Brand Guide

FALL 2014

FOURSQUARE

The Foursquare brand is more than just a logo. It is a visual system and language made up of many parts that work together to convey the core of what Foursquare is and what we stand for.

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Brand Elements

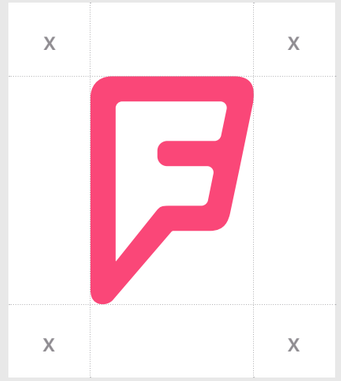
LOGO MARK

FOURSQUARE

WORD MARK

CLEARSPACE

The Foursquare logo and Foursquare mark should always be surrounded by a minimum area of space. A margin of clear space equivalent to the height of the ‘F’ is drawn around the logo to create the invisible boundary of the area of isolation. The mark has a clearspace equal to half the width. These areas of separation are a minimum and should be increased wherever possible.



MINIMUM SIZE

There are no predetermined sizes for the Foursquare logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility.

There is no preset maximum size for the Foursquare logo. Minimum sizes are as shown here.

Digital: 100px width
Print: 1 inch width

FOURSQUARE

Digital: 25px height
Print: .25 inch height

WORDMARK

The Foursquare wordmark should be used in the main Foursquare blue or white. The wordmark should never be used in the Foursquare Pink.

Black can be used in rare situations but should be generally avoided.

The white Foursquare logo is ideal for use over images and colored backgrounds.

When placing over photography, ensure contrast by placing over dark area, find negative space.

FOURSQUARE

FOURSQUARE

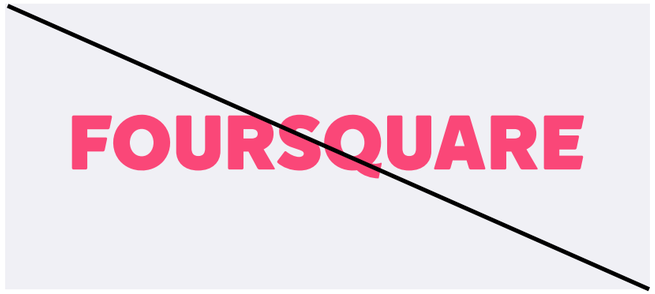
FOURSQUARE

SWARM AND FOURSQUARE

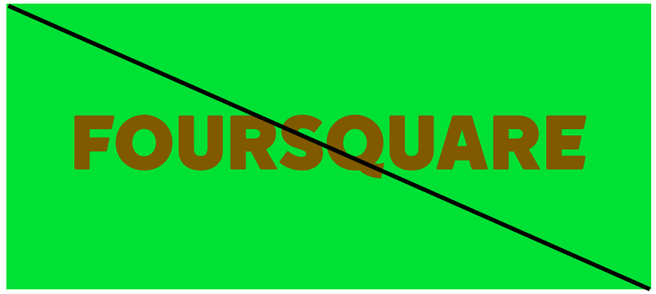
Swarm incorporates the Foursquare wordmark in it’s own logo. DON’T alter lock up.

INCORRECT WORDMARK USAGE

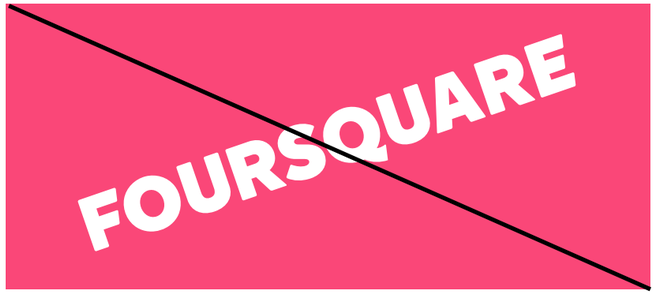
When using the Foursquare logo the following rules should be adhered to at all times.



