



FOROIGE

YOUR VIBE. YOUR TRIBE

BRAND STYLE GUIDE

INTRO

01

Welcome to the New Foróige

Bold. Creative. Fearless. Youth-first.

This is the reimagined identity for Foróige – built for young people aged 10–18.

These brand guidelines are your toolkit.

They'll help you keep the vibe strong, the message clear, and the design consistent across every platform.

This brand isn't just seen – it's felt.
Let's bring it to life.



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MISSION

03

Fueling fun, friendships, and future leaders, Foróige empowers young people to explore their potential, shape their communities, and thrive in a world of endless possibilities.



VISION

04

A world where every young person finds their tribe, fuels their creativity, and has the freedom to grow, learn, and make an impact.



VALUES

Foróige's philosophy is built on fun, friendships, and future-focused empowerment, ensuring every young person has the space to grow, lead, and thrive.

Fearlessly You		Fun with Purpose
- Be yourself, embrace your strengths, and own your journey.		- Learn, lead, and make a difference—while having fun.
Fuel Creativity		Forge Your Own Path
- Problem-solving, storytelling, innovation—creativity is everywhere.		- Your actions can shape the world.
Freedom to Choose		Forever Learning
- Your future is in your hands. Make it yours.		- Every experience is an opportunity to grow.
Find Your Tribe		
- Growth happens when we support and inspire each other.		

**TAG
LINE**

06

YOUR VIBE. YOUR TRIBE.

POSTIONAL STATEMENT

Foróige: Where Friends, Fun & Future Come Together.

Friends – A place to connect, belong, and build real friendships.

Fun – Exciting events, creative projects, and unforgettable experiences.

Future – Skills, confidence, and opportunities to shape what's next.

MESSAGING THEMES

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Belonging & Connection

"Find your people, build your tribe, and make memories that last."

"Foróige is where friendships are made, ideas are shared, and every voice matters."

Fun & Exploration

"Not just another youth group—this is your space to try new things, take on challenges, and have fun!"

"From events to workshops to social projects—there's always something exciting happening at Foróige!"

Leadership & Empowerment

"Step up, speak out, and make your mark on the world."

"We help young people become the leaders of today, not just tomorrow."

Creativity & Expression

"Whatever your passion—music, sports, activism, art—Foróige gives you the space to explore and create."

"Be bold. Be different. Be you. And let Foróige be the place where you shine."

Future & Impact

"Foróige is where young people shape their future and their communities."

"Learn, grow, and gain the confidence to take on the world."

TOOL KIT

09

TOPE OF VOICE

LOGO

VOICE MARK

TYPOGRAPHY

COLOUR PALETTE

IMAGE STYLES

ICONOGRAPHY

PATTERNS

TONE OF VOICE

10

FUN & PLAYFUL

YOUTHFUL & ENERGETIC

INCLUSIVE & WELCOMING

AUTHENTIC & RELATABLE

INSPIRATIONAL & EMPOWERING

SUPPORTIVE & POSITIVE



TONE OF VOICE

Fun & Playful - Our tone is light-hearted and fun, reflecting our commitment to creating enjoyable, engaging experiences for young people.

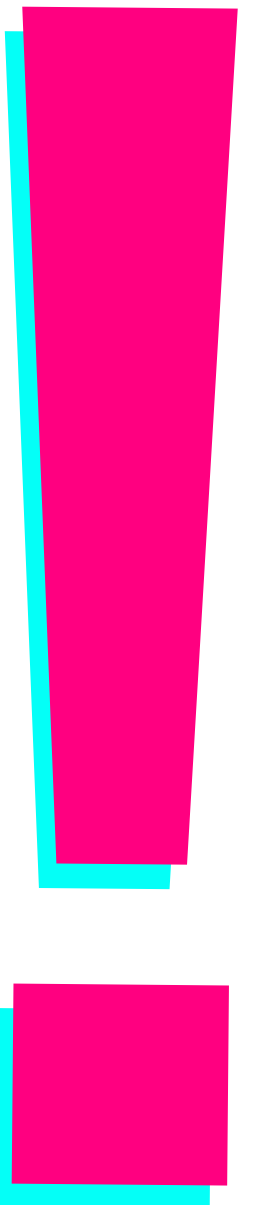
Youthful & Energetic - Our tone is vibrant, dynamic, and full of energy, reflecting the spirit of young people who are ready to take on the world.

Inclusive & Welcoming - We always aim to make everyone feel they belong, regardless of background or experience.

