



BRAND GUIDE

MARCH FOR OUR LIVES IA





ABOUT MFOL

Our Mission

To harness the power of young people across the country to fight for sensible gun violence prevention policies that save lives.



Something to Remember:

A brand is just like you—a living, breathing thing that’s constantly changing. It adapts to new technology, trends and inspirations—and emerges as an even better version of itself.

As our brand continues to evolve, we’ll be uploading new graphics and tools for you to use. You’ll find important guidelines for using specific fonts, colors and other visual elements. Established with the help of experts and designers, these guidelines help unify March For Our Lives Iowa. All of your club members, including fellow officers, should be familiar with these standards. So share the information and provide guidance where you can!

Be a March For Our Lives IA brand advocate!



IMPORTANT REMINDER!

The MFOLIA wordmark is our primary logo. When people see the wordmark used consistently and correctly over time, they'll start to recognize it. Include the wordmark on all your MOFLIA stuff—so they'll associate your club with MFOL!





DON'T SQUISH IT!

When you change the logo by squishing or stretching it, you change the brand.

Here's how to change the size while maintaining the logo's proportions:

Select the object.

Hold down SHIFT.

Move the mouse pointer over one of the corner handles and then click and drag the mouse. Release the mouse button before you release SHIFT.



Logo on Light
Background



Logo on Dark
Background

● MAKE THE LOGO YOUR OWN

Represent your club or your March For Our Lives Clubs by personalizing your T-shirts, websites and printed materials.

You can include any information you want—club name, your own name—as long as you use official MFOL fonts.

Want some color?

Highlight your school's name in one of yourschool's colors.

MARCH
FOR OUR 
LIVES IOWA
Kennedy High School



COLOR PALETTE

All Color is Unique

There is no way to totally control color because every computer monitor, phone and tablet is calibrated differently and every printer has different equipment. Do your best and use the correct color system for your projects.

**MARCH
FOR OUR 
LIVES IOWA**



COLOR USAGE



Pantone Color Matching System - PMS

For screen printing (banners, merchandise, T-shirts) and other professional printing (letterhead, business cards)

Cyan, Magenta, Yellow, Black (K) - CMYK

For professional and desktop printing (brochures, posters, newsletters)

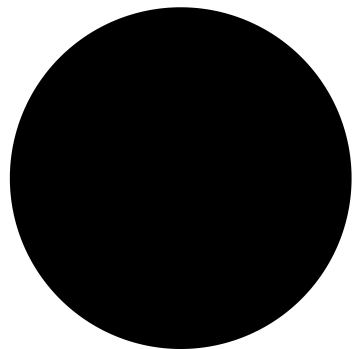
Red, Green, Blue - RGB

For online use (web, video, television, multimedia, electronic slide presentations)

Hexidecimal - HEX

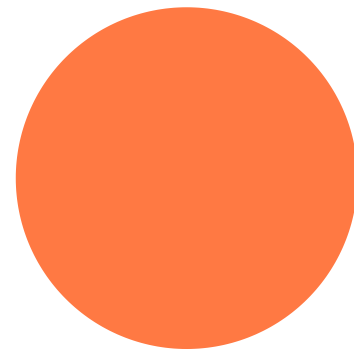
For specifying color in code `<body bgcolor="E6E6FA">`