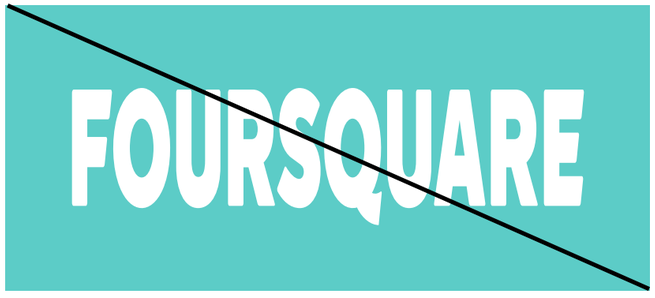
DON’T use the Foursquare pink for the wordmark



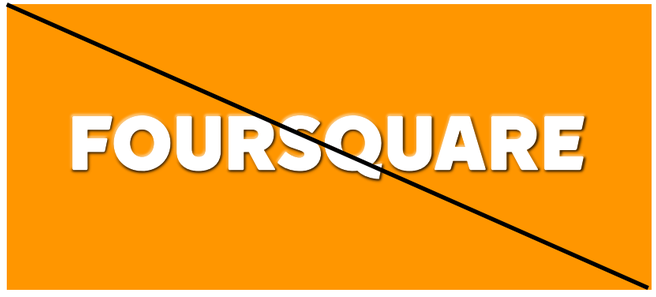
DON’T place the logo over colors other than specified



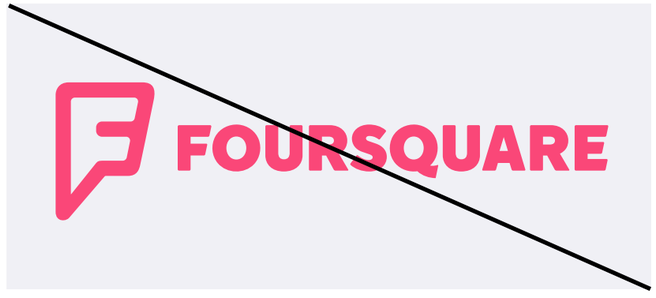
DON’T rotate logo



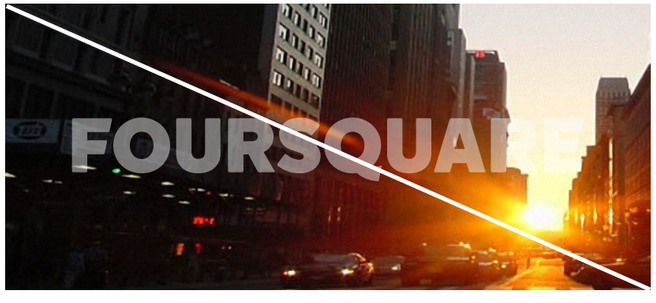
DON’T distort, stretch, or alter the logo in any way



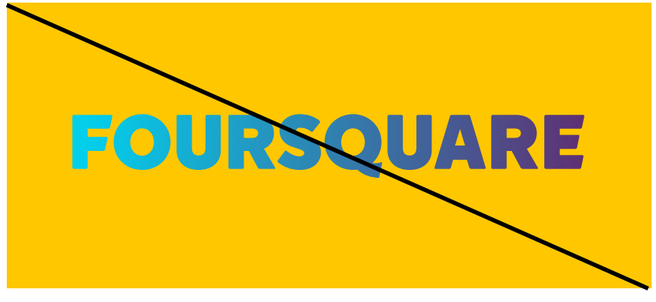
DON’T add drop shadows, bevels or other effects



