Brand Guide

FALL 2014

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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FOURSQUARE

LOGO

LOGO MARK

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FOURSQUARE
CLEARSPACE
The Foursquare logo and Foursquare mark should always be surrounded by a minimum area of space. A margin of clear space equivalent to the height of the “F” is drawn around the logo to create the invisible boundary of the area of isolation. The mark has a clearspace equal to half the width. These areas of separation are a minimum and should be increased wherever possible.

MINIMUM SIZE
There are no predetermined sizes for the Foursquare logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility.
There is no preset maximum size for the Foursquare logo. Minimum sizes are as shown here.

Digital: 100px width
Print: 1 inch width

Digital: 25px height
Print: .25 inch height
WORDMARK
The Foursquare wordmark should 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 images and colored backgrounds. When placing over photography, ensure contrast by placing over dark area, find negative space.
Swarm incorporates the Foursquare wordmark in its own logo. DON'T alter lock up.
INCORRECT WORDMARK USAGE

When using the Foursquare logo the following rules should be adhered to at all times.

DON’T use the Foursquare pink for the wordmark
DON’T place the logo over colors other than specified
DON’T rotate logo

DON’T distort, stretch, or alter the logo in any way
DON’T add drop shadows, bevels or other effects
DON’T use the logomark and the wordmark together

DON’T apply transparency effects to the logo
DON’T use gradients within the logo
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.
SOCIAL ICONS

The logomark social icon should be used without a holding shape if possible. Leave a minimum of 8px between icons.

If you use a holding shape do not center the logomark, always align it left.

Icons should always be at least 22px in height.
LOGO MARK
INCORRECT USAGE
The logo mark can be used 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 accommodate image.

DON’T use the Foursquare blue for the logo mark
DON’T place the logo over colors other than specified
DON’T rotate logo
DON’T distort, stretch, or alter the logo in any way
DON’T add drop shadows, bevels or other effects
DON’T use watermelon on blue background
DON’T fill the inside area of the logo mark
DON’T use logo mark as map pin
Graphic Elements
Radiating lines can be used as a secondary element in ads, posters, or collateral. The lines should always have a width equal to that of the logo mark. The space 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 types of locations. Do not use the logo mark as a pin.
See what’s good here on FOUR SQUARE
Thank you!