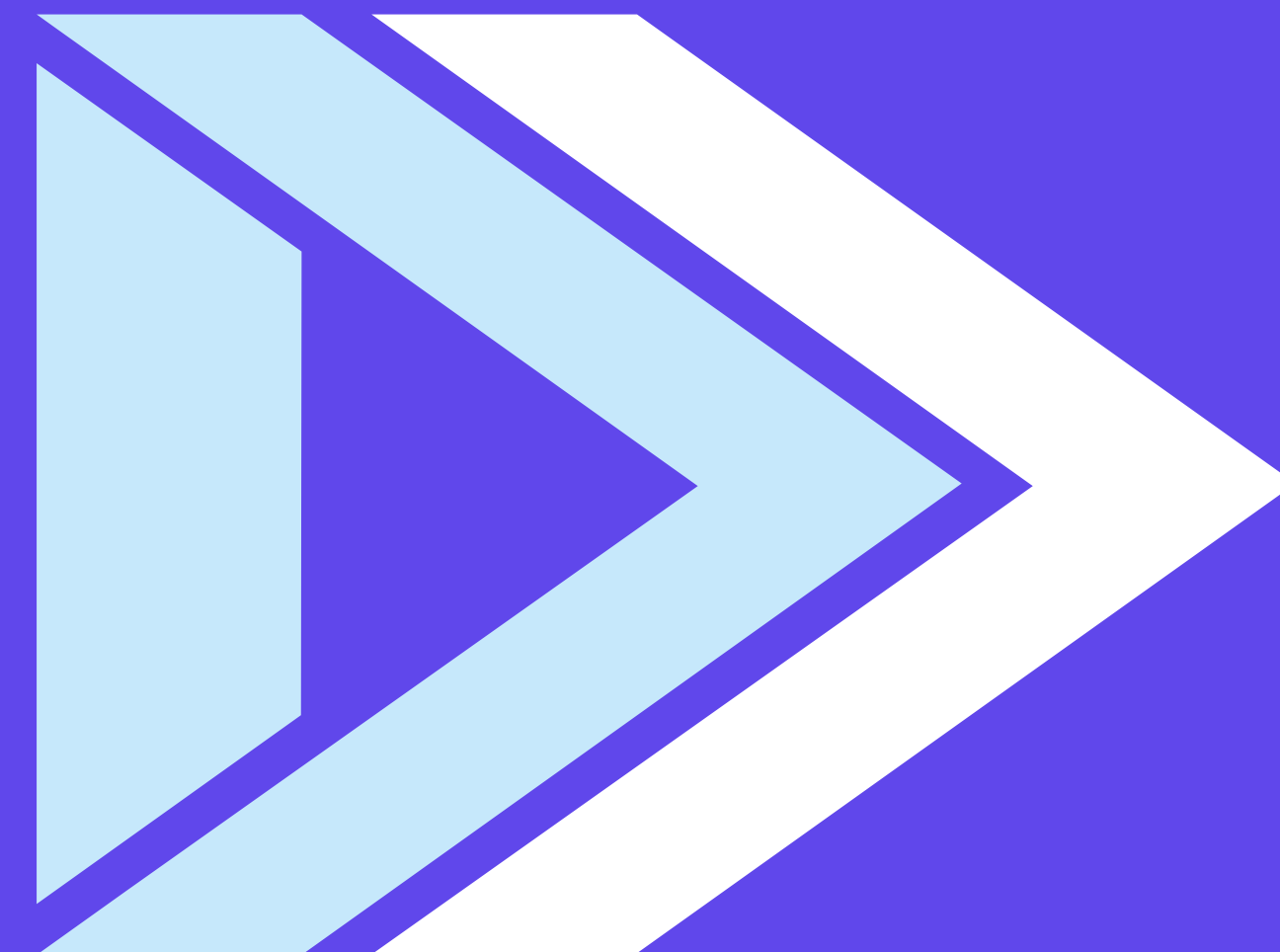


**FOUNDATION
TO DECREASE
WORLD SUCK**

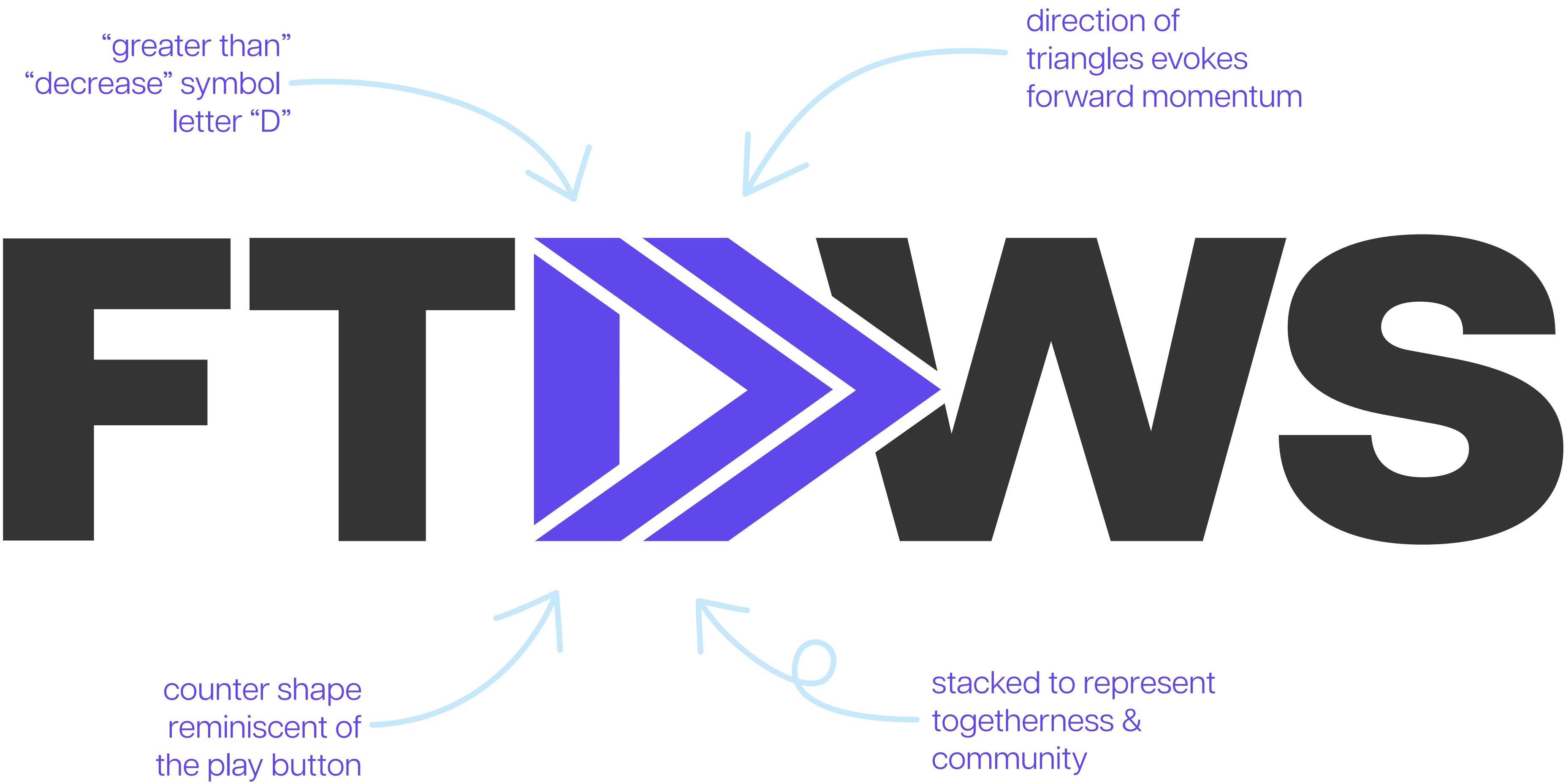


Background

The Foundation to Decrease World Suck engages the online video community to raise awareness and funds for charities worldwide. Since 2012, the foundation has made over \$10 million in charitable grants to organizations voted on by the community during its annual telethon-style livestream event, Project for Awesome.

