

F3 NATION, GROWRUCK, AND F3 FOUNDATION

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# F3 BRAND BOOK

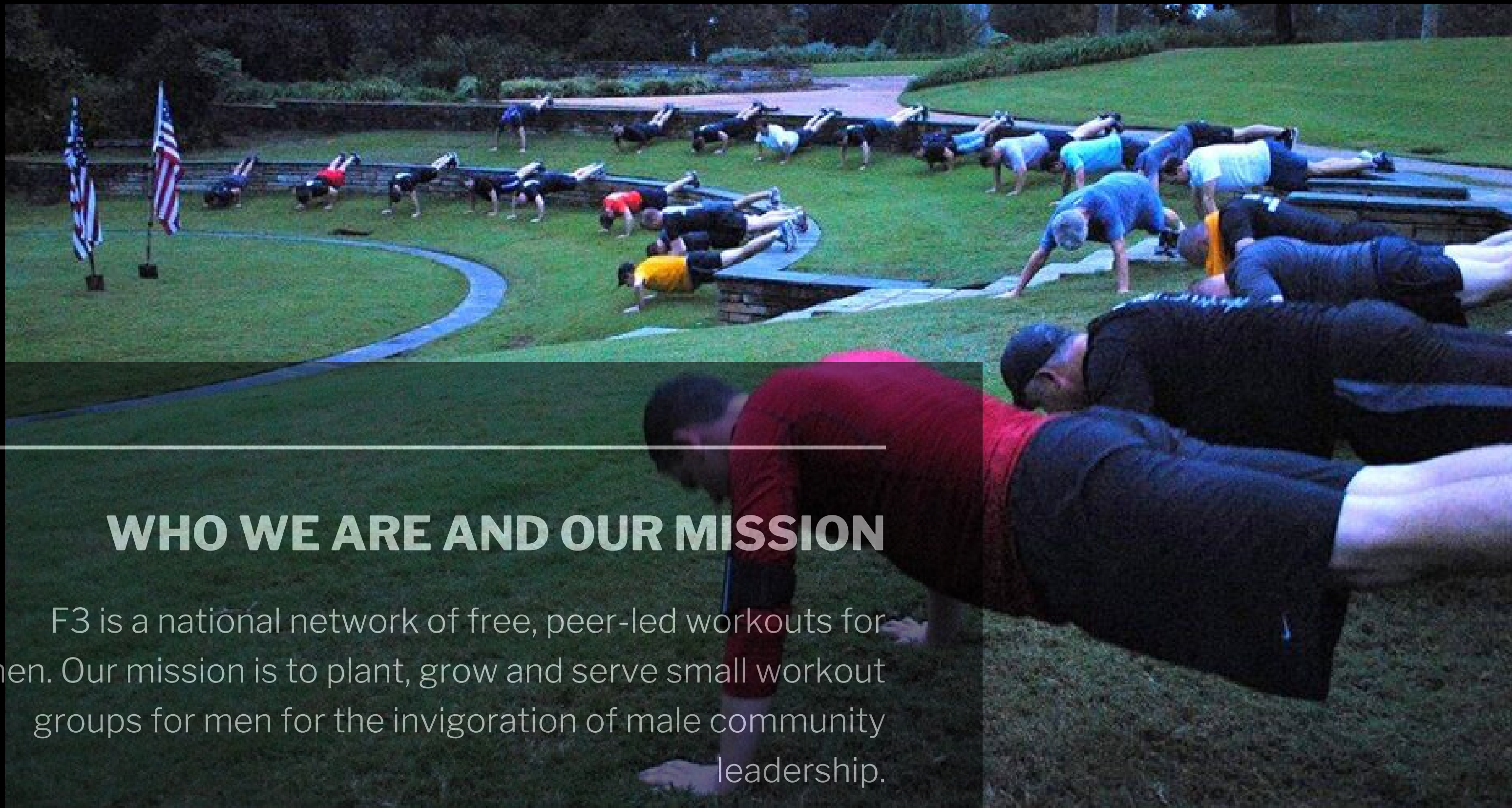
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VERSION 1.0 | JUNE 2020



## KEY POINTS

Who We Are  
Our Logo  
Typography Guidelines  
Brand Imagery



## WHO WE ARE AND OUR MISSION

F3 is a national network of free, peer-led workouts for men. Our mission is to plant, grow and serve small workout groups for men for the invigoration of male community leadership.