DON’T use the logomark and the wordmark together



DON’T apply transparency effects to the logo



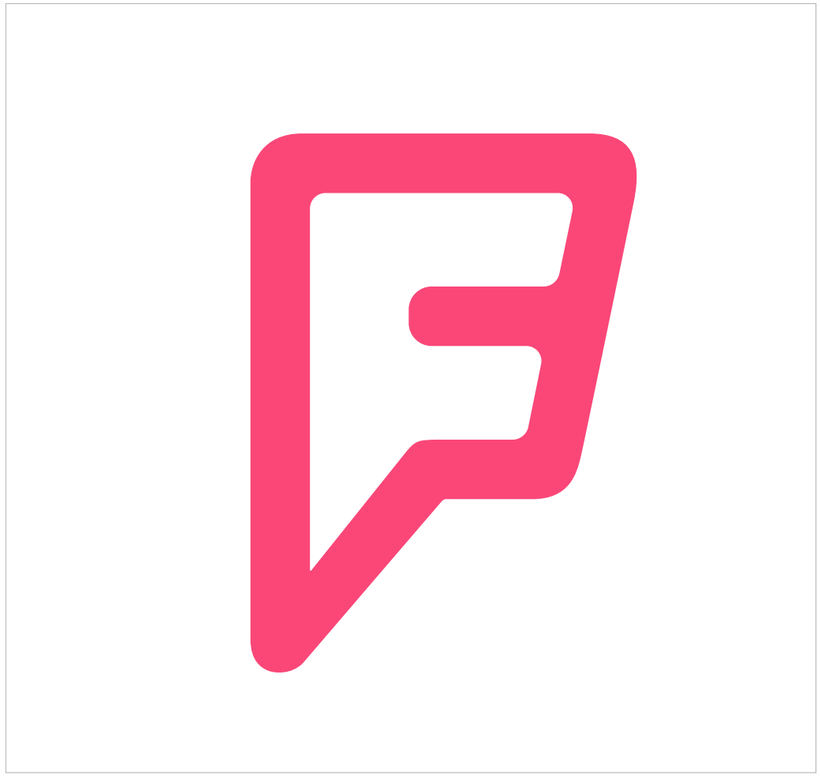
DON’T use gradients within the logo

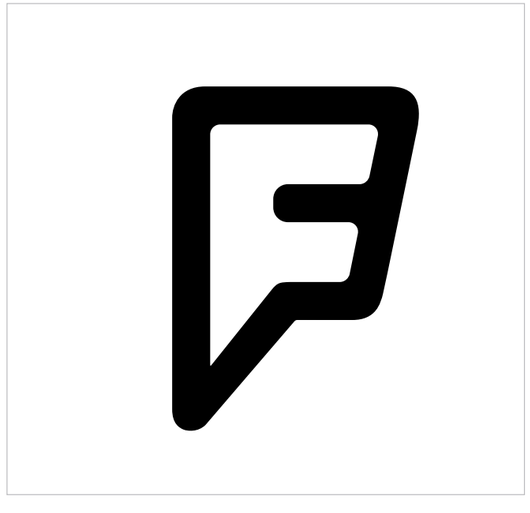
LOGO MARK

The Logo mark should only use the Foursquare Pink. When used over colored backgrounds use the white version.

Black can be used in rare situations but should be generally avoided.

When using the Logo mark over photography a multiply effect may be used if needed.



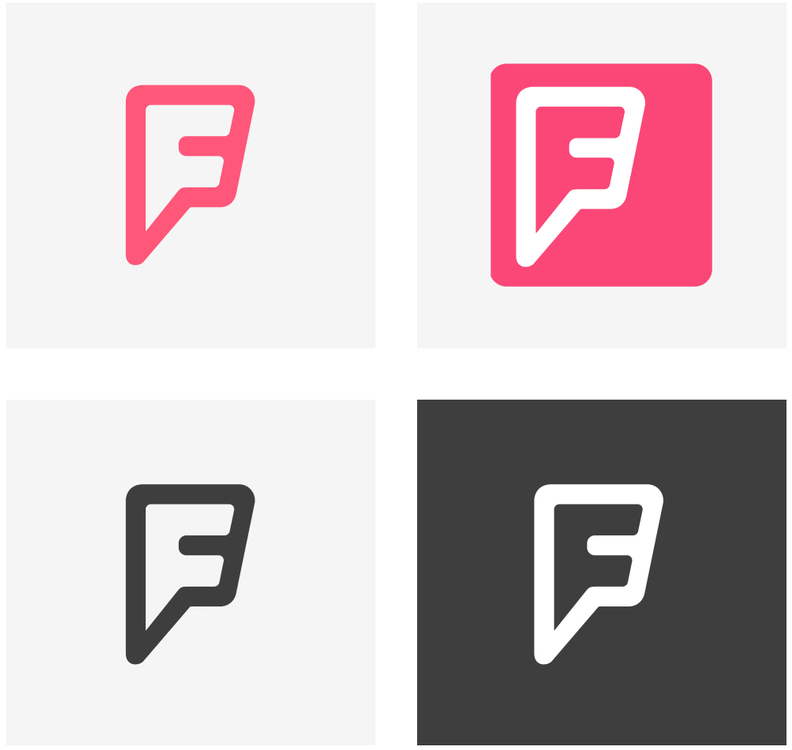


SOCIAL ICONS

The logomark social icon should be used without a holding shape if possible. Leave a minimum of 8px between icons.

If you use a holding shape do not center the logomark, always align it left.

Icons should always be atleast 22px in height.



When used with other full color icons.

When used with other grey icons.

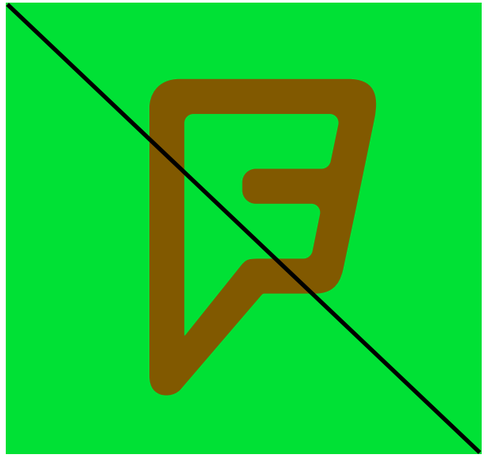
When used with other white icons.

LOGO MARK INCORRECT USAGE

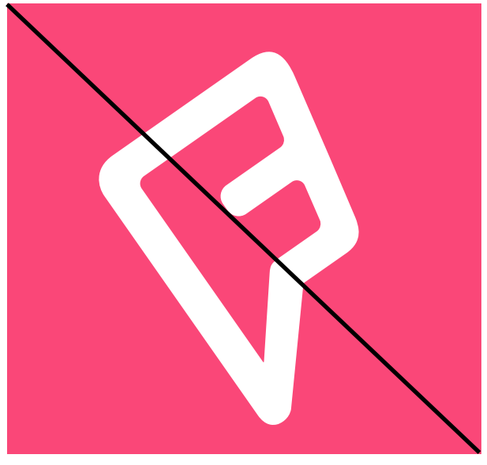
The logo mark can be used as a secondary element to highlight people, objects and places. It should always use the watermelon color when used in this manner and should be used as a large primary element.

Always use logo in its vertical form, do not rotate or change to accomodate image.

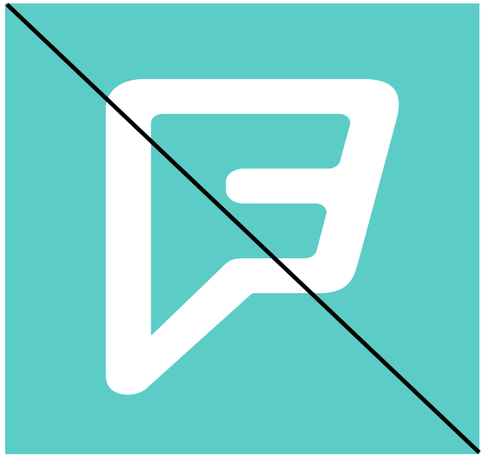
DON’T use the Foursquare blue for the logo mark



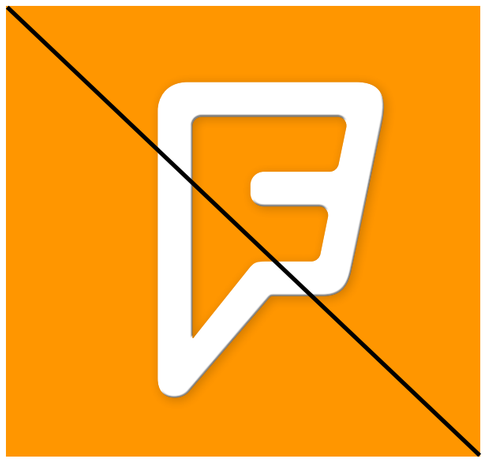
DON’T place the logo over colors other than specified