Authentic & Relatable - We speak in a way that feels real and true, without being overly formal. Our voice is grounded in the everyday experiences of youth.

Inspirational & Empowering - We speak in a way that motivates, uplifts, and encourages young people to dream big, take action, and make an impact.

Supportive & Positive - We offer encouragement and support, ensuring that young people feel they are always capable of growth and success.



LOGO TYPE

Based on Anton Regular with a slight increase in weight, the logotype element of our visual identity delivers a fresh, slick, and modern feel. The tightly set lettering enhances its bold presence, while the custom apostrophe - shaped as a blend of a speech bubble and megaphone - symbolises youth voice, communication, and empowerment at the heart of Foróige.

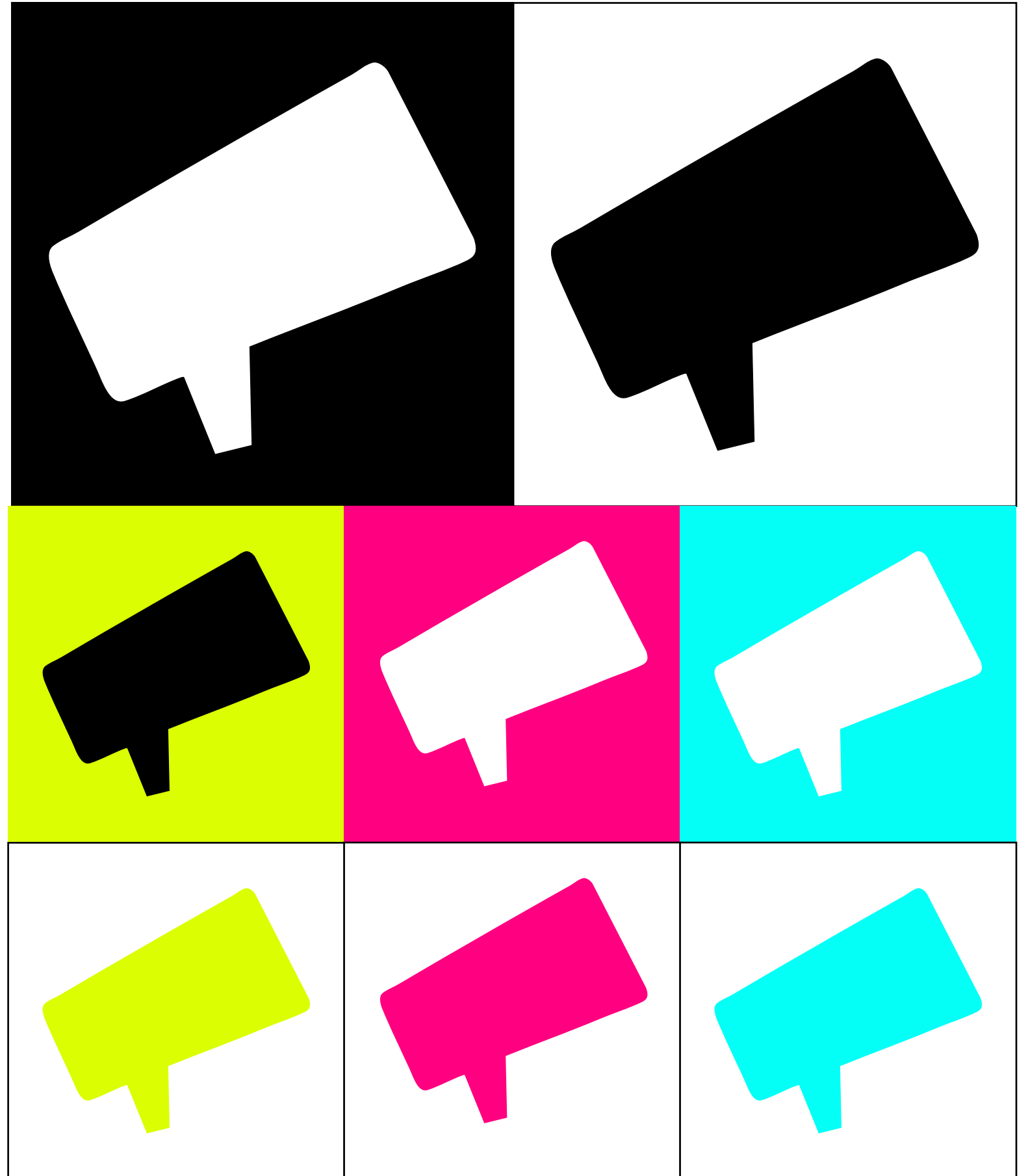
FORÓIGE
YOUR VIBE. YOUR TRIBE

VOICE MARK

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The VoiceMark we use as a standalone brand element, as well as part of the logo. By doing this it creates a strong distinctive brand symbol.

