height (X) of the FFP Bug.

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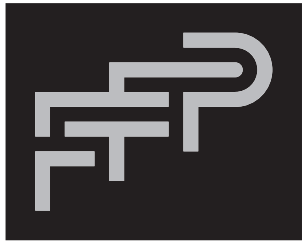
### FFP BUG REVERSED, BLACK, AND GRAYSCALE



Reversed



Black



Grayscale

# FOUNDATION FOR FINANCIAL PLANNING INCORRECT LOGO USAGE

The Foundation for Financial Planning Signature Mark is considered sacred to our brand and should strictly adhere to the guidelines illustrated previously. Below you will find some of the more common misuses.



Never render the FFP tagline in an unapproved color.



Never place the FFP tagline other than as approved.



Never change the typeface of the FFP tagline.



Never render the FFP Signature Mark in an unapproved color.



Never flip or alter the FFP Signature Mark from its original orientation.



Never enclose the FFP Signature Mark within a shape.



Never stretch or compress the FFP Signature Mark.



Never change the typeface of the FFP Signature Mark.



Never use unapproved lockups of the FFP Signature Mark.