# Our workouts are...

**FREE OF CHARGE**

**OPEN TO ALL MEN**

**HELD OUTDOORS, RAIN OR  
SHINE, HEAT OR COLD**

**LED BY MEN WHO PARTICIPATE IN THE  
WORKOUT IN A ROTATING FASHION, WITH  
NO TRAINING OR CERTIFICATION  
NECESSARY**

**END WITH A CIRCLE OF TRUST**

# **F3 LOGOS, MARKS, AND OTHER COPYRIGHT MATERIAL**

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VISUAL ELEMENTS

F3Nation has articles of incorporation, a copyright and a registered trademark, and various other legal arrangements that are required simply to have what we have at the scale we have it. The trademarks, registered and otherwise include but not limited to:



The term “F3”, "F3 Nation", "F3 Dads", "GrowRuck"

The phrase “Fitness, Fellowship and Faith”

The logo, represented with a circle with the F3 in military style font within

The logo, represented with a tree with roots and bare branches with the letters "GR"

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**REGISTERED SYMBOL DISPLAYED SUPER  
OR SUB SCRIPT AT EVERY LOGO  
OCCURRENCE**

**STENCIL STYLE FONT**

## **PRIMARY F3 LOGO**

The F3 Logo is our primary assest. This is the F3 brand and must be protected . F3 Nation has received copyright for our primary logo, a few other logos, and even our slogan. These images and words must appear consistent, without modification or defacing in any manner and must contain the "Registered Trademark" symbol, which is a circle with an upper-case 'R' in the center.



**TYPICALLY BLACK, LOGO MAY BE  
TRANSPOSED TO WHITE WHEN NEEDED.**



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**F3 NATION LOGO  
WHITE/LIGHT BACKGROUND**

# **F3 Nation**

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**F3 NATION LOGO  
BLACK/DARK BACKGROUND**





## **F3 NATION PROTECTED SLOGAN**

As of February 13, 2020, F3  
holds copyright to our  
slogan and so this should be  
displayed as an image with  
the copyright logo.

# **FITNESS, FELLOWSHIP AND FAITH®**



**GROWRUCK LOGO  
WHITE/LIGHT BACKGROUND**



**GROWRUCK LOGO  
BLACK/DARK BACKGROUND**

# GrowRuck

Full Logo



**GROWRUCK ALTERNATE  
LOGO (DARK OR LIGHT)**

Primary GrowRuck logo to be used when space allows.



**GROWRUCK LOGO  
WHITE/LIGHT BACKGROUND**



**GROWRUCK LOGO  
BLACK/DARK BACKGROUND**

Icon GrowRuck logo to be used when space is limited. Limits branding but is still protected.

# GrowRuck

Icon Logo



**GROWRUCK ALTERNATE  
LOGO (DARK OR LIGHT)**

F3 Dads name and logo is also a protected.

# F3 Dads

Full Logo



**F3 DADS LOGO**

# TYPOGRAPHY

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VISUAL ELEMENTS



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## F3 TYPOGRAPHY

### **Stencil Based Fonts (aka 'Military style cont'):**

F3 Nation logo and other assets use various Stencil Style fonts for emphasis. These are generally acceptable (however, do not attempt to replicate the logo with a font).

### **Primary Font Family**

F3 Nation primarily uses the Google Font called "Libre Franklin" font found throughout this document.

These fonts are licensed under the Open Font License. You can use them freely in your products & projects - print or digital, commercial or otherwise. However, you can't sell the fonts on their own. This isn't legal advice, please consider consulting a lawyer and see the full license for all details.

Visit <https://fonts.google.com/specimen/Libre+Franklin>

# BRAND IMAGERY

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VISUAL ELEMENTS



# CAPTURING IMAGES OF F3

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## A BRIEF ON F3 & GROWRUCK IMAGERY

One of the most powerful tools we have for marketing F3 and GrowRuck is the media that is shared on social media and print media. While this is highly encouraged, F3 does ask to consider the brand when doing so.

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## HAVE PERMISSION

Have permission from the Men who you are taking photos and/or video of. This might just be mentioning your intents.

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## POSITIVE LIGHT

Make sure that any images accurately represent F3 and our Mission. No negative or controversial content should ever be associated with F3.

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## MAINTAIN BRANDING

Use any marks or logos in compliance with the guidelines and terms provided in this document and terms found on [f3nation.com/media](https://f3nation.com/media)

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## TELL OUR STORY

Strive for high quality images and video that tell a story or explain what F3 is and what we do.

