



## STYLE GUIDE

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### OVERVIEW

This style guide is to be used for the purposes of standardizing the consistent branding of Family Tree Maker products.

When positioned properly, the logo will fulfill its purpose to serve as a highly visible symbol of the product line, giving it prominence and letting it command its own space.

- Use the logo consistently
- Keep the logo clearly visible
- Use colors correctly

### LOGO VARIATIONS

The three standard uses of the Family Tree Maker logo are two-line horizontal, vertical, and stretched horizontal.

Two-line horizontal variation:



Vertical variation:



Stretched horizontal variation:



The two-line variation is usually preferable. However, if design dictates, the vertical or stretched horizontal variations may be used, for example in a horizontal banner at the top of a web page.

## **COLOR USAGE**

The logo is intended to be used on a clutter-free background of a color that is contrasting to the logo colors, preferably white or navy blue.

When used on a background other than white or navy blue, the background colors should be chosen carefully so that the logotype is clearly visible.

When used on a dark background the words “Family Tree” should be white. Correct usage of the logo on light and dark background:



Logo colors must not be changed. The color values for printing are:

**Green** — Pantone Solid Coated **390 C**

**Light Brown** — Pantone Solid Coated **Warm Gray 4 C**

**Brown** — Pantone Solid Coated **405 C**

The logo may not be used in grayscale or in black and white, unless the trademark owner provides corresponding art and approves usage of that art as part of a specific design for a specific purpose.

## CLEAR SPACE

To ensure full visibility for the logo, a minimum amount of “clear space” must appear between the logo and any other element of design, printed matter, illustration, etc. No matter what the size of the logo, this space should always be at least equal to the height of the capital letters of the logotype.

The logo may not be obscured or overlapped.

Correct spacing:



## REGISTERED TRADEMARK

When Family Tree Maker appears in a block of text it should be typed in title capitalization as three separate words — **Family Tree Maker**. Family Tree Maker is a registered trademark of The Software MacKiev Company. The first appearance vertically on any page should always be accompanied by a registered trademark sign in superscript (Family Tree Maker<sup>®</sup>), whether on a logo or in a text block.

Family Tree Maker is a brand name and may not be abbreviated to FTM. Software version number/year may not be added to “Family Tree Maker”. If a specific software version has to be mentioned it has to be referred to as FTM with the version number — **FTM 2019**.

## INCORRECT USAGE

The Family Tree Maker logo will be diluted if not used consistently in all marketing collateral materials. The following is a list of incorrect uses:

- Do not use alternate colors
- Do not distort the logo
- Do not alter the shape of the logo
- Do not outline the logo
- Do not substitute other typefaces
- Do not expand the logo
- Do not condense the logo
- Do not kern the logo
- Do not place banners or bursts on top of the logo
- Do not separate the component parts of the logo

Exceptions for use of the tree image without the logotype will be considered upon request.

Example of incorrect usage:



## **LEGAL TEXT**

Every usage of the Family Tree Maker logo or name followed by the registered trademark symbol should be accompanied by the following legal text at the bottom of the page/text:

*Family Tree Maker and the Family Tree logo are registered trademarks of The Software MacKiev Company.*

## **TRADEMARK LIST**

Below is the list of trademarks associated with Family Tree Maker. Trademarks and registered trademarks should be followed by the trademark and registered trademark symbols, respectively, at the first mention on the page. Below is the list of trademarks associated with Family Tree Maker:

*Family Tree Maker, the Family Tree Maker logo, FamilySync, the FamilySync logo, TreeVault, the TreeVault logo, Photo Darkroom, Next of Kin, Sync Weather Report, Turn Back Time, Emergency Tree, and Historical Weather are registered trademarks, and Software MacKiev, the Software MacKiev logo, AlbumWALK, SoundSpot, and Smart Stories are trademarks of The Software MacKiev Company.*

## **APPLICATION ICON**

In some cases and with approval, the tree graphic or the application icon may be used instead of the logo, with all logo usage guidelines and restrictions applied. Whenever the tree graphic or the application icon are used instead of the logo, the trademark owner should approve such usage beforehand.

## **LOGO AND ICON ART**

Being a representation of the brand and to avoid any accidental or intentional alterations, any Family Tree Maker logo or application icon art should be obtained only from the trademark owner.

## **APPROVAL/QUESTIONS**

All uses of this logo are subject to the approval of the Family Tree Maker brand marketing team. Recreation, alteration or distortion of the logo is strictly forbidden. Questions regarding this style guide may be directed to:

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