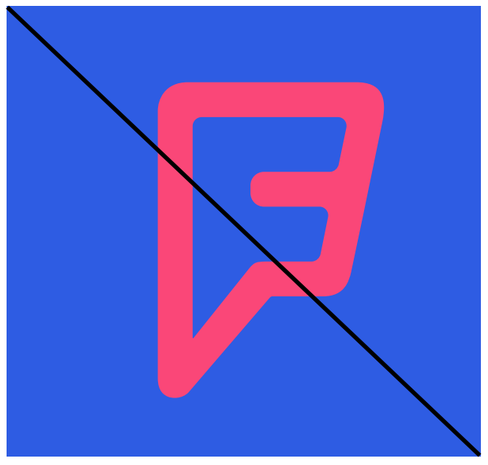
DON’T rotate logo



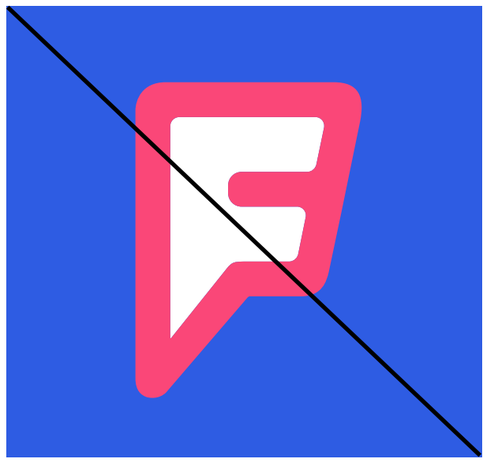
DON’T distort, stretch, or alter the logo in any way



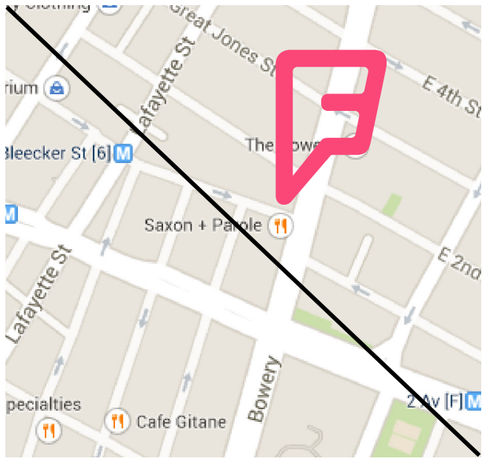
DON’T add drop shadows, bevels or other effects



DON’T use watermelon on blue background



DON’T fill the inside area of the logo mark



DON’T use logo mark as map pin

PRIMARY COLOR

FS Watermelon
#F94877

FS Navy
#0732A2

FS Blue
#2D5BE3

SECONDARY COLOR FOR MARKETING & DESIGN

RATING SYSTEM

EXPERTISE

ARTS, ENTER-TAINMENT

OUTDOOR & RECREATION

TRAVEL & TRANSPORT

COLLEGE & UNIVERSITY

FOOD

NIGHTLIFE

SHOP & SERVICE

PROFESSIONAL & OTHER

AREA & NEIGHBOR-HOOD

Graphic Elements

RADIATING LINES

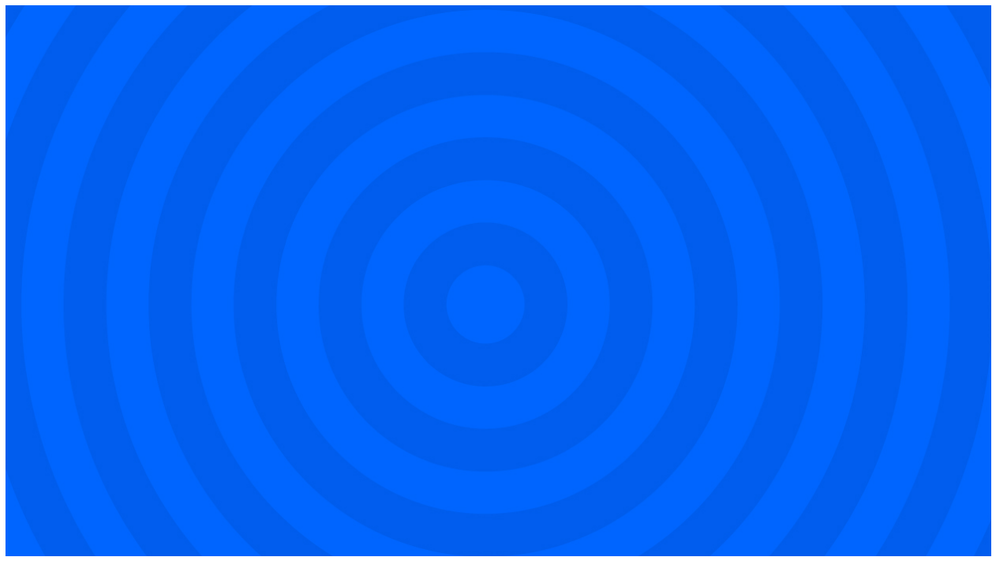
Radiating lines can be used as a secondary element in ads, posters, or collateral.