VoiceMark should be used as the reduced form of our logo in tight spaces by using it with our primary colour and secondary colour palette.



TYPOGRAPHY

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SECONDARY

ROBOTO REGULAR

AaBbCc
Foróige

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

1234567890!@#\$%^&*

ROBOTO BOLD

AaBbCc
Foróige

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

1234567890!@#\$%^&*

COLOUR PALETTE

Primary Colours (Bold & Empowering)

Fearless Black
(#000000)

RGB:
(0 0 0)
CMYK:
(0%, 0%, 0%, 100%)

– Represents strength, individuality, and confidence. It adds contrast and makes vibrant colours pop (Fearlessly You, Forge Your Own Path).

Limitless White
(#FFFFFF)

RGB:
(255 255 255)
CMYK:
(0%, 0%, 0%, 0%)

– Symbolizes clarity, openness, and fresh opportunities. It keeps designs clean and modern (Freedom to Choose, Forever Learning)

COLOUR PALETTE

Secondary Colours (Vibrant & Youthful)

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Fuel Green
(#DBFE02)

RGB:
(219 254 2)
CMYK:
(13.78%, 0%,
99.21%, 0.39%)

– A high-energy colour that reflects creativity, excitement, and the power to shape the future (Fuel Creativity, Fun with Purpose).

Future Wave
(#04FFF7)

RGB:
(4 255 247)
CMYK:
(98.43%, 0%,
3.14%, 0%)

– Represents growth, connection, and innovation. A fresh, modern colour that speaks to community and learning (Find Your Tribe, Forever Learning).

Funky Fushia
(#FF0080)

RGB:
(255 0 128)
CMYK:
(0%, 100%,
49.8%, 0%)

– A fun and expressive colour that brings a sense of passion, excitement, and positivity (Fun with Purpose, Fearlessly You).

IMAGE STYLES

18

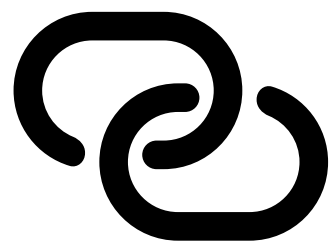
For stylized images and photos, use Photoshop to cut out the subject, import it into Illustrator, and create a posterized image that matches the colour scheme.

Monochrome or black-and-white versions can also be used to maintain a slick, modern aesthetic and ensure consistency across the visual identity. These styles help create bold, high-contrast imagery that complements the primary palette and graphic elements.

****DO NOT** put images as plain photographs without changing to black and white or posterized.



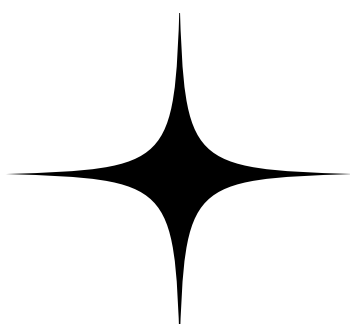
ICONOGRAPHY



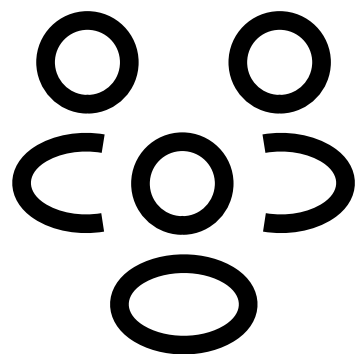
Link – Represents connection and community. It symbolises how Foróige connects young people to opportunities, services, and each other.



Arrow – Signifies forward movement and progress. It reflects our commitment to helping young people take the next step in their journey with confidence.



Star – A symbol of aspiration, achievement, and individuality. Every young person has the potential to shine, and the star celebrates that unique light.

