



Solutions Program

Brand Guide

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Identity

Referencing FamilySearch Trademark in Text

- Capitalize the FamilySearch product name with the product. (Examples: FamilySearch Family Tree, FamilySearch Indexing)
- Use trademark notices by attributing FamilySearch's ownership within the credit notice section of the documentation or advertisement:
"FamilySearch and the FamilySearch logo are trademarks of Intellectual Reserve"
- Do not shorten, abbreviate, or create acronyms out of the FamilySearch trademark.
- Do not use inappropriate descriptors:
FamilySearch is a trademark that identifies the FamilySearch website technology and content. Do not refer to applications, services, or hardware devices that work with FamilySearch as "FamilySearch applications," "FamilySearch services," or "FamilySearch hardware." If need be, these types of products can be referred to by their relationship to the FamilySearch branded products or services by inserting the word "work with" in between the name FamilySearch and the type of product designed to work with FamilySearch.
- Do not use the FamilySearch trademark in the possessive or plural form but use the trademark as a proper adjective followed by an appropriate descriptor.
Correct: The FamilySearch website is so intuitive that
Incorrect: FamilySearch's website is so intuitive that

Endorsement or Sponsorship

Except for those authorized to use the FamilySearch Solutions Provider Logo, the FamilySearch trademark or logo must not be used in any manner that expresses or implies that FamilySearch is affiliated with sponsors, or is an endorser that has certified or approved your activities, products, or services. Do not use the FamilySearch trademark in such a manner that it appears that FamilySearch is legally associated with your company. Display your company name more prominently than the FamilySearch trademark on all materials.



Utilizing the FamilySearch Logo

The FamilySearch logo is the touchstone of our brand and one of our most valuable assets. It's dignified but approachable. It's semi-formal with a hint of fun. It's strong in its symbolism.

Custom slab serif type—inviting and warm, yet quite stately
Green—fresh, harmony, life, endurance
Tree—connection, family history, growth
Mosaic frames—photos, stories, stability, for all people

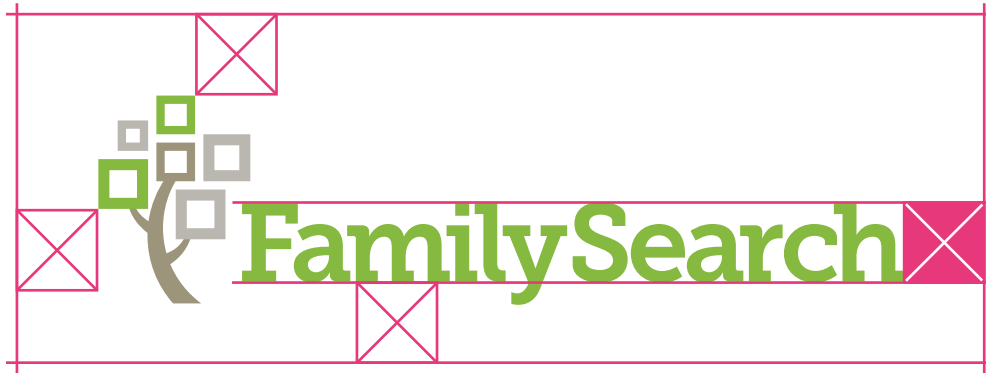
The FamilySearch logo is the unique pairing of the mosaic tree with our custom slab serif logotype. The logo should be used when visually referring to FamilySearch. Designing with the FamilySearch logo comes with a great responsibility. We must ensure proper usage—with each variation and application being carefully considered.



Logo

The logo should be used in full color whenever possible. However, when the full color logo is distracting to surrounding content, the logo may be displayed in an approved alternate color.

LOGO CLEAR SPACE

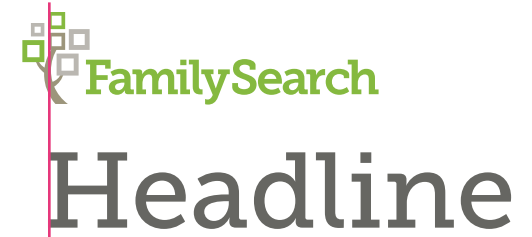


MIN HEIGHT - 32PT



ALIGNMENT

When the logo is used with text, it should align slightly offset from the text, as demonstrated to the right.



ICON

The mosaic tree is used when limited space prevents use of the full logo. Note there are 7 mosaic frames when the logotype is removed.



ALTERNATE COLOR

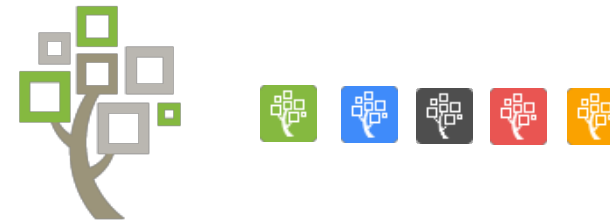
The logo is always white when displayed on another color. In rare cases, the logo can be displayed in one of the three alternate colors below.



