With our new brand, consistency is presentation across all communications is very important. We realize that everyone has different tastes and different needs, but it will help all of us over time if we maintain the consistent use of our brand. As the brand evolves, this document will be updated periodically.

**LOGO USAGE GUIDELINES**

- Whenever possible, use the primary logo, horizontal or stacked based on space
- Resize proportionally—do not stretch or distort
- FFI is secondary execution, and preferably only use when you can have the words Fly Fishers International used to provide context nearby (example: on hats, FFI globe/reel icon on the front, Fly Fishers International on the back)
- Globe/reel icon can be used separately, but preferably only use when there is context (example: on a hat, globe/reel on the front, Fly Fishers International on the back)
- Ensure there is sufficient white space around logo (a minimum of approximately .15” on all sides)
- Use only FFI typefaces and color treatments, as specified by guidelines

**LOGO REPRODUCTION GUIDELINES**

- Primary Logo / Horizontal
- Primary Logo / Stacked
- Secondary Logo / Horizontal
- Secondary Logo / Stacked
- Globe Reel Icon
COLORS
The FFI color palette is primarily steel blue, charcoal grey, light grey, and white. Try to stay with these colors within reason, depending on the application.

<table>
<thead>
<tr>
<th>COLOR</th>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
<th>WEB HEX</th>
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<tr>
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<td>C 71</td>
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<td>#4f8cb6</td>
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<tr>
<td>PMS 432U</td>
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</table>

TYPEFACES
FLY FISHERS: NOVECENTO WIDE DEMIBOLD
INTERNATIONAL: NOVECENTO WIDE BOOK

Acherus Grotesque regular (council logos only); kerning 100-150

COUNCIL LOGO GUIDELINES
- Replace council name using typeface instructions above and center inside blue lines. Kerning can be lessened to accommodate longer names.

CONTACT INFO
If you have questions, please call FFI at 406.222.9369.