

BRANDBOOK



TABLE OF CONTENTS

3	intro
4	foursquare logo
6	foursquare icon
9	colors
10	copy & tone of voice
11	typography
13	crown usage
14	badge usage
15	iconography
16	trademark guidelines

INTRODUCTION

foursquare helps you explore the world around you. We help users keep up with friends, get insider tips, and unlock discounts and rewards.

Our branding is essential to the foursquare experience. The focus of our identity is fun and playful simplicity. We created this document to help communicate our branding guidelines to partners seeking to feature foursquare. We need to ensure that our brand maintains a consistent look and feel no matter where in the world it's seen. This requires strict dedication to standards. This guide is provided to keep the brand focused and unique.



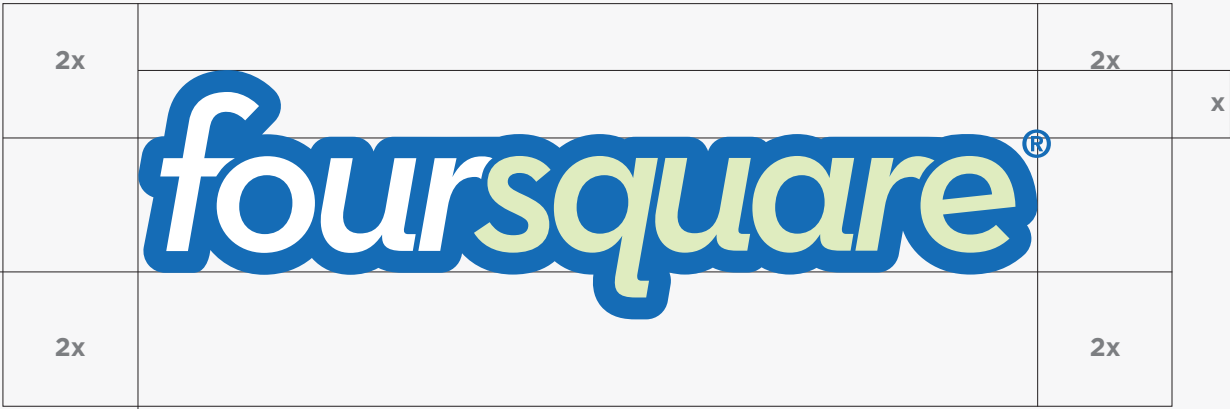
LOGO USAGE

Our logo is the touchstone of our brand and one of our most valuable assets. We must ensure proper usage.

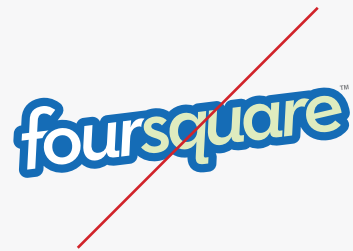
The preferred way to use the foursquare logo is over a white/light background or on foursquare blue. Every attempt must be made to do this.

If the logo must be placed on a dark background or color options are limited then the foursquare logo can be knocked out and used in one color.

Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.



1

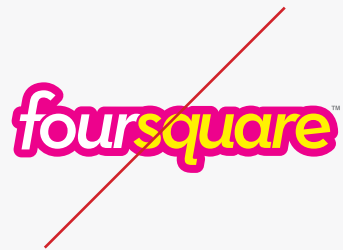


2



3

4



5



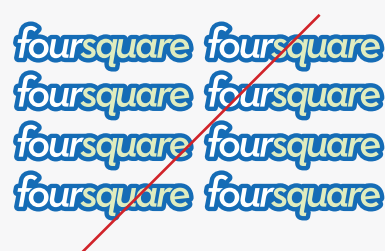
6



7



8



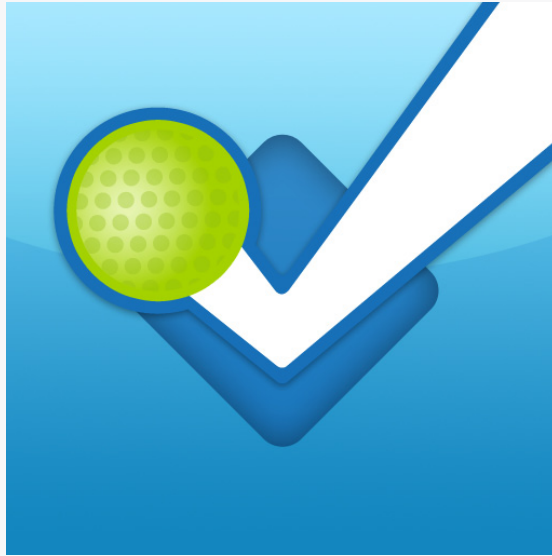
9



INCORRECT LOGO USAGE

DON'T:

1. Change logo's orientation.
2. Add extraneous effects to the logo. This includes but is not limited to: bevel and emboss, lighting effects and drop shadows.
3. Place the logo on busy photography.
4. Change the logo colors.
5. Attempt to recreate the logo.
6. Scale the logo unproportionately.
7. Make alterations, additions or substitutions to the words and or colors contained in the logo.
8. Use the logo as a repeated pattern, "wallpaper," or other decorative device.
9. Display the logo without the ® or ™ symbol.