OUR COLORS

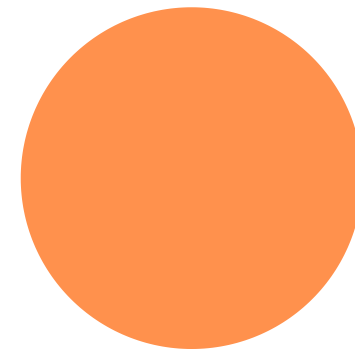


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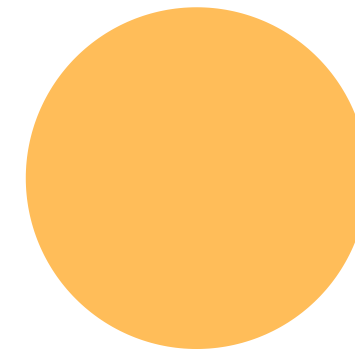
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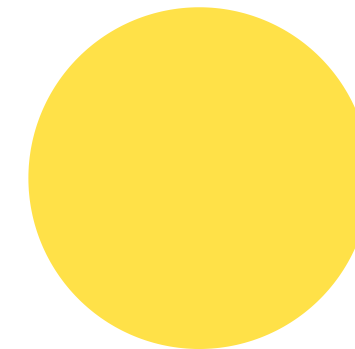
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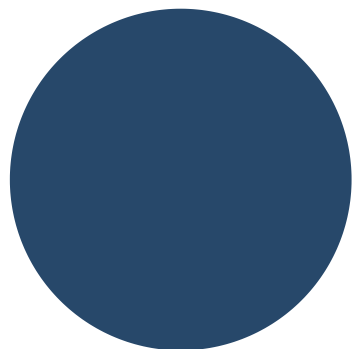
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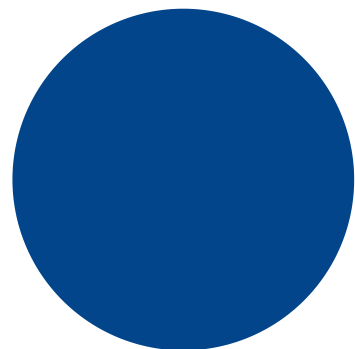
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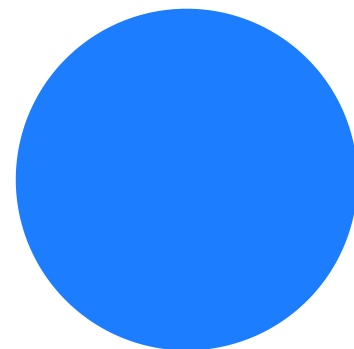
HEX: #ffe148



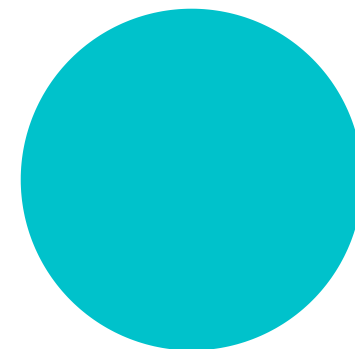
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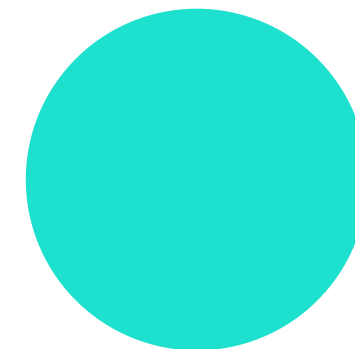
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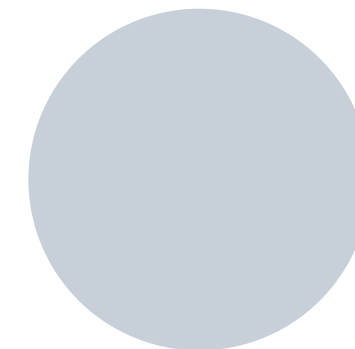
HEX: #1c7dff



HEX: #00c2cb



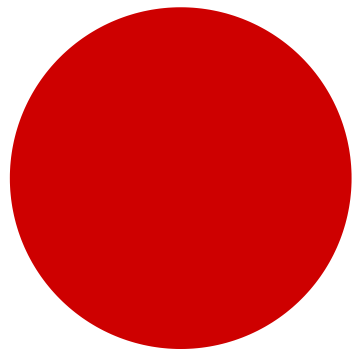
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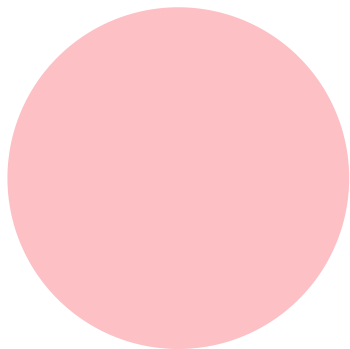
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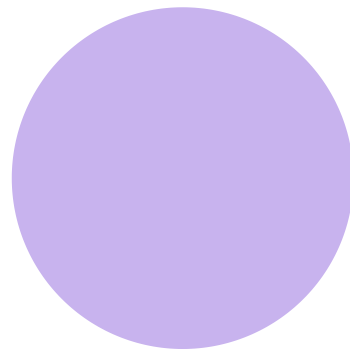
SECONDARY COLORS



