## Brand Guide

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

## FOURSQUARE

## CLEARSPACE

The Foursquare logo and Foursquare mark should always be surrounded by minimum area of space. A margin of clear space quivalent to the height o he ' $F$ ' is drawn around the ogo to create the invisible boundary of the area of isolation. The mark has d clearspace equal to half learsace equal to half aration are areas of eparation are a minimum nd should be incr wherever possible.


FOURSQUARE

Digital: 25 px height Print: . 25 inch height

WORDMARK
The Foursquare wordmark hould 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 image and colored backgrounds.

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

## FOURSQUARE

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## FOURSQUARE

## SWARM AND FOURSQUARE

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


DON'T use the Foursquare pink for the wordmark


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


DON'T apply transparency effects to the logo


DON'T place the logo over colors other than specified


DON'T add drop shadows, bevels or other effects

DON'T use gradients within the logo



DON'T rotate logo


DON'T use the logomark and the wordmark together

## 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.

he logomark social icon should be used without holding shape if possible. Leave a minimum of $8 p x$ between icons.
If you use a holding shape do not center the logomark, always align it left.
lcons should always be atleast 22 px in height.


When used with other full color icons.

When used with other grey icons.

LOGO MARK INCORRECT USAGE

The logo mark can be use 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 add drop shadows, bevels or other effects


DON'T place the logo over colors other than specified


DON'T use watermelon on blue background


DON'T rotate logo


DON'T fill the inside area of the logo mark


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


DON'T use logo mark as map pin
\#F94877


FS Blue
\#2D5BE3

$\square$


## RATING SYSTEM



## EXPERTISE

> ARTS, ENTERTAINMENT

## OUTDOOR \& RECREATION



COLLEGE \& COLLEGE \&
UNIVERSITY

FOOD
NIGHTLIFE
SHOP \&
SERVICE
PROFESSIONA \& OTHER

AREA \& NEIGHBOR-
HOOD
$\square$

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## Radiating lines

Radiating lines can be used as a secondary element in ads, posters, or collateral.
he lines should always have a width equal to that of the logo mark. The sace 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 ypes of locations.

Do not use the logo mark as a pin.



## Thank you!

## FOURSQUARE

