CORPORATE BRANDGUIDE

FranklinCovey®

Introduction

As FranklinCovey has steadily transformed its business to respond to an ever-changing marketplace, we are taking this opportunity to better define our identity and brand promise to our customers.

Our brand identity (the look, feel and manner of FranklinCovey), brings immediate credibility and recognition wherever it's used. It can be a very powerful selling tool when used properly. However, when it isn't, the impact of our brand is diminished and the company image compromised. The theme for this brand identity and its implementation is "Greatness at every touchpoint."

This Brand Identity Guidelines manual is an organized toolkit and valuable introduction to the goals, standards and best practices established by FranklinCovey. It is essential that we make it our personal mission to help preserve this identity—and continuously invest in our brand.

Table of Contents

Message Architecture: mission, vision and values

OUR MISSION:

We enable greatness in people and organizations everywhere.

OUR VISSION:

Our vision is to profoundly impact the way billions of people throughout the world live, work, and achieve their own great purposes.

OUR VALUES:

1 - COMMITMENT TO PRINCIPLES.

We are passionate about our content and strive to be models of the principles and practices we teach.

2 - LASTING CUSTOMER IMPACT.

We are relentless about delivering on our promise to our customers. Our success comes only with their success.

3 - RESPECT FOR THE WHOLE PERSON.

We value each other and treat each person with whom we work as a true partner.

4 - PROFITABLE GROWTH.

We embrace profitability and growth as the lifeblood of our organization; they give us the freedom to fulfill our mission and vision.

Message Architecture: master brand positioning

CORPORATE DEFINITION:

FranklinCovey is a global training, consulting and implementation company that specializes in organizational leadership and individual effectiveness.

POINT OF INNOVATION:

Proven, principle-based intellectual property and solutions that enable greatness in individual lives, organizations, and communities.

PERSONALITY TRAITS:

PRINCIPLED

HUMAN

ENABLING

TRANSFORMATIONAL

INSPIRING

Message Architecture: master brand positioning

MAIN VALUE PROPOSITION:

FranklinCovey solutions enable greatness in individuals, teams, organizations and communities through relevant, significant and lasting change.

BENEFITS:

1 - THE GREATNESS REALIZATION

- Greatness has indispensable value. It can be predicted, taught, achieved, and sustained. The cognitive process of striving toward it brings exponential benefits.
- Greatness is realized through significant contribution that moves beyond self interest.
- Greatness is defined by personal, organizational and societal relationships, characterized by high levels of trust.

2 - MAGNIFIED HUMAN POTENTIAL

- Individual effectiveness amplifies organizational performance and leads directly to competitive advantage.
- Greatness is built by empowering passionate vices.
- Our business is built on the notion that human beings have seeds of greatness; our job is to nurture those seeds to fulfill their potential.

3 - PROVEN CORE COMPETENCY

- Greatness begins with principled, practical strategies and focused execution that leads to significant transformation and tangible results.
- Trusting relationships result from proven approaches that are relevant and effective.
- Our solutions are based on thought leadership that has stood the test of time, and has global impact.

The FranklinCovey Brand: design considerations

BASIC GRAPHIC DESIGN GUIDELINES

Graphic elegance often stems from simplicity of design. Too often, clip art and other trivial graphics are placed into a document and the result is clutter, rather than clarification. Plan your layout first; give graphic elements the same careful consideration given to text.

Some layout points to consider:

» White Space, also known as negative space, is that area between design elements. Without sufficient white space, a document will appear crowded and is harder for the eye to navigate. White space is more than background—it's an integral part of the design. White space around graphic elements gives them added emphasis. Text given sufficient borders of white space will be far more legible.

» Columns are important in documents with a great deal of text. A one-column document that spans the width of an 8-1/2" x 11" document can be tiring to follow. Try using a two-column format instead.

» Crop photographs when possible. Proper cropping of photographs can place emphasis on the important part of the image. Be sure to import photos saved to the correct resolution for the final output device.

» Avoid content-free decoration. Style matters little without substance, so any graphics that do not support the content of the document are extraneous. For example, clip art of a pointing hand, rather than a plain bullet, adds nothing but unwanted clutter to a design.