ICON USAGE

The foursquare icon is used on our mobile apps and on any marketing materials where social media icons are used.

The foursquare icon is more versatile in its usage than the foursquare logo. The foursquare icon can be used with rounded corners or no rounded corners. It can be subtly styled to fit into social media icon sets. The foursquare icon can lie on most colors.

1



2



3



4



5



6



INCORRECT ICON USAGE

DON'T:

1. Change the color of the icon to fit your campaign colors.
2. Remove core elements of the design or attempt to redraw.
3. Rotate the icon.
4. Stretch or distort the icon.
5. Alter the square that the icon sits in.
6. Add any additional typography to the icon.

1



FOURSQUARE LOGO BLUE

PMS 307
CMYK 100, 45, 16, 1
RGB 0, 114, 177
HEX # 0072b1



FOURSQUARE LOGO YELLOW

PMS 600
CMYK 7, 2, 40, 0
RGB 238, 235, 172
HEX # eeebac

2



BLUE

PMS 312C
CMYK 0, 0, 0, 62
RGB 0, 170, 210
HEX # 0cbadf



GREEN

PMS 375C
CMYK 48, 0, 100, 0
RGB 143, 212, 0
HEX #8fd400



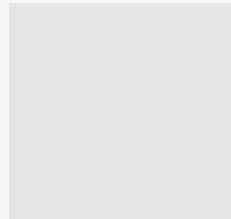
ORANGE

PMS 151 C
CMYK 0, 65, 100, 0
RGB 255, 121, 0
HEX # ff7900



YELLOW

PMS 116C
CMYK 0, 19, 100, 0
RGB 255, 203, 0
HEX # ffc000



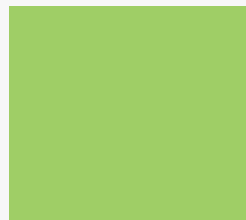
GRAY

PMS 427C
CMYK 17, 11, 13, 0
RGB 209, 212, 211
HEX # d1d4d3

3



60%



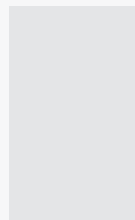
15%



10%



5%



10%

COLORS

Our colors are what gives us our personality. We're bright, bold and colorful.

1. LOGO COLORS

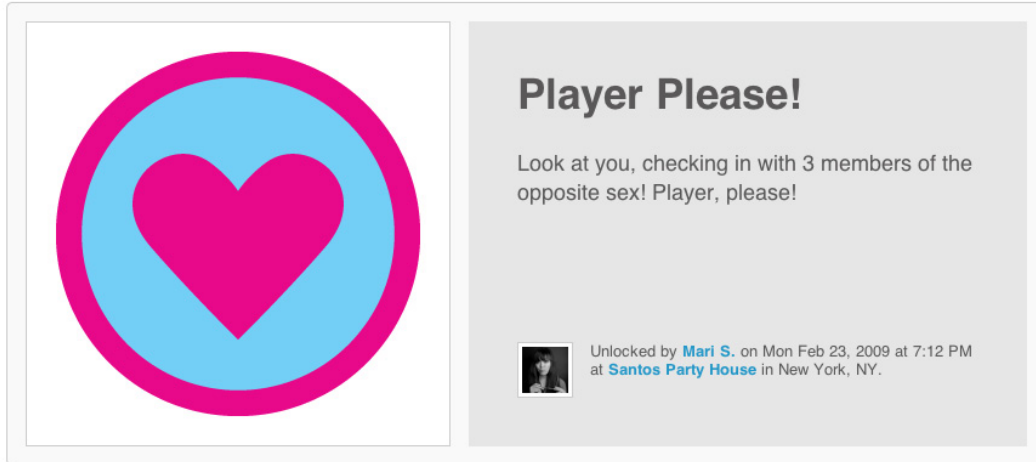
These are our logo colors. Use these sparingly so as not to outshine our logo.

2. SUPPORTING COLOR PALETTE

These make up our core color palette.

3. PERCENTAGES

Use the supporting color palette in the outlined percentages in all marketing material.



COPY AND TONE OF VOICE

Our signature writing style is light-hearted and playful.

Keep 'foursquare' in all lowercase letters. Foursquare should only be capitalized when at the beginning of a sentence, and never ever listed as 'FourSquare'. Ever.



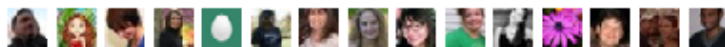
@APStylebook
AP Stylebook

New to Stylebook Online: It's check-in as a noun or adjective, but check in as a verb.

#apstyle

7 hours ago via [GoTweet](#) ☆ [Favorite](#) ⇄ [Retweet](#) ↻ [Reply](#)

Retweeted by [ddc0660](#) and 25 others



GOTHAM BOOK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

GOTHAM BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

TYPOGRAPHY: PRINT

Typography is a key element to communicate a unified personality for foursquare. We have selected GOTHAM as our font.

GOTHAM is strong, yet it is not overbearing. When writing headlines use GOTHAM CAPS. When using GOTHAM for body copy use sentence case. Mixing weights in headlines is okay too.

TYPOGRAPHY: WEB

Use helvetica regular and bold on web and in mobile apps.

HELVETICA REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

HELVETICA BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

1



2



3



4



CROWN USAGE

The foursquare crown is an integral part of our branding. It often acts as a secondary branding mark.

We use 4 different styles of crowns:

1. GOLD CROWN

The gold crown is the primary crown used in our mobile clients and on our website to denote user mayorships. It should not be used on marketing material.

2. SOLID CROWN

The solid crown icon can be used in any of our colors in illustrations for marketing.

3. OUTLINE CROWN

The outline crown can be used in any of our colors. It is mostly used as secondary iconography in illustrations on marketing material. If the crown is the focal point of your piece, it's best to use the solid crown as that is most recognizable to our brand.

4. CIRCLE CROWN

The solid crown can also be used in a circle. The circle outline must be thick and the interior of the circle should be transparent.

1



2



3



A



B



C

BADGE USAGE

Badges are an important part of foursquare. They reward users for exploring their cities and trying new things.

1. FOURSQUARE BADGE

Foursquare created badges appear in a circle shape with a solid border. They reward users for going out of their way and exploring new and interesting places.

2. BRANDED BADGES

Badges created by brands appear in a 'shield' shape. Partner badges are fun rewards for exploration, and are tied to a partner's objectives as a brand.

3. BADGE ICONOGRAPHY

We use special Iconography to denote different sets of badges.

- A. All Badges
- B. Foursquare badges
- C. Branded badges

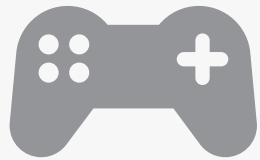


ICONOGRAPHY

We use a variety of iconography in the foursquare brand. From navigational elements, category definers to badges.

When creating icons please keep the following in mind:

- Imagery should be simple and iconic
- Detail in elements should be minimal
- Round corners whenever possible
- Use straight on perspective to cut down on complexity
- Don't used vector traced photographs, they should have an illustrative playfulness to them that traced photographs often lack



1. CORRECT

To find out more visit the foursquare® website.

2. CORRECT

Check out our brand page on the *foursquare*® service.

3. CORRECT

Follow us on the *foursquare*® service.

4. INCORRECT

To find out more visit *foursquare's* website

5. INCORRECT

Foursquare® Labs, Inc.

TRADEMARK

Earlier we gave you some rules for displaying our logos. In addition, there are also important rules for how we use our wordmarks, and they are described here.

The ® symbol signifies that a mark is registered in the U.S. Patent and Trademark Office. The ™ symbol is used with trademarks that have not yet been registered. Only use the ® when you are certain that a trademark has been registered with the USPTO. If you are uncertain, please use the ™ designation.

HOW TO USE OUR TRADEMARKS:

1. Always use the Foursquare Marks in sentences as adjectives.
2. Always distinguish the Foursquare Marks from surrounding text by capitalizing, italicizing, or using a different font for Foursquare Marks.
3. Always follow your use of our Foursquare Marks with the ™ or ® symbol, as applicable, in superscript.
4. Do not use our Foursquare Marks in the possessive form.
5. Do not use the ® symbol when referring to our company. It is only used when foursquare is employed as a brand to identify our products and services.

Use the trademark ownership statement on every communication or publication:

foursquare® and the foursquare® logos are registered trademarks of Foursquare Labs, Inc.