



**FACING
HISTORY &
OURSELVES**

BRAND GUIDELINES

VERSION UPDATE APRIL 22, 2025

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Who We Are

The building blocks of our brand are our mission, values, voice, and story

Mission, Tagline & Vision

Our Mission

Facing History & Ourselves uses lessons of history to challenge teachers and their students to stand up to racism, antisemitism, and other forms of bigotry and hate.

Our Tagline

People make choices. Choices make history.

Our Vision

We envision a world where students and teachers realize the power of their decision-making to promote the development of a more humane and informed citizenry. Together we are strengthening democracy by preparing the next generation to build more civil and just communities based on knowledge and compassion.



About Us

From one classroom in 1976, Facing History & Ourselves has become an international educational organization with a network of hundreds of thousands of secondary school teachers and administrators, reaching millions of students worldwide. Using Facing History's rigorous curriculum, transformative professional learning, and distinctive pedagogy, these educators open the hearts and minds of their students—building confidence, empathy, and a sense of agency in the next generation. Our classroom resources and professional development offerings examine racism, antisemitism, and other forms of bigotry and hate at pivotal moments in history and are designed to help students learn about the impact of choices made in the past, and connect them to the choices they will confront in their own lives. Facing and connecting our personal stories to our shared history provides insight into our attitudes and beliefs and informs our actions, helping us all create a better future.



Naming Conventions

Our unified brand approach ensures alignment on the expression of our identity across all teams at Facing History

Our Name

Use Facing History & Ourselves as main titles. Use the full brand name the first time it is referred to in a document. Use Facing History thereafter.

Never use FHAO, FH, or FH&O.

When writing our brand name, use the ampersand after the word "History," do not use "and."

Naming Convention for Locations:

Facing History & Ourselves + [Area Served]

Official Regions

- Facing History & Ourselves
- Facing History & Ourselves Canada*
- Facing History & Ourselves United Kingdom*
- Facing History & Ourselves Chicago
- Facing History & Ourselves Ohio
- Facing History & Ourselves New England
- Facing History & Ourselves New York
- Facing History & Ourselves Southeast
- Facing History & Ourselves California **
- Facing History & Ourselves Northern California^
- Facing History & Ourselves Southern California^

* Notes that this title also has a sub-logo.

** Use this style when writing about program operations anywhere in California

^ Use this style when preparing materials for development operations and board/governance needs (i.e. on letterhead, ED or DD business cards, event invitations and materials, etc.)



Visual Identity

Consistent visual expression of our brand supports brand recognition and alignment of our identity.

Logo

The primary logo “lockup” (the specific layout/orientation of a logo) is the version with the globe icon to the left of the three-line text wordmark. This version of the logo should be used in the majority of use cases that require our logo.

There are also versions of our logo with our tagline, “People make choices. Choices make history.” included as part of the lockup. When this version is used, it should not be repeated throughout a document. Use once and only at the beginning or end—much in the same way that you would spell out an acronym in text on first use.

When using this lockup, ensure that the logo can be displayed at a large enough size so that the small text of the tagline is legible.



ICON

WORDMARK



People make choices. **Choices make history.**

Logo minimum size and clear space

A minimum amount of clear space around the logo is essential to establish its presence and make it stand out from other visual elements. Never crowd the logo or integrate it with other graphic elements.

Minimum clear space is based on the scale of the logo, and is determined by the height of the capital letters in the logo. The clear space should be at least this much around the outer edges of the logo.

Because of loss of legibility of logo wordmark text and other elements when reproduced at small sizes, the logo has a minimum size of:

- Print: no smaller than 1.25 inches wide for the primary lockup.
- Digital: no smaller than 75 pixels for the primary lockup.



Incorrect use of logo

The following treatments or modifications should not be done with the logo:

- Do not stretch the logo.
- Do not use unapproved colors for any of the logo elements.
- Do not change or use alternate typefaces for the wordmark.
- Do not create new lockups for the logo.
- Do not add drop shadows or other visual effects to the logo.



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Available primary lockup colorways



Available tagline lockup colorways



People make choices. Choices make history.



People make choices. Choices make history.

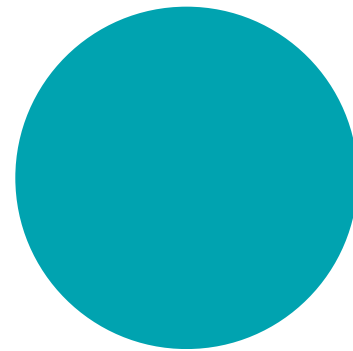


Color palette

Teal and purple are the lead colors used to represent the spirit and character of Facing History & Ourselves, along with—to a lesser degree—the other primary palette colors of chartreuse and orange.



Primary Palette

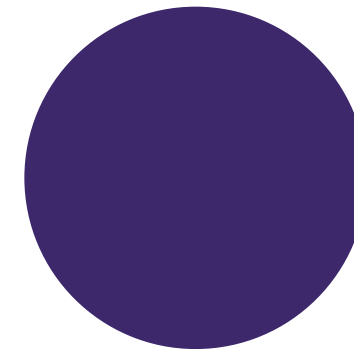


Teal

#00A3B0

CMYK: 78, 15, 31, 0

RGB: 0, 163, 176

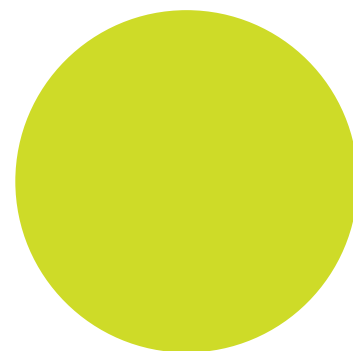


Purple

#3C286B

CMYK: 92, 98, 26, 15

RGB: 60, 40, 107

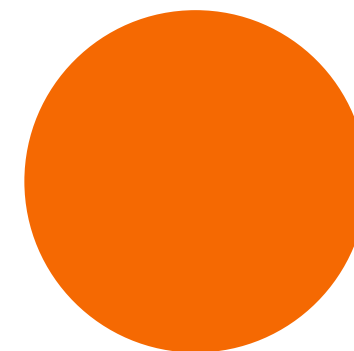


Chartreuse

#CEDB28

CMYK: 20, 0, 100, 0

RGB: 206, 219, 40



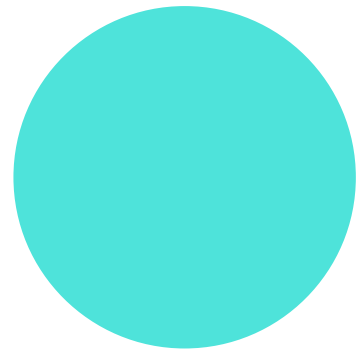
Orange

#F56902

CMYK: 0, 72, 100, 0

RGB: 240, 105, 2

Secondary Palette & Neutrals



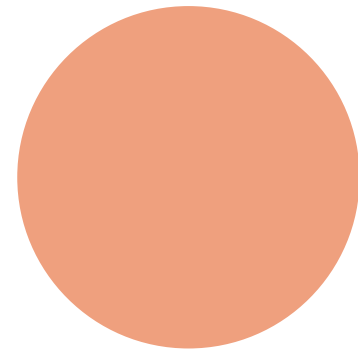
Aqua

#4EE3DA

CMYK: 50, 0, 20, 0

(not easily achievable in CMYK)

RGB: 78, 277, 218

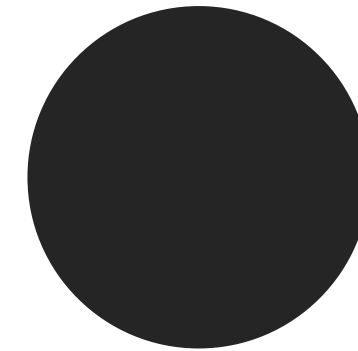


Peach

#EFA07E

CMYK: 0, 40, 45, 0

RGB: 239, 160, 126

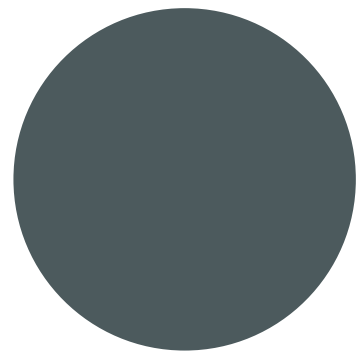


Almost Black

#252525

CMYK: 71, 65, 64, 70

RGB: 37, 37, 37



Steel Gray

#4C5A5D

CMYK: 5, 100, 60, 0

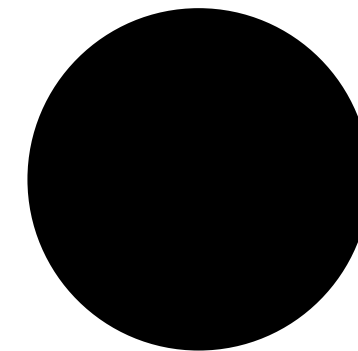
RGB: 76, 90, 93



Light Gray

#F6F7F7

RGB: 246, 247, 247



Black

#000000

CMYK: 40, 30, 30, 100

(avoid this rich CMYK black for text and instead use just 100% Black / K)

RGB: 0, 0, 0

Color Contrast & Combinations

Avoid color combinations for text or other important information that do not provide appropriate levels of contrast between the foreground and the background, as that can cause significant legibility issues for individuals with levels of vision impairment.

Use this chart to help assess color combinations to use and avoid. The colorways shown can be used for text of any size.

PRIMARY COLORWAYS



Teal & Purple



Teal & Almost Black



Purple & Chartreuse



Chartreuse & Almost Black

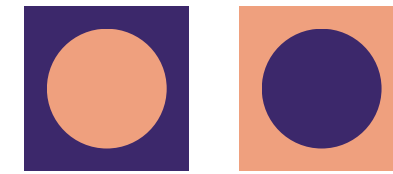


Orange & Almost Black



Almost Black & White

SECONDARY COLORWAYS



Purple & Peach



Purple & Aqua



Peach & Almost Black



Aqua & Almost Black



Steel Gray & White



Chartreuse & Steel Gray
accent only

Color Contrast & Combinations

Additional colorways are approved for

- bold text 14-18 pt
- regular text ≥ 18 pt

PRIMARY COLORWAYS



Teal & Purple



Teal & White

SECONDARY COLORWAYS



Orange & White



Purple & Orange



Peach & Steel Gray
accent only

All additional colorways are not approved and/or accessible, including:



Chartreuse & White



Aqua & White



Peach & White



Chartreuse & Teal

Typography: Primary Brand Typefaces

The two main brand typeface families for Facing History & Ourselves are Gotham and Open Sans. Both are modern and clean sans-serif typefaces, offer clear legibility even at smaller sizes, and are available in a wide range of weights and italics.

Gotham:

titles, headings, and other “standout” text

Open Sans:

body text

Gotham Black

Gotham Bold

Gotham Medium

Gotham Book

Open Sans Extra Bold

Open Sans Bold

Open Sans Regular

Typography: Substitute Typeface

In certain instances where Gotham cannot be used, the open-license typeface Montserrat should be used instead. The most common use case for this would be in Google Docs or Slides.

Montserrat Extra Bold

Montserrat Bold

Montserrat SemiBold

Montserrat Medium

Photography

In addition to much archival imagery, our brand relies on strong, authentic contemporary photography of students, classrooms, and teachers at the forefront of standing up to bigotry and hate.

The key photographic approach for Facing History is photojournalistic. We want to convey to our audiences the authentic experiences of the brave students and teachers taking on our subject matter.



Photography

For photos of multiple subjects, select photography that shows interactions between individuals—candid moments of discussion, engagement, or learning.

For portrait photography where a single individual is the subject, the individual can be engaged with what they are doing or engaged with the camera. Photography where the subject is looking at the camera is particularly useful on collateral for events and fundraising, as there can be an emotional impact on the viewer.





FACING HISTORY & OURSELVES

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