» Use rules (lines) sparingly. A thin rule can be useful in separating columns. Too many rules can break up the visual flow of the text.

TYPOGRAPHY, THE ART OF COMPOSING TEXT, IS INTEGRAL TO GOOD DESIGN

Some typographical points to consider:

» Limit the number of different fonts. Ideally, no more than two different fonts are desirable in a document. Rely, instead, on the bold and italic styles of a given font to give variety to headlines and captions. Consistency is key.

» Avoid overly decorative fonts. These can be hard to read in anything other than headlines. San serif fonts like Arial and serif fonts like Times guarantee legibility even at small point sizes.

» Keep body copy uniform. Use one font and one point size throughout. Varying type size and using multiple fonts breaks the visual flow of type. Try to keep the leading, the space between the lines, at least three points greater than the font size. Type that is flush left and ragged right is usually the most legible.

» Avoid underlining text to add emphasis. Underlined text is difficult to read. Try using the bold style of the font or italicize it. Avoid coloring text that appears in body copy.

Corporate Identity: logo

The FranklinCovey logo mark is the graphic representation of our company and the values for which it stands. It identifies us to the world, displaying an image that is strong, fluid and approachable.

The size and color, along with the spatial proportions of our identity are predetermined. They should not be altered for any reason.

The logo grid defines the space in which the logo stands separate from other elements around it. Give it plenty of room to breathe. The minimum clear space required on all sides of the logo is equal to the height of the "F." Never reproduce the logo smaller than 1" wide. The preferred position of the logo is top left on the document. Other than as noted, the compass and FranklinCovey should never be separated or used independent of eachother.

Clear space

Minimum Size

1"

Corporate Identity: proper logo usage

Our corporate logo is one-of-a-kind and must always be reproduced from approved, reproduction-quality materials. Its shape must not be altered in any way. Its position within a layout should always be horizontal. Make sure the logo is protected from any folds, staples, hole-punches, etc. in the layout. Its color must match exactly with the colors defined here. If possible we prefer that the logo remains grey/black on white and does not reverse out of an image or overprint an image.

FranklinCovey Preferred Logo 1

Grey-scale

Black

Reversed

Logo placed over a clean image

Logo reversed out (white)

Logo Position 1
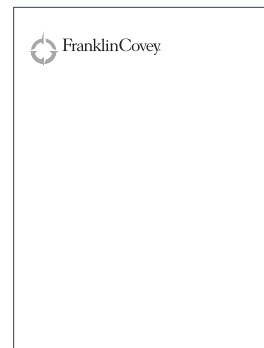
Logo Position 2

Corporate Identity: improper logo usage

DO NOT highlight or color any portion of the logo mark.

DO NOT stack the symbol on top of the type in the logo.

DO NOT move the symbol to the right side of the type in the logo.

DO NOT stack the type on top of symbol in the logo.

DO NOT condense or stretch the logo.

DO NOT place logo in a busy area of the image

DO NOT separate the symbol from the type in the logo.

DO NOT reverse the logo out of a light background.

⊘ **Improper Usage**

⊘ **Improper Usage**

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⊘ **Improper Usage**

⊘ **Improper Usage**

⊘ **Improper Usage**

Corporate Identity: improper logo placement and usage

DO NOT center the logo at the top of a page or screen.

DO NOT center the logo at the bottom of a page or screen.

DO NOT align the logo to the top right of a page or screen.

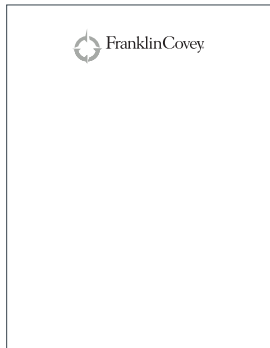**DO NOT** align the logo to the bottom right of a page or screen.

DO NOT seperate the compass from FranklinCovey.
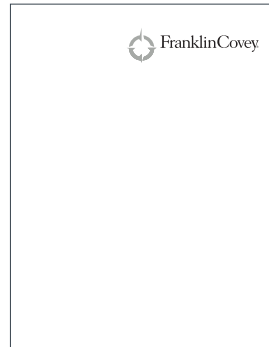
DO NOT seperate the compass from FranklinCovey.

DO NOT seperate the FranklinCovey from compass.
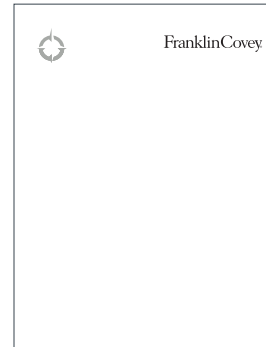
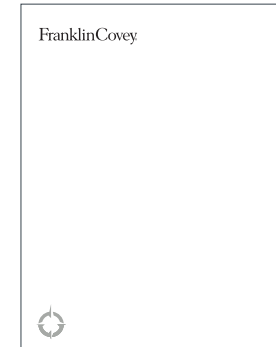**DO NOT** crop the compass on a page or screen.
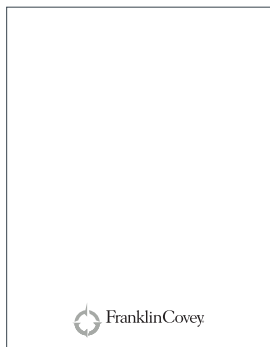
🚫 **Improper Usage**

🚫 **Improper Usage**

🚫 **Improper Usage**

🚫 **Improper Usage**

🚫 **Improper Usage**
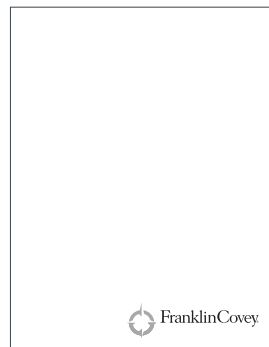
🚫 **Improper Usage**

🚫 **Improper Usage**

🚫 **Improper Usage**

Corporate Identity: business card and stationary

Our corporate logo is one-of-a-kind and must always be reproduced from approved, reproduction-quality materials. Its shape must not be altered in any way. Its position within a layout should always be horizontal. Make sure the logo is protected from any folds, staples, hole-punches, etc. in the layout. Its color must match exactly with the colors defined here. If possible we prefer that the logo remains grey/black on white and does not reverse out of an image or overprint an image.
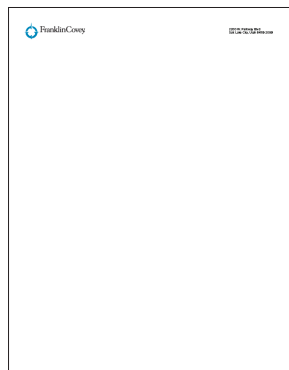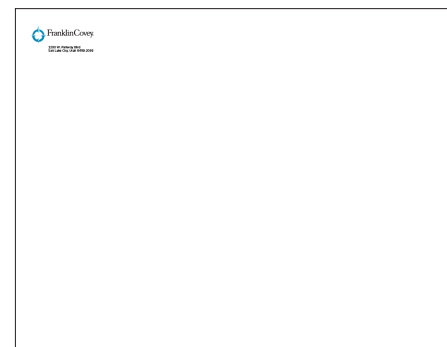
Business Card Front
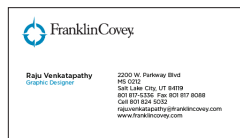
Business Card Back

Letterhead

Envelope 1

Envelope 2

Corporate Identity: powerpoint (color option 1)

Our corporate powerpoint templates were created with lots of White Space, known as negative space or area between design elements. Without sufficient white space, a powerpoint presentation will appear crowded and difficult for the eye to navigate. White space is more than background. White space around graphic elements gives them added emphasis. Text given sufficient borders of white space will be far more legible. When creating a powerpoint presentation use fonts no smaller than 24 point.

Title Slide 1

Title Slide 2

Title Slide 3
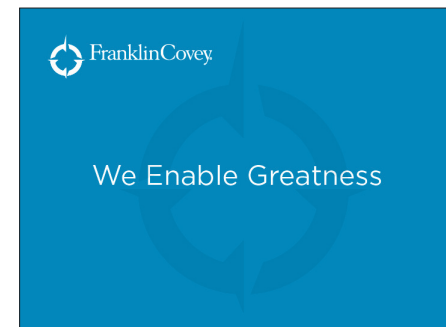
Text Slide

Video Slide
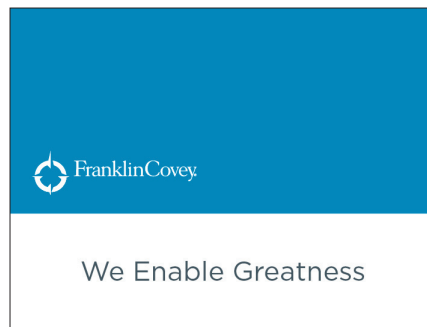
Corporate Identity: powerpoint (color option 2)

Our corporate powerpoint templates were created with lots of White Space, known as negative space or area between design elements. Without sufficient white space, a powerpoint presentation will appear crowded and difficult for the eye to navigate. White space is more than background. White space around graphic elements gives them added emphasis. Text given sufficient borders of white space will be far more legible. When creating a powerpoint presentation use fonts no smaller than 24 point.

Title Slide 1

We Enable Greatness

Title Slide 2

We Enable Greatness

Title Slide 3

We Enable Greatness

Text Slide

Main Header [Slide Title]

Video Slide

Video Title Slide
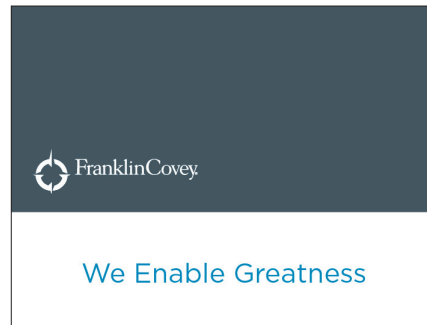
Corporate Identity: powerpoint (color option 3)

Our corporate powerpoint templates were created with lots of White Space, known as negative space or area between design elements. Without sufficient white space, a powerpoint presentation will appear crowded and difficult for the eye to navigate. White space is more than background. White space around graphic elements gives them added emphasis. Text given sufficient borders of white space will be far more legible. When creating a powerpoint presentation use fonts no smaller than 24 point.

Title Slide 1

Title Slide 2

Title Slide 3

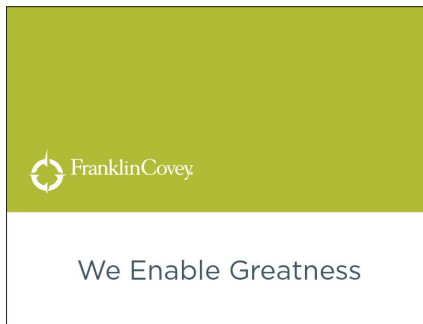**Text Slide**

Video Slide

Corporate Identity: color palette

Color provides a strong visual link to our brand identity across a wide range of applications. Although it has evolved slightly, blue continues to be FranklinCovey's corporate color. Secondary accent colors are provided for added depth and can also be used in various tints (all neutrals and primary colors can be used in various tints).

*All spot colors have been chosen from the coated Pantone® selector.

Any colors that need to be matched in process or uncoated need to be compared to the coated chips only.

**All process builds are approximations and need to be tested before final printing.

Primary:

PANTONE 7468C	PANTONE 424C	PANTONE 432C
R 0 G106 B163	R 107 G109 B111	R 56 G68 B78
HTML 2B72A8	HTML 898989	HTML 46535C
C M Y K	C M Y K	C M Y K
100 10 0 28	0 0 0 61	23 2 0 77

Secondary:

PANTONE 2905C	PANTONE 421C	PANTONE 384C
R 134 G194 B34	R 178 G187 B30	R 142 G147 B0
HTML 8BD2F4	HTML C5C6C8	HTML 8E9300
C M Y K	C M Y K	C M Y K
100 10 0 28	0 0 0 19	24 5 98 35
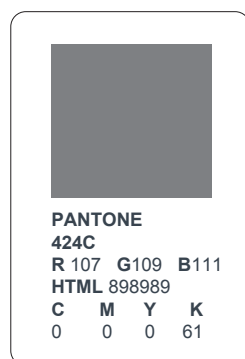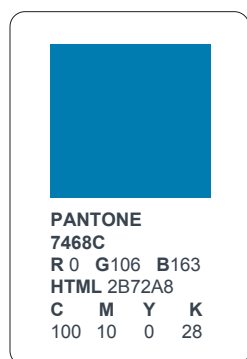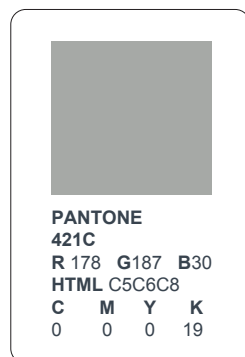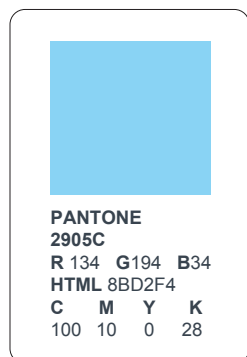
Typography: primary styles

Primary Font (Print Communications):

Our primary font family is FC Enabled, which is widely used in FranklinCovey communications. This sans serif font was chosen for its clarity and approachability and is available in a variety of weights. For our purposes, however, the most commonly used are book, and bold.

Primary Font (Digital Applications):

Note that in digital applications, such as PowerPoint and the Web where FC Enabled is unavailable, Arial will be used for body copy and headlines.

FC Enabled Book
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

FC Enabled Book Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

FC Enabled Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

FC Enabled Bold Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Arial Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Arial Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Typography: usage for print & web (samples)

Setting text within various design applications is an important component to the overall success of your communications. Some general guidelines for how to create appropriate typographic hierarchy within your page content are represented below.

Print

Web

Headline: FC Enabled, Bold, 15 pt.

Lorem ipsi dolor amet

Subhead: FC Enabled, Book, 13 pt.

Lorem Consecutor

Body: FC Enabled, Book, 9 pt.

Vestibulum eget leo sed dolor fringilla semper. In feugiat, lacus nec venenatis gravida, orci sem mollis leo sit amet vestibulum felis wisi at justo. Cras luctus purus sed dui. Proin et nulla. Vestibulum ac dui. cras augue pede, gravida in, ornare vitae, consectetuer vitae odio.

Headline: FC Enabled, Bold, 24 pt.

Lorem ipsi dolor amet

Subhead: FC Enabled, Book, 21 pt.

Lorem Consecutor

Subhead: Arial, Regular, 14 pt.

Lorem Consecutor

Body: Arial, Regular, 11 pt.

Vestibulum eget leo sed dolor fringilla semper. In feugiat, lacus nec venenatis gravida, orci sem mollis leo sit amet vestibulum felis wisi at justo. Cras luctus purus sed dui. Proin et nulla. Vestibulum ac dui. cras augue pede, gravida in, ornare vitae, consectetuer vitae odio.

Typography: secondary styles

Secondary Font (Print Communications):

Where a serif font is required, our secondary font family is Bembo, which is primarily used in FranklinCovey Curriculum. This serif font was also chosen for its clarity and approachability and is available in a variety of weights. For our

Secondary Font (Digital Applications):

purposes, however, the most commonly used are regular, regular italic, bold, and bold italic. Note that in digital applications, such as PowerPoint and the web where Sabon is unavailable, Georgia will be used for body copy and headlines.

Bembo Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Bembo Regular Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Bembo Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Bembo Bold Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Georgia Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Georgia Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Georgia Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Georgia Bold Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Typography Samples: usage for print (samples)

Setting text within curriculum is an important component to the overall success of your communications. Bembo may be used as body copy and both FC Enabled and Bembo may be used as headlines. Examples are shown below.

Print

Headline: Bembo, Bold

Lorem ipsi dolor amet

Body: Bembo, Regular, 11 pt.

Vestibulum eget leo sed dolor fringilla semper. In feugiat, lacus nec venenatis gravida, orci sem mollis leo sit amet vestibulum felis wisi at justo. Cras luctus purus sed dui. Proin et nulla. Vestibulum ac dui. cras augue pede, gravida in, ornare vitae, consectetuer vitae odio.

Example

Lorem Ipsum Dolor Sit

Vestibulum eget leo sed dolor fringilla semper. In feugiat, lacus nec venenatis gravida, orci sem mollis leo sit amet vestibulum felis wisi at justo. Cras luctus purus sed dui. Proin et nulla. Vestibulum ac dui. cras augue pede, gravida in, ornare vitae, consectetuer vitae odio.

Headline: FC Enabled, Bold

Lorem ipsi dolor amet

Body: Bembo, Regular, 11 pt.

Vestibulum eget leo sed dolor fringilla semper. In feugiat, lacus nec venenatis gravida, orci sem mollis leo sit amet vestibulum felis wisi at justo. Cras luctus purus sed dui. Proin et nulla. Vestibulum ac dui. cras augue pede, gravida in, ornare vitae, consectetuer vitae odio.

Example

Lorem Ipsum Dolor Sit

Vestibulum eget leo sed dolor fringilla semper. In feugiat, lacus nec venenatis gravida, orci sem mollis leo sit amet vestibulum felis wisi at justo. Cras luctus purus sed dui. Proin et nulla. Vestibulum ac dui. cras augue pede, gravida in, ornare vitae, consectetuer vitae odio.

Typography Samples: usage for web (samples)

These are guidelines for setting text within workbooks for web and PowerPoint usage. Georgia may be used as body copy and both Arial and Georgia may be used as headlines. Examples are shown below.

Web

Headline: Georgia, Regular

Lorem ipsi dolor amet

Body: Georgia, Regular, 11 pt.

Vestibulum eget leo sed dolor fringilla semper. In feugiat, lacus nec venenatis gravida, orci sem mollis leo sit amet vestibulum felis wisi at justo. Cras luctus purus sed dui. Proin et nulla. Vestibulum ac dui. cras augue pede, gravida in, ornare vitae, consectetuer vitae odio.

Example

Lorem Ipsum Dolor Sit

Vestibulum eget leo sed dolor fringilla semper. In feugiat, lacus nec venenatis gravida, orci sem mollis leo sit amet vestibulum felis wisi at justo. Cras luctus purus sed dui. Proin et nulla. Vestibulum ac dui. cras augue pede, gravida in, ornare vitae, consectetuer vitae odio.

Headline: Arial, Medium

Lorem ipsi dolor amet

Body: Georgia, Regular, 11 pt.

Vestibulum eget leo sed dolor fringilla semper. In feugiat, lacus nec venenatis gravida, orci sem mollis leo sit amet vestibulum felis wisi at justo. Cras luctus purus sed dui. Proin et nulla. Vestibulum ac dui. cras augue pede, gravida in, ornare vitae, consectetuer vitae odio.

Example

Lorem Ipsum Dolor Sit

Vestibulum eget leo sed dolor fringilla semper. In feugiat, lacus nec venenatis gravida, orci sem mollis leo sit amet vestibulum felis wisi at justo. Cras luctus purus sed dui. Proin et nulla. Vestibulum ac dui. cras augue pede, gravida in, ornare vitae, consectetuer vitae odio.

Photography Style

It is always our goal to provide a wide variety of human excellence. Flexibility in the imagery is key to convey our message. At the corporate level, the imagery ranges from conceptual to literal and reinforces personal excellence, group excellence, and executional excellence.

Images are representative of desired photography style only, and have not been secured for your use.

Photography: improper usage

DO NOT use overly saturated or high-contrast images.

DO NOT use complicated or cluttered-looking imagery.

DO NOT use negative metaphors.

DO NOT colorize the background behind a silhouetted image.

DO NOT use an image that cuts off a section of a persons body.

DO NOT use an image that has a dramatic angle.

DO NOT use an image where the person is not dressed professionally.

🚫 **Improper Usage**

🚫 **Improper Usage**

🚫 **Improper Usage**

🚫 **Improper Usage**

🚫 **Improper Usage**

🚫 **Improper Usage**

🚫 **Improper Usage**