Iconography

TREE ICONS

Tree Icons (available in large color PNG format and medium/small PNG formats in colors shown). The Tree icons that can be used within a mobile, desktop, or web solution. These icons are not to replace the use of the FamilySearch Logo nor a FamilySearch Solutions Program logo. They are only to be used for programmatic functions within the solution including making calls to the FamilySearch API including authentication. They are not to be used as Favicons or Links to www.familysearch.org, or any other pages on a FamilySearch website. The tree or tree icon cannot be put on buttons with other words. These graphical icons need to remain as a 16 x 16 or 32 x 32 graphic in its entirety.



TEMPLE STATUS ICONS

FamilySearch Temple Status Icons (black temple icon shown is available in multiple sizes)



ARTWORK IN ZIP FILE

A complete set of Solutions Program logos and icons are available for download in a ZIP file. FamilySearch Logo (available in color postscript format, JPG format, or PNG format, and gray PNG format).

ZIP File Address

Grammar

Capitalization

USE CAMELCASE FOR

- FamilySearch
- FamilySearch.org domain (use lowercase .org)

REFERENCES TO FAMILYSEARCH

- Do not use “FamilySearch” as a noun unless it means “FamilySearch, International.” Do not call the website just “FamilySearch.” It is “the FamilySearch website” or “FamilySearch.org.”
- Use “Family History Library,” not “FamilySearch Library.”
- Use “FamilySearch centers” only as an umbrella term for all Church-sponsored family history research facilities. The word “center” is not capped, except when title case requires it or if you are referring to the specific FamilySearch Center located in the Joseph Smith Memorial Building.
- The term “family history center” is not considered a proper noun or trademarked term. It should not be capitalized.
- Avoid using the term ‘work’ in reference to Family History. e.g. Family History Work.

WEB TERMINOLOGY

- “Sign in” and “sign out,” not “log in” or “log out”
- “Username,” not “user name” (the “u” can be lowercase)
- “email,” not “e-mail” (the “e” doesn’t need to be capitalized)
- “e-book,” not “ebook”
- “e-learning,” not “elearning”
- “ePub,” not “E-PUB”
- “website,” not “Web site” (the “w” can be lowercase)
- “Web,” not “web” (the “W” must be uppercase when using “Web” to refer to the “World Wide Web”)
- “web page,” not “webpage”
- “Family Tree,” not “the Family Tree”
- “Internet,” not “internet” (the “I” is capitalized)

Solutions Program

Per the FamilySearch Solutions Agreement, the “FamilySearch Registered Solution Provider”, “FamilySearch Compatible Solution Provider”, and “FamilySearch Emerging Solution Provider” logos may be displayed in conjunction with the applicable level of the approved business. Additionally, the logo may be used in accordance with these guidelines on a solution provider’s website and print collateral. Any use of this logo on a website or web application should link to your solution within the FamilySearch Solutions Gallery.

The use of these FamilySearch Solution Provider logos and the FamilySearch Solution logos should not imply sponsorship or endorsement of the business nor their offerings. Rather, the use of these logos indicates that a third-party has been accepted into the Solutions Program based on predetermined business and legal guidelines. The FamilySearch Compatible Solution Provider logo additionally indicates that the business has a solution that is using the FamilySearch API and has passed FamilySearch’s compatibility review process and performance guidelines.

FAMILYSEARCH REGISTERED SOLUTION PROVIDER

FAMILYSEARCH COMPATIBLE SOLUTION PROVIDER

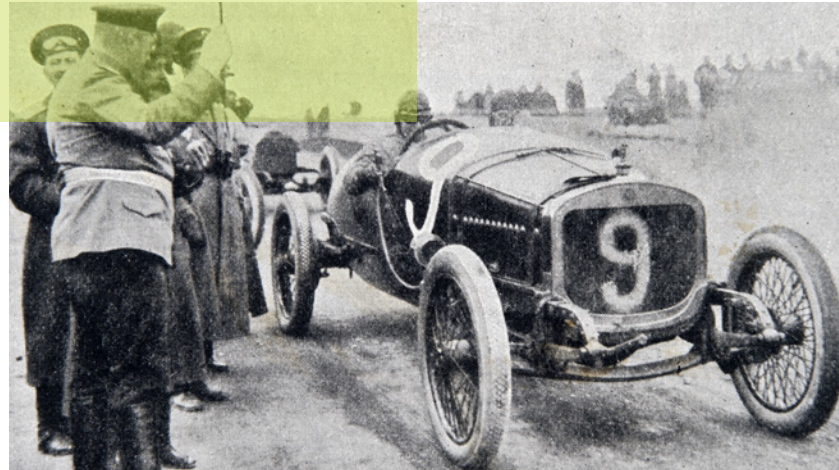
FAMILYSEARCH EMERGING SOLUTION PROVIDER

Below are the only approved variations of the FamilySearch Solution Provider and Solution logos. The renderings of these logos are the same as those outlined for the FamilySearch logo. The Compatible Solution Provider logos and Compatible Solution logos are provided as examples of the approved renderings for the three Solution Provider tiers.

Compatible Solution Provider

Compatible Solution





Thank You

FamilySearch believes there is almost nothing more important than finding and uniting family and that participating in this effort will change everyone's life—now and forever. We appreciate your careful application of these Solution Program Brand Standards in properly representing your relationship with FamilySearch.



THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS