



AMERICAN
FOLKLORE
SOCIETY

Positioning and Visual Identity Guidelines



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Introduction



Strategic Introduction

American Folklore Society was founded in 1888 and is the only national professional organization that supports the work of folklorists. Currently the world faces deep and unprecedented social, health, environmental and economic crises. The United States also find themselves in the middle of a reinvigorated civil rights movement. Folklore scholarship is uniquely positioned to support the broader goals of social justice and creating a more equitable, and inclusive world.

Our organization is a platform that unites folklorists, those in allied disciplines, cultural practitioners and organizations, and the public at large to in equitable and inclusive ways that strengthen, support, and improve the understanding of the field of folklore.

These guidelines aim to clarify the “why” and the “how” of creating and communicating a new community & platform to reach that goal.



Positioning





Our Vision

We envision a world where the field of folklore studies and its relevance is better understood by those outside our discipline; a world where the knowledge from this field is actively sought out as a resource for understanding current and cultural events, and for advocacy and public policy making.

Our vision statement drives the why of what we do. It encapsulates our vision of the future if we carry through with our mission. It is both an emotional aspiration that our stakeholders should sense across our communications, and a measure of success to which we can hold ourselves.



Our Mission

American Folklore Society is a community & platform that unites those doing the work in the field of folklore with each other and with those outside of the field in equitable and inclusive ways to strengthen, support, and improve the understanding of the field's work.

It is through being a convener across disciplines, practices, and areas of study as well as interfacing with the public at large that we strengthen our membership and the field of folklore. We work towards improving the world's understanding of the value of folklore scholarship through sharing and creating content that is accessible and timely. By advocating for our field we motivate and empower our membership to advocate on its own behalf.

Our mission statement defines the how of what we do. It establishes the goals and scope of our work and should be clear to all our stakeholders.



Our Core Values

- **COMMUNITY**
- **EDUCATION**
- **ADVOCACY**
- **ACCESSIBILITY**
- **CULTURAL PRESERVATION**

Our core values anchor the decisions we make as an organization. They act as the key touchstones when questions arise as to whether or how we should do something. They are complementary, but individual values can take precedence depending on the specific context.



OUR CORE VALUES

Community

We are primarily a professional membership organization, and community is at the core of who we are and what we do. Our strength as an organization is directly correlated to the strength of the communities we serve. We are a convener.



OUR CORE VALUES

Education

Our members come together to learn from each other. We create educational opportunities for all of our audiences and connect them to learning opportunities created by others. We actively engage in the work of educating those outside of our field about folklore scholarship and its role in deepening their understanding of the human experience.



OUR CORE VALUES

Advocacy

We speak out on important issues that affect our field and society at large. We are passionate about our work and advancing its visibility. We empower our membership to use their voices and advocate on their own behalf. We actively support equity, diversity, and inclusion efforts both externally and internally. All of our work is viewed through an EDI lens.



OUR CORE VALUES

Accessibility

Folklorists do very important and serious work; however, the Society creates and promotes content that uses easy-to-understand language to reach audiences outside of the field. We cover the basics of folklore while offering links for deeper exploration. Finally, we present, design, and format content in a way that's optimized for users with diverse abilities and across a variety of devices.



OUR CORE VALUES

Cultural Preservation

We promote the respect, preservation, and sustainability of diverse cultures, ways of knowing, doing, believing, making, and saying. We affirm the diversity of human creativity across time, heritages, and places.



Audience

- **CURRENT MEMBERS**
- **POTENTIAL MEMBERS**
- **MEDIA**
- **GENERAL PUBLIC**

To all those interested in culture, AFS is the convening platform that cultivates meaningful, equitable, and inclusive connections to cultural and traditional scholarship, so our audience has the cultural context to better understand the world they live in.



AUDIENCE

Current Members

- Most self-identify as folklorists (58%)
- Mostly female (63%), white (78%), 50+ years old (56%)
- Some international but most are in the USA
- Employed (79%) with an average salary of 50k
- Want to see younger and more diverse membership
- Benefit from membership by keeping up with research and methodology as well as well being in community with like-minded professionals



AUDIENCE

Potential Members

- Early-career folklorists, students, cultural practitioners, peers in allied disciplines and cultural organizations who don't necessarily self-identify as folklorists
- 20-40 years old
- Want to be in community with like-minded professionals
- Looking for mentorship and support for professional growth
- Need to understand how they fit into the folklore field
- Might not know that AFS exists and would serve all of the above



AUDIENCE

Media

- Looking for bite-sized analysis of cultural events that can be repurposed as stand-alone content
- Looking for expert research (factual information) and commentary (opinion) that can be integrated into articles adjacent to social justice and cultural events
- Looking for individuals (members, scholars, practitioners) as experts to comment on cultural events, social justice issues, and public policy
- Looking for compelling (human) stories relevant to current and cultural events with a social justice theme



AUDIENCE

General Public

- People looking to better understand and possibly be a part of folklore studies/practices (educational opportunities and resources)
- People interested or invested in a specific area of folklore studies or arts and culture field (special interests)
- News and culture junkies who want to stay informed about current affairs and cultural events
- Activists and advocates who want to inform their social justice work
- Age range is naturally broad, but we skew towards 18-40 as primary segment



Visual Identity





Primary Logo

Our logo's brandmark features a weave that speaks to the multitude of ways in which the inter-weaving of cultures and traditions shapes the field of folklore and the world we live in.

The wordmark combines two sans-serif fonts to place the focus on the subject matter of our work - folklore.

As a whole it represent our organization and our community.





Primary Logo Clearspace

The logo has been designed to require a reasonable amount of breathing room when used both on a color background and alongside other logos.

The same amount of clearspace should be used between the logo background, the logo, and the content are all equal to the height of the capital “F” in the wordmark’s “Folklore”.



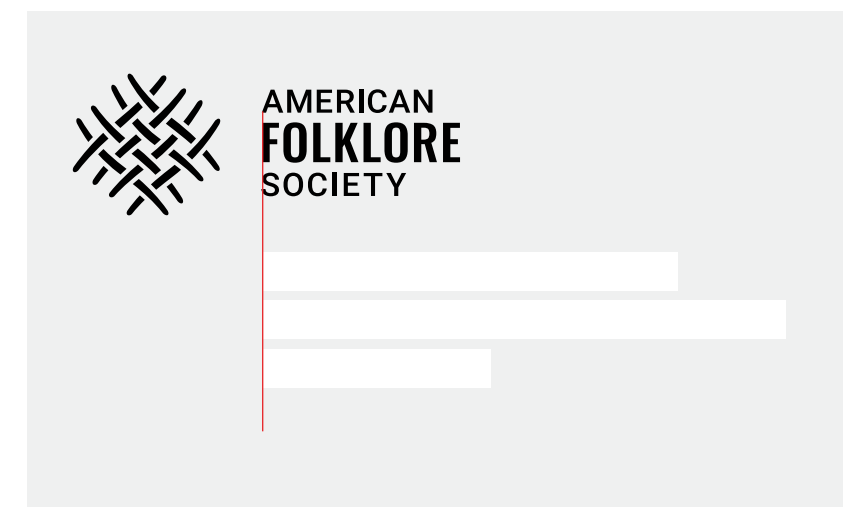
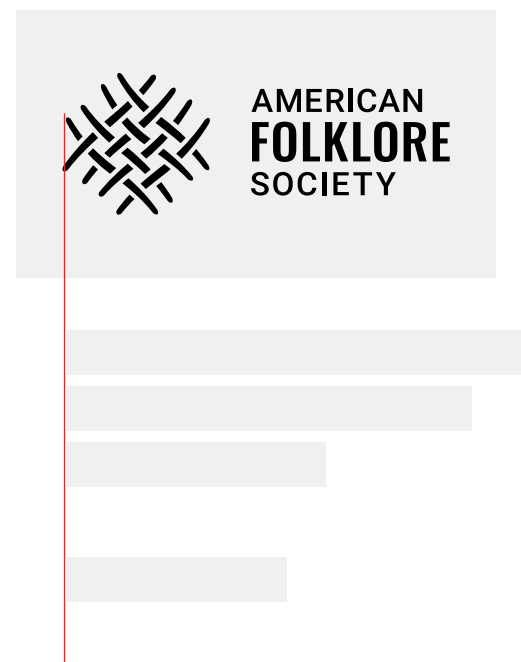


Logo Usage Placement

The logo can be used both at large and small sizes. It should always be used on a background color that's different from the rest of the content background. Typographic content outside of the logo rectangle should be in vertical alignment with the brandmark.

Typographic content within the logo rectangle should be in vertical alignment with the workmark.

Horizontal alignment is always achieved with the middle of the brandmark