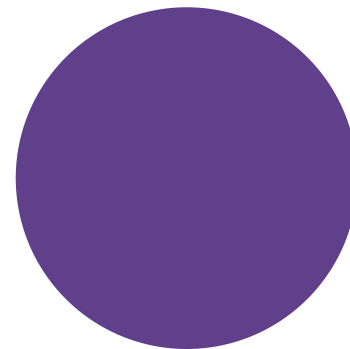
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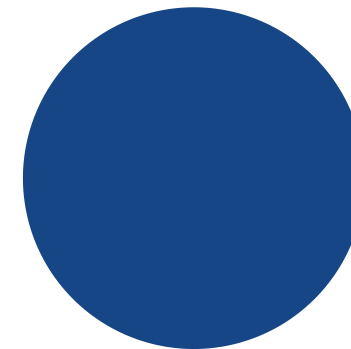
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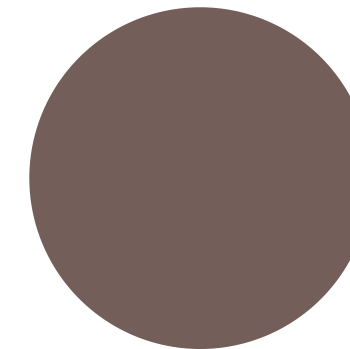
HEX: #c8b3ee



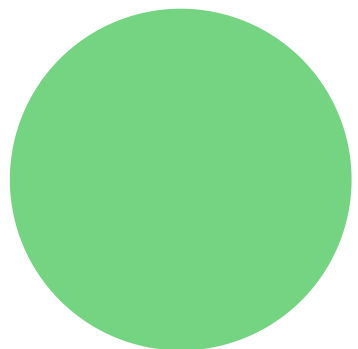
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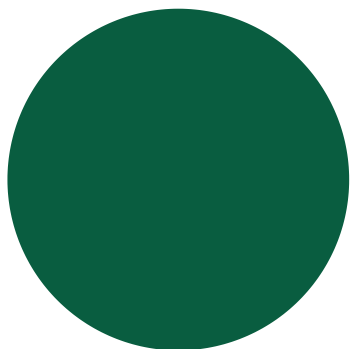
HEX: #164686



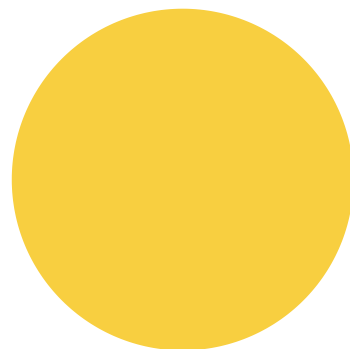
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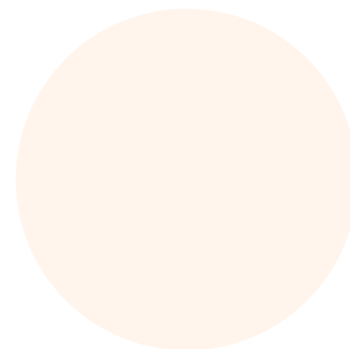
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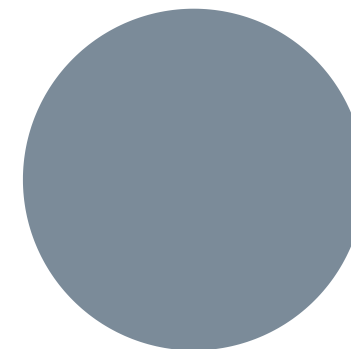
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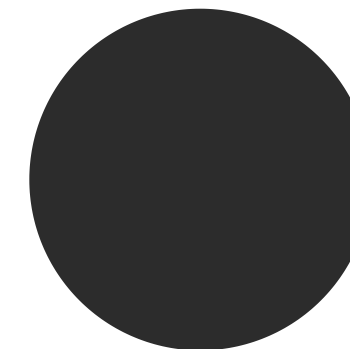
HEX: #f8cf40



HEX: #fff5ec



HEX: #7b8b99



HEX: #2c2c2c






FONTS

**We want our graphics to
appear uniform!**

If you don't have these fonts on your computer, look for downloads online. You can also buy fonts at: myfonts.com, adobe.com/type, fonts.com, fontshop.com, linotype.com, and veer.com



OUR FONTS – HEADINGS

MOLOT

Glacial Indifference (In Bold)

Barlow Black

Special Elite

Brusher



OUR FONTS - BODY

HK Grotesk Light

Lato

Barlow SemiCondensed

Barlow SemiCondensed Bold

Courier Prime





BE CREATIVE!

Illustrations and graphics will make your local projects even more colorful and engaging. Make sure to incorporate the fonts, colors, logo, and your own graphics to spice it up!



COLOMBINE - 4/99
VIRGINIA TECH - 2/07
AURORA - 7/12
SANDY HOOK - 12/12
SAN BERNADINO - 12/15
ORLANDO - 6/16
LAS VEGAS - 10/17
SUTHERLAND SPRINGS - 11/17
PARKLAND - 2/18


NO MORE.





On Brand Photography

- Think about lighting and composition
- Plan ahead and think about using props and branded materials
- Bring the person close to the camera and let the background be far away
- Keep background simple



RESOLUTION GUIDE


Shoot high-resolution photos. Most digital cameras allow you to change the resolution, so you can select the quality of your photos as you take them. “Resolution” is an indication of the quality of your photos. The higher the resolution, the sharper and more detailed your photo.

Print resolution specs for a horizontal image printed at 6”x4”

Specs	Low Resolution	Medium Resolution	High Resolution
Pixels	900x600	1800x1200	3600x2400
Resolution	150 ppi	300 ppi	600 ppi
File Size	1.5MB or less	5MB or more	20MB or more

Screen resolution specs for a horizontal image displayed at 6”x4”

Specs	Low Resolution	Medium Resolution	High Resolution
Pixels	300x200	900x600	1800x1200
Resolution	150 ppi	150 ppi	300 ppi
File Size	175K or less	1.5MB or less	5MB or less



FILE TYPES

EPS

Used for: High-quality print jobs, printing with a vendor, T-shirts and other merchandise.

Techie terms: High-resolution, vector-based art, scalable

JPG

Used for: Websites, PowerPoint templates, email, social media, some print

Techie terms: Low-resolution, raster-based, not transparent (for print, use at least 300 dpi)

PNS

Used for: Websites, video, PowerPoint templates, email, social media

Techie terms:
Transparent, raster-based, low-resolution (not for print use)

SPEED ANSWERS!

If I'm making a T-shirt, which file formats should I use?

EPS files and certain types of JPG files (made from Adobe Illustrator files) work well, because these file types can be resized without losing quality.

If I'm making a printed piece, which file format should I use?

If you design a printed piece, for the best quality, you should print at high resolution. You can create a high-resolution PDF of an Adobe InDesign file, a Microsoft Word file or a Microsoft Publisher file. For photos, JPG formats will work well. To be sure, ask your printer what would work best, and be sure to run a test sample and check for quality.

What about a website or email?

For online materials, such as websites and email communications, JPG and PNG files will be your best options.

What resolution do I need for photos for print?

For most print pieces, you'll need a resolution of at least 300 dots per inch (dpi) if the original photo will be the same size as what you're printing.

What resolution do I need for photos for a website or email?

72 dpi, or dots per inch is adequate.

My club has some photos that our members have posted on Facebook. Can I use those for a printed piece?

In most cases, no. When you upload photos to Facebook or other social media sites, the files are compressed to a smaller size. The smaller size means your photos will not be at a resolution high enough for a quality print. For best quality, use photos directly pulled from your camera.

What does "transparent background" mean?

If an image has a transparent background, that means you can place it on top of any color and it will blend in. (Items that aren't transparent often have a white background that shows up on a non-white background.) PNG and GIF files have transparent backgrounds.

REMEMBER

Three key writing tips

1. Be consistent. It never hurts to have a guide.
2. Be concise. The fewer words you use, the better your message sinks in. Make your writing easy to follow and fun to read. In fact, reread what you write—then revise. You might be surprised what you can do without.
3. Go easy on the eye. When it comes to visual appeal, the copy is important too. Don't make people feel overwhelmed by words. Got a series of items or instructions? Use a "bullet-pointed" or numbered list. Got a key point? Try subheads in bold type. Some people skim—so make it skimmable.

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