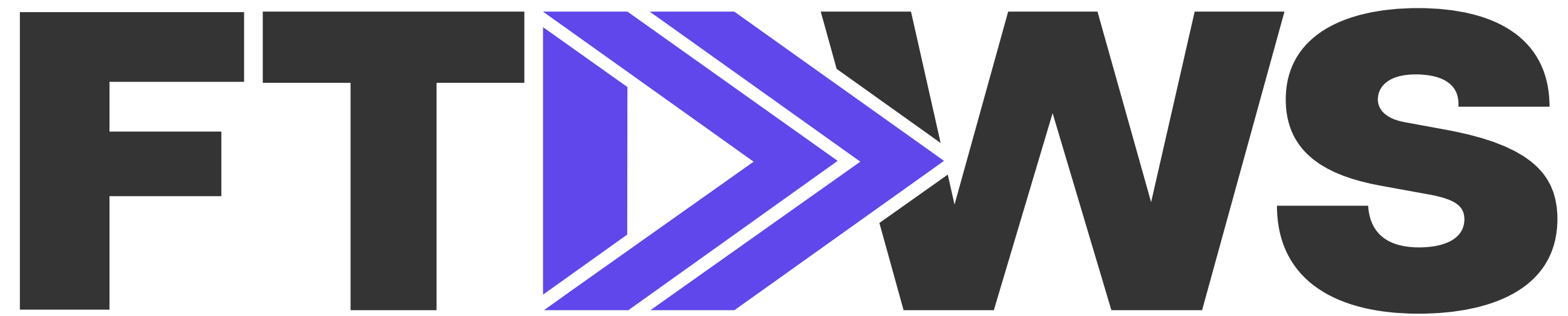
The foundation and its supporters share a common desire for forward progress and a love of online video. This brand identity aims to capture that essence to establish a consistent presence for the organization's public facings.

Brand Marks

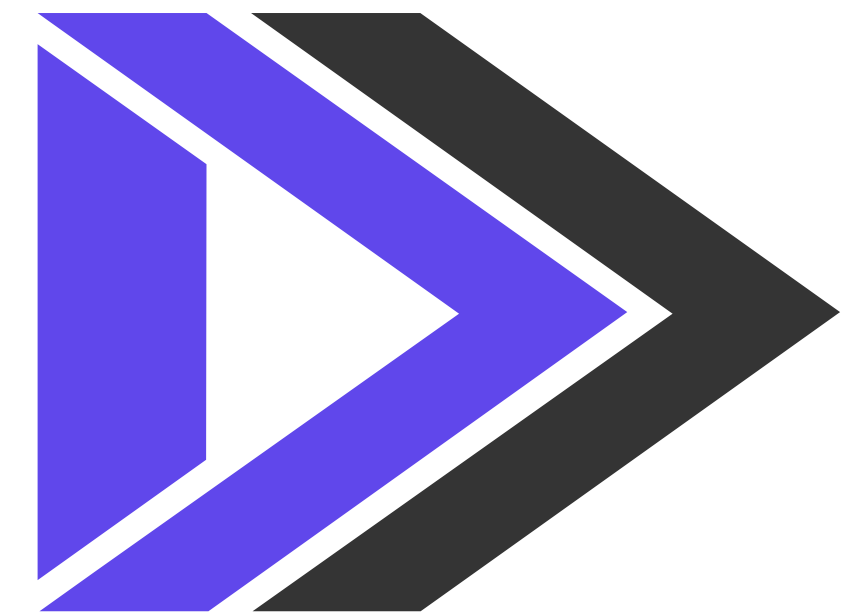


Brand Marks

Color Lettermark

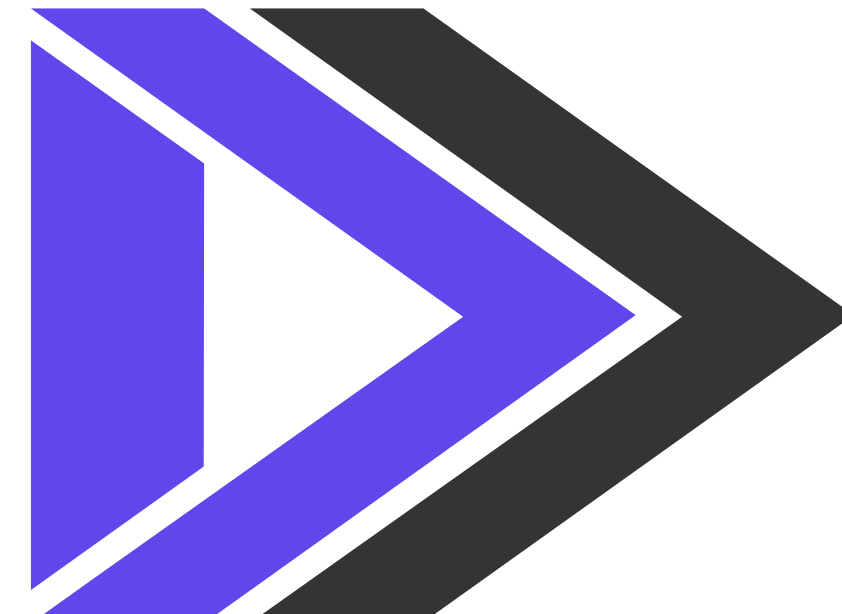


Color Logo



Color Wordmark

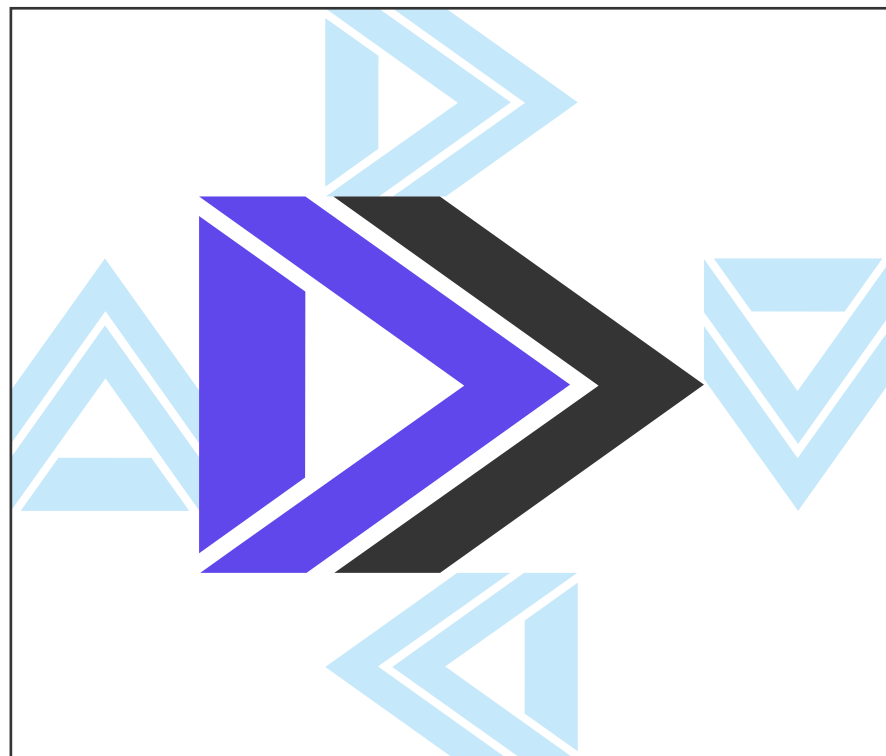
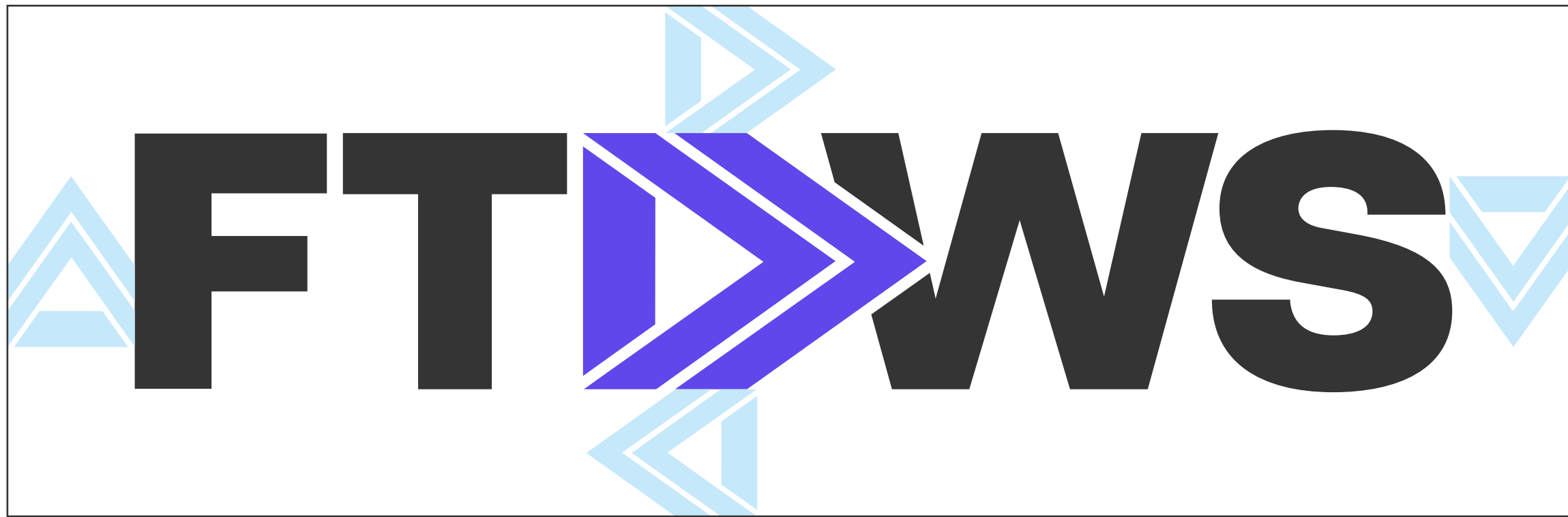
**FOUNDATION
TO DECREASE
WORLD SUCK**



Brand Marks

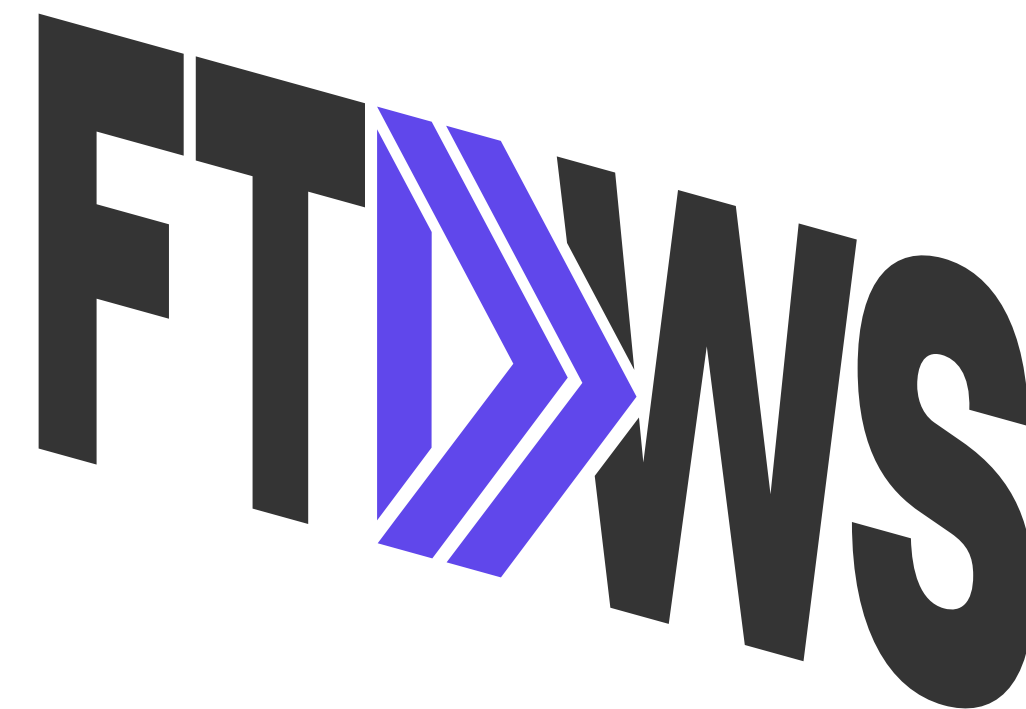
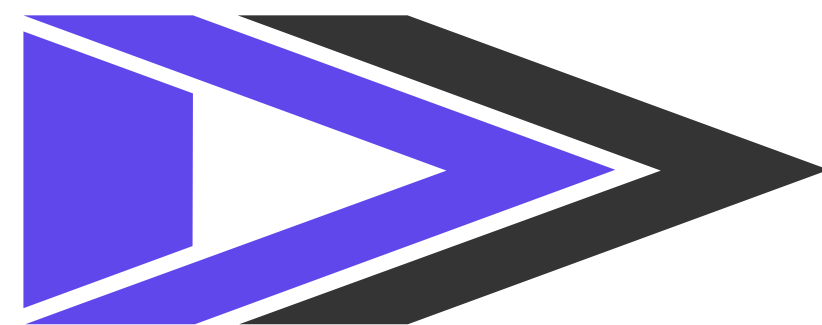
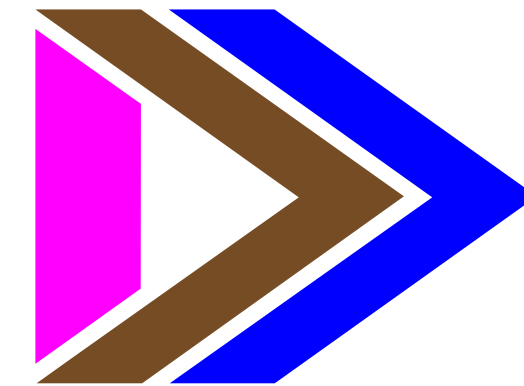
When representing the logo in an official capacity, leave space to ensure legibility.

Aim for a clearance equal to half the height of the logo on all sides.



Brand Marks

Do **not** distort, rotate, or recolor the brand marks using unapproved colors.



Color Palette

Almost Black

#343434

C: 0 M: 0 Y: 0 K: 79.6

Foundation Purple

#6047EB

C: 59.1 M: 69.8 Y: 0 K: 7.8

Sky Blue

#C6E8FB

C: 21.1 M: 7.8 Y: 0 K: 1.6

This is the color palette for the foundation. Foundation Purple is considered the hero color of the brand, with others serving as accents as appropriate.

White

#FFFFFF

C: 0 M: 0 Y: 0 K: 0

P4A Scarlet

#E64923

C: 0 M: 68.3 Y: 84.8 K: 9.8

Mint Green

#BFF0D4

C: 20.4 M: 0 Y: 11.7 K: 5.9

Color Combinations

Foundation to Decrease World Suck	Foundation to Decrease World Suck
Foundation to Decrease World Suck	Foundation to Decrease World Suck
Foundation to Decrease World Suck	Foundation to Decrease World Suck
Foundation to Decrease World Suck	Foundation to Decrease World Suck
Foundation to Decrease World Suck	Foundation to Decrease World Suck
Foundation to Decrease World Suck	Foundation to Decrease World Suck

Use one of these approved color combinations for text. These have been selected for their high contrast ratio and accessibility. Other color combinations may be used as accents, but should not be used to represent necessary information.

Text

There is only one typeface for FTDWS: Articulat CF. This font comes in a variety of styles, the following of which are recommended:

Articulat CF Light

Articulat CF Light Oblique

Articulat CF Regular

Articulat CF Regular Oblique

Articulat CF Bold

Articulat CF Bold Oblique

Articulat CF Heavy

Articulat CF Heavy Oblique

**FOUNDATION
TO DECREASE
WORLD SUCK**