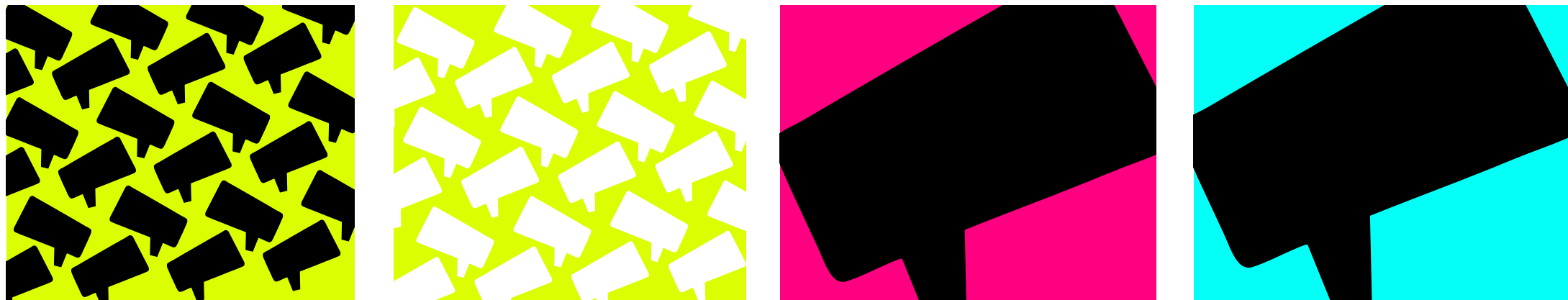
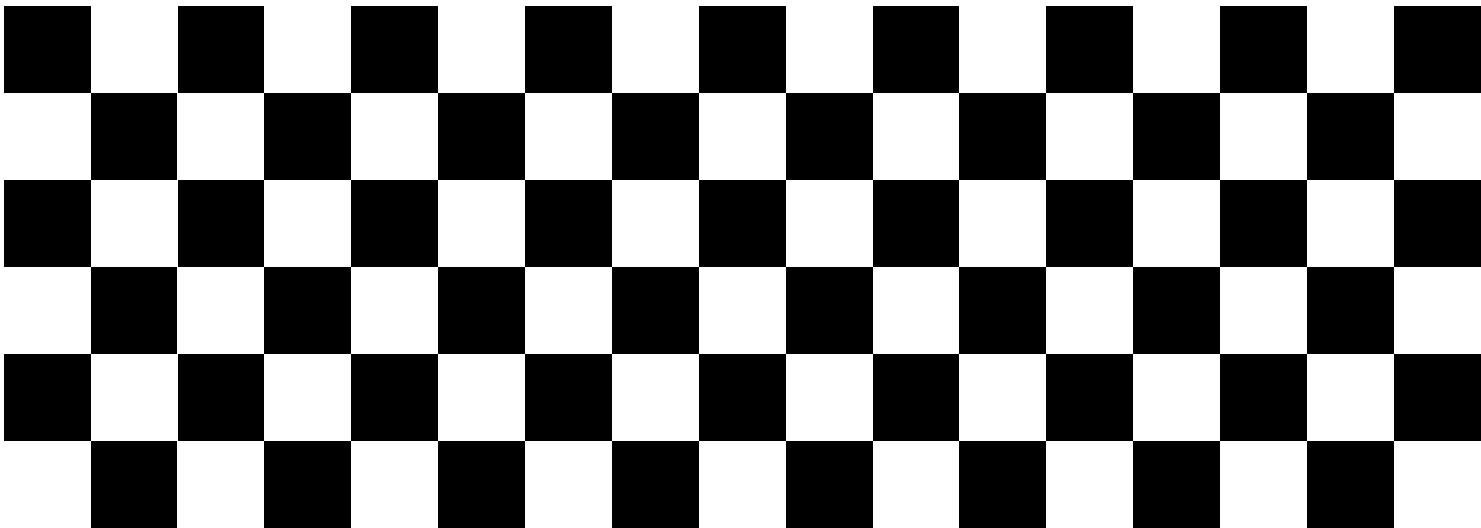


Group of People – Illustrates unity, inclusion, and collective strength. It highlights the importance of peer support, collaboration, and the power of youth voice within the wider community.

PATTERNS

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BLOCKS



**LET'S
BUILD
SOMETHING
FEARLESS.**

**THIS GUIDE IS JUST THE BEGINNING.
WHETHER YOU'RE DESIGNING A POSTER, LAUNCHING A CAMPAIGN,
OR CRAFTING A SOCIAL POST
REMEMBER THE WHY BEHIND IT ALL: TO EMPOWER, CONNECT,
AND UPLIFT YOUNG PEOPLE ACROSS IRELAND.**

**BE BOLD. STAY TRUE TO THE VOICE. CREATE WITH PURPOSE.
TOGETHER, WE'RE NOT JUST SHAPING A BRAND—WE'RE SHAPING
THE FUTURE.**

STAY CONSISTENT. STAY CREATIVE. STAY FEARLESS.

**FOR QUESTIONS, ASSETS, OR SUPPORT, CONTACT:
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