The lines should always have a width equal to that of the logo mark. The space inbetween should also have an equal width.

You can achieve this effect by using Offset Path in Illustrator and setting the Offset to double the point size of the logo mark.

When using the circular lines in combination with the logo mark they should be joined together at the origin point.

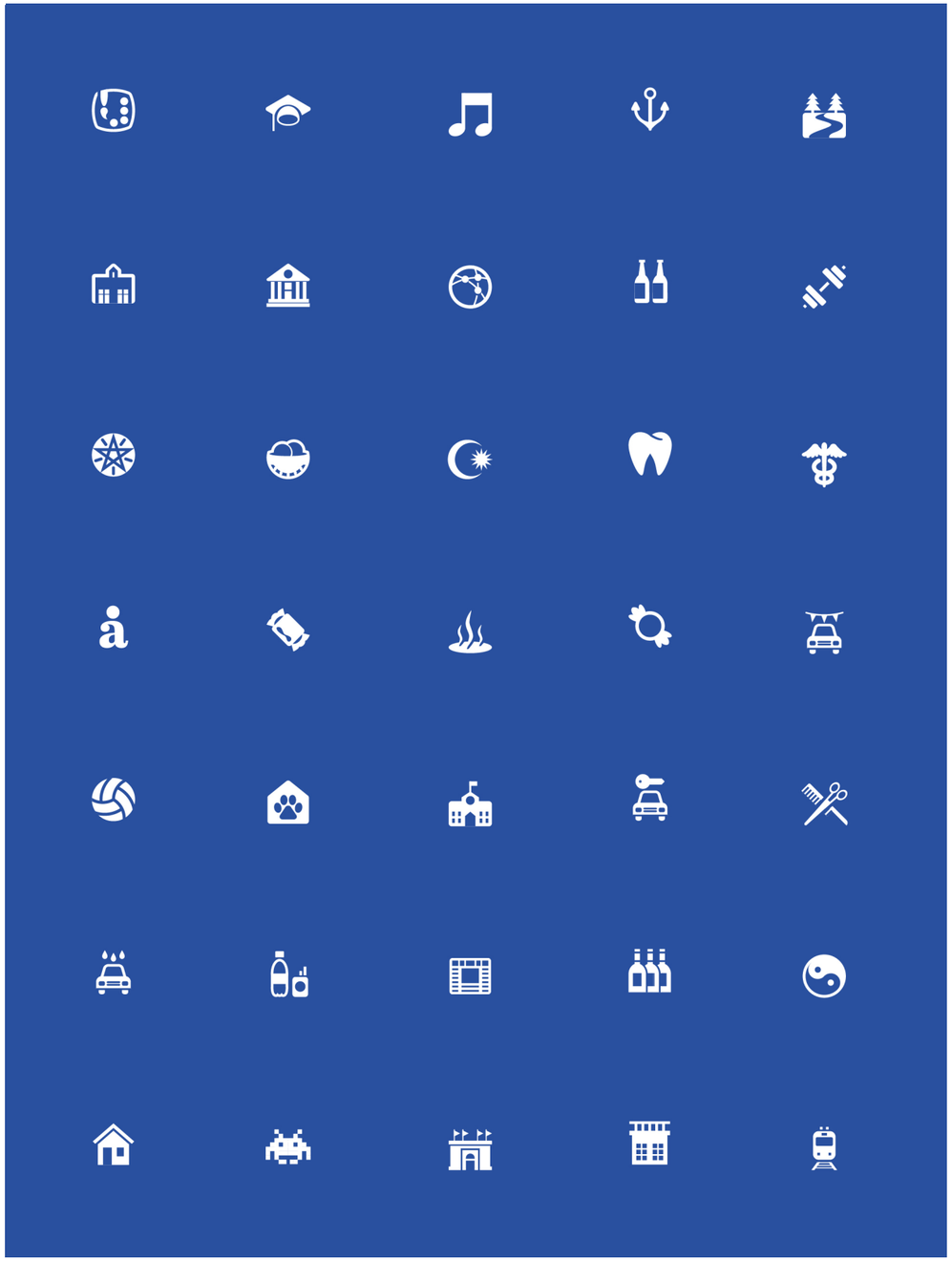
Use a Multiply effect at 10% opacity to achieve color difference.

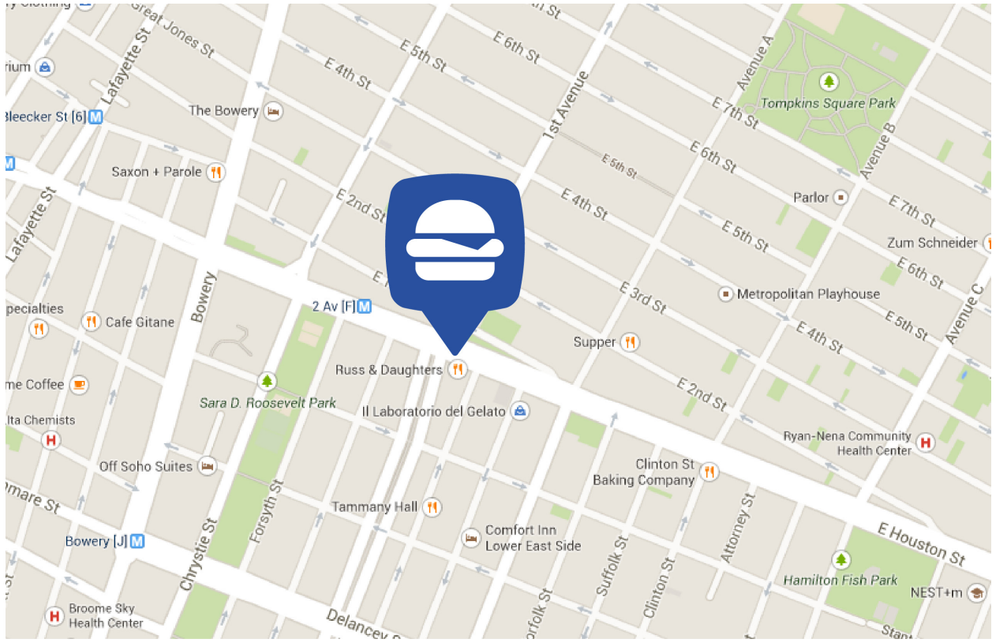


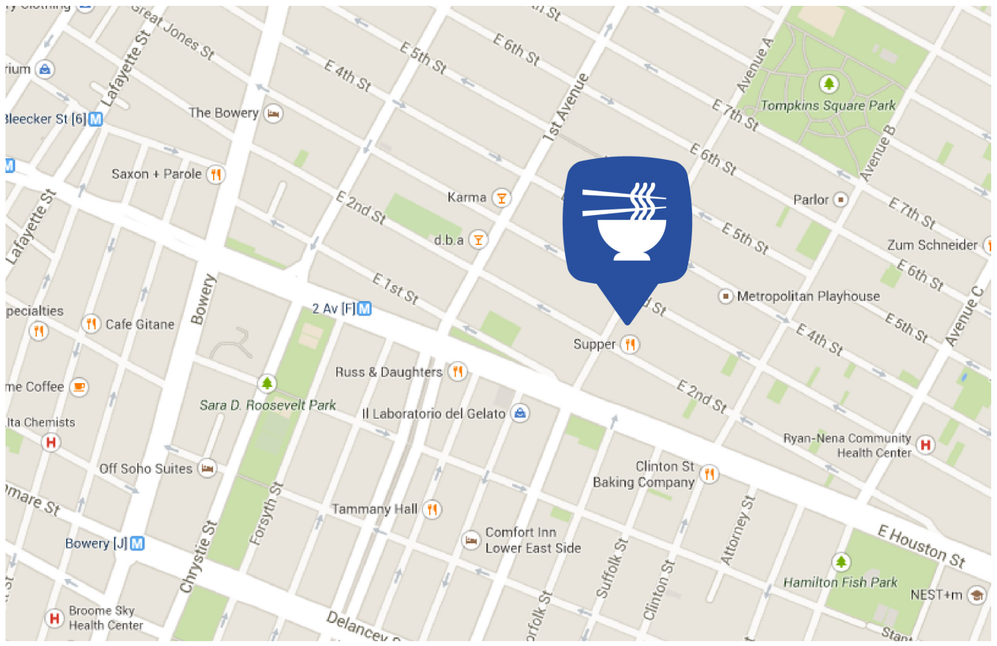
MAP PINS

The map pin is used in combination with a set of icons that covers different types of locations.

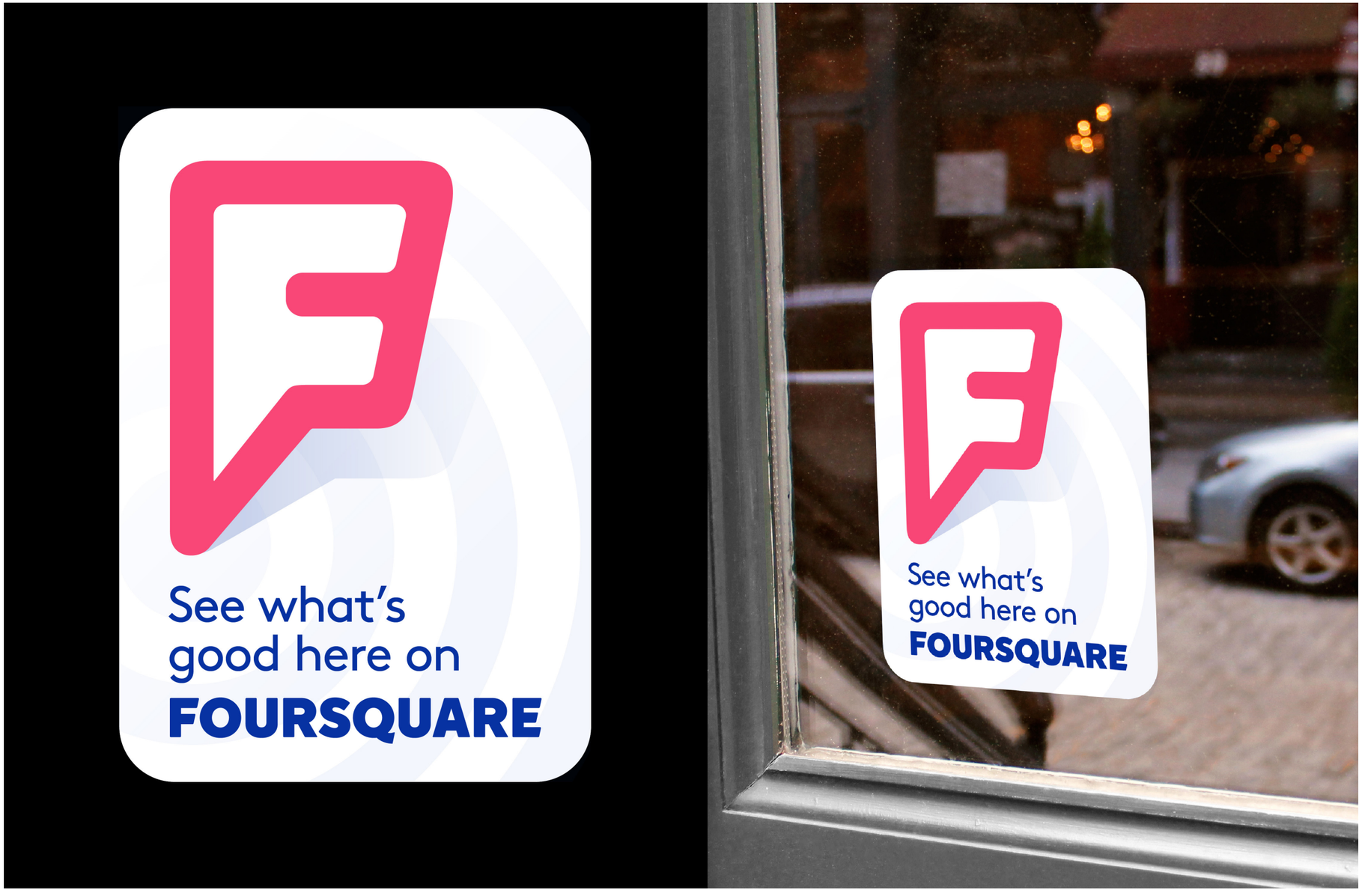
Do not use the logo mark as a pin.







WINDOW CLING



Thank you!

FOURSQUARE

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