

The FSPS Foundation Branding Guide was developed to support our rebranding efforts and ensure consistency across all materials. With introducing a new logo and modernized branding, this guide serves as a key reference for stakeholders, outlining the correct usage of our logo, color palette, and typography. The guide is divided into four main sections: Introduction, Logo, Color, and Typography?each chosen for its essential role in maintaining brand consistency. The Logo section provides insight into the meaning behind our new logo and usage guidelines to clarify how it can and cannot be used. The Color section details our strategically selected colors, including their specific codes and a focus on accessibility to ensure readability for all audiences. Typography was also carefully chosen to maintain consistency and enhance readability across all materials. The FSPS Foundation Branding Guide ensures our brand is represented consistently across all platforms. The Office of Communications and Engagement will use it as a reference to strengthen brand recognition and streamline workflow. It will also be shared with the FSPS Foundation Board and other stakeholders to promote cohesive branding. As we anticipate welcoming new team members, the guide will be a valuable onboarding tool, providing clear and concise brand standards.