# CONCLUSION

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VISUAL ELEMENTS

## LOGO AND MARKS DO'S

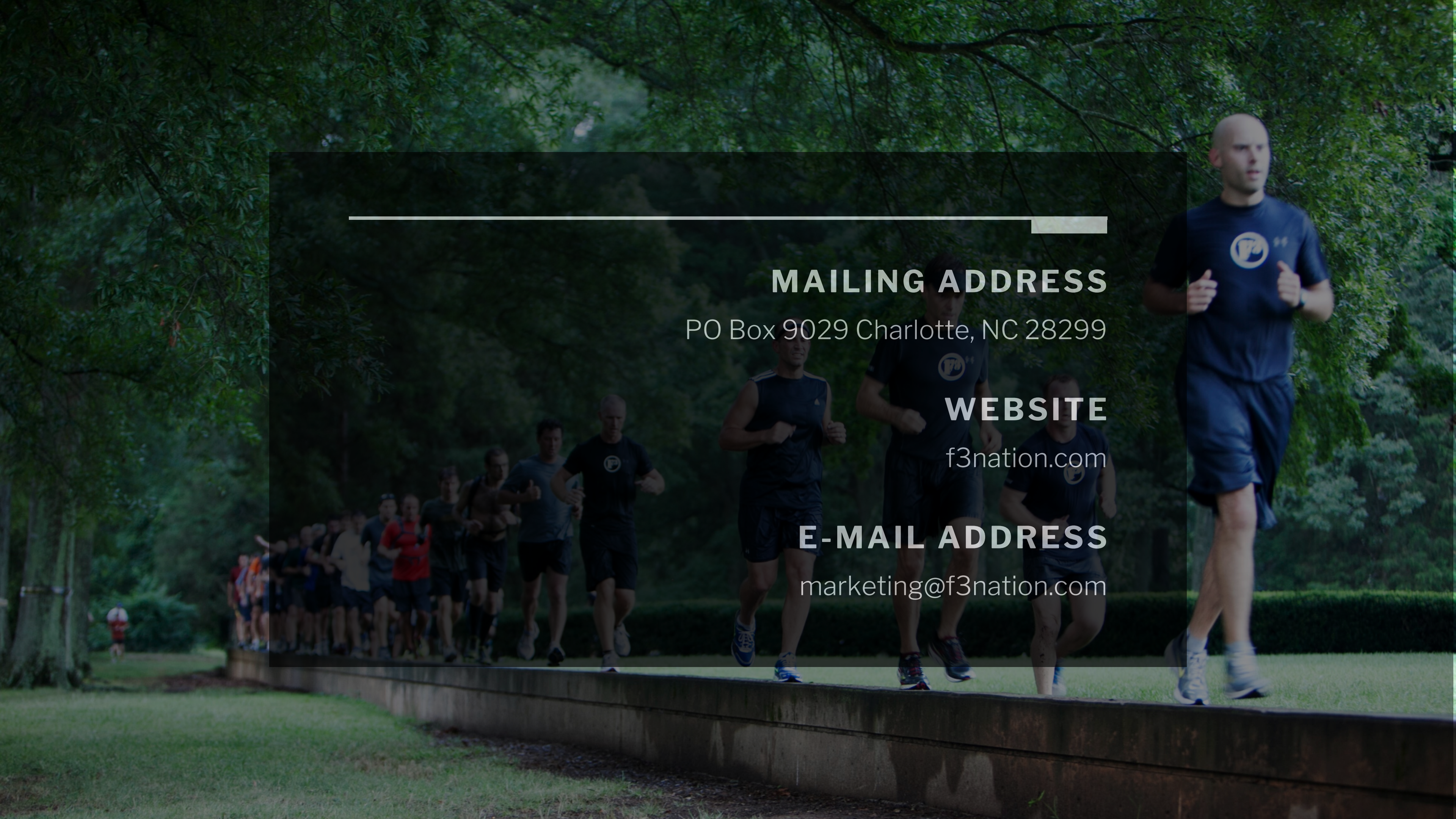
- Do use the logos/slogan on Regional sites, communications, social media
- Do use the images provided
- Do occasionally check the media page for updates
  - <https://f3nation.com/media>
- Do only use the Logos/Marks with explicit permission in the manner of use and within the established brand standards

## LOGO AND MARKS DONT'S

- Do not edit, modify, or manipulate the files in any manner
- Do not use if you are not an acknowledged and/or affiliated partner, entity, F3 Region, or have explicit permission
- Do not print the logos especially for commercial use





A group of runners, mostly men, are running along a paved path in a park. They are wearing athletic gear, including t-shirts and shorts. Some are wearing dark blue shirts with a logo. The background is filled with lush green trees and foliage. A semi-transparent dark overlay covers the middle part of the image, containing contact information.

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## MAILING ADDRESS

PO Box 9029 Charlotte, NC 28299

## WEBSITE

[f3nation.com](http://f3nation.com)

## E-MAIL ADDRESS

[marketing@f3nation.com](mailto:marketing@f3nation.com)