



C o r p o r a t e   B r a n d i n g   G u i d e l i n e s

# A b o u t F E E

The Foundation for Environmental Education (FEE) is a non-governmental and non-profit organisation aiming to promote sustainable development through environmental education.

FEE is mainly active through five environmental education programmes: Blue Flag, Eco-Schools, Young Reporters for the Environment, Learning about Forests, and The Green Key.

FEE is an international umbrella organisation with one national member organisation per country representing FEE on the national level and in charge of implementing FEE programmes nationally. As of June 2007, FEE has member organisations in 48 countries in Europe, North and South America, Africa, Asia and Oceania.



# Why Brand Identity is Important

The FEE brands live not only on paper or electronically but can represent many more intangible aspects such as a collection of feelings and perceptions about quality, image, reputation, business ethics 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 applied 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 its values are protected and endorsed throughout the brand identity. It is illegal for a third party to use the brand without permission.



# Glossary of Terms

The following terms can be found throughout this document. The list below should help you to select the best image for your technical requirements.

**Pantone** is the standard system of reference for colour. You or your printer will require a pantone reference to ensure best colour match to the corporate standards.

**EPS, Vector, Tiff, Jpeg files** - all of these refer to the formats in which imagery, such as photographs or illustrations, are saved for transfer and print.

**DPI (dots per inch)** refers to the resolution of an image. For example the files supplied to a printer should always be at least 300dpi but when using the same file for the web a file format of 72dpi will be fine.



# Description of Brand and Sub Brands

There are currently six brands that exist in the FEE portfolio. One corporate brand, FEE, and five sub-brands; Blue Flag, Eco-Schools, Young Reporters for the Environment, Learning about Forests, and The Green Key.

When describing these sub brands in written documents, they must be described as a Programme and not a campaign. The wording of 'programme' better describes the prolonged and managed process that underpins the initiative, opposed to the word 'campaign' which could infer short bursts of activity.

When referring in text to each programme, upper case letters should be used with the exception of prepositions i.e. Young Reporters for the Environment.



# P a n t o n e   C o l o u r

All logos in this document use the following pantone colours to ensure that they are identifiable as part of the same family of logos:

Pantone 300 (blue)



Pantone 354 (green)



**C** 100

**C** 91

**M** 46

**M** 1

**Y** 0

**Y** 93

**K** 0

**K** 0

#0066CC

#009933 (Web)



# C o - b a d g i n g

The FEE logos should not be used to sponsor or endorse any other organisation or product. The logos featured in this document may only be used by third parties where the organisation is participating in or supporting the programme. For example a school wanting to put the Eco-Schools logo on their letter headed material.

It is the responsibility of each country to control the use of the logos with the partners they are working with. A copy of this Corporate Branding Guidelines document must be issued with all logos to ensure the correct use of the logo i.e. colour, size, positioning of logo. Each country must approve the use of the logo in a designed format before agreeing for the third party to print the material. This can be done via email copies of the logo situated in the designed document or proof copies before the publicity material is sent to the printers.



# FEE Logo Usage

## FEE Logo

There are two versions of the main FEE logo.

1. Full colour version -  
This is the preferred version and can be used on various backgrounds.
2. There is a mono version of the campaign graphic for use where colour reproduction is not possible.

## Description in words

When describing 'The Foundation for Environmental Education' it may be abbreviated using capitals letters to FEE i.e. NOT Fee.

The minimum recommended size for use is at a width of 25mm, this will ensure the text remains legible. 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.





## Blue Flag Logo

There are two versions of the Blue Flag logo.

1. Full colour version -  
This is the preferred version and can be used on various backgrounds.
2. There is a mono version of the campaign graphic for use where colour reproduction is not possible.

The minimum recommended size for use is at a width of 25mm, this will ensure the image remains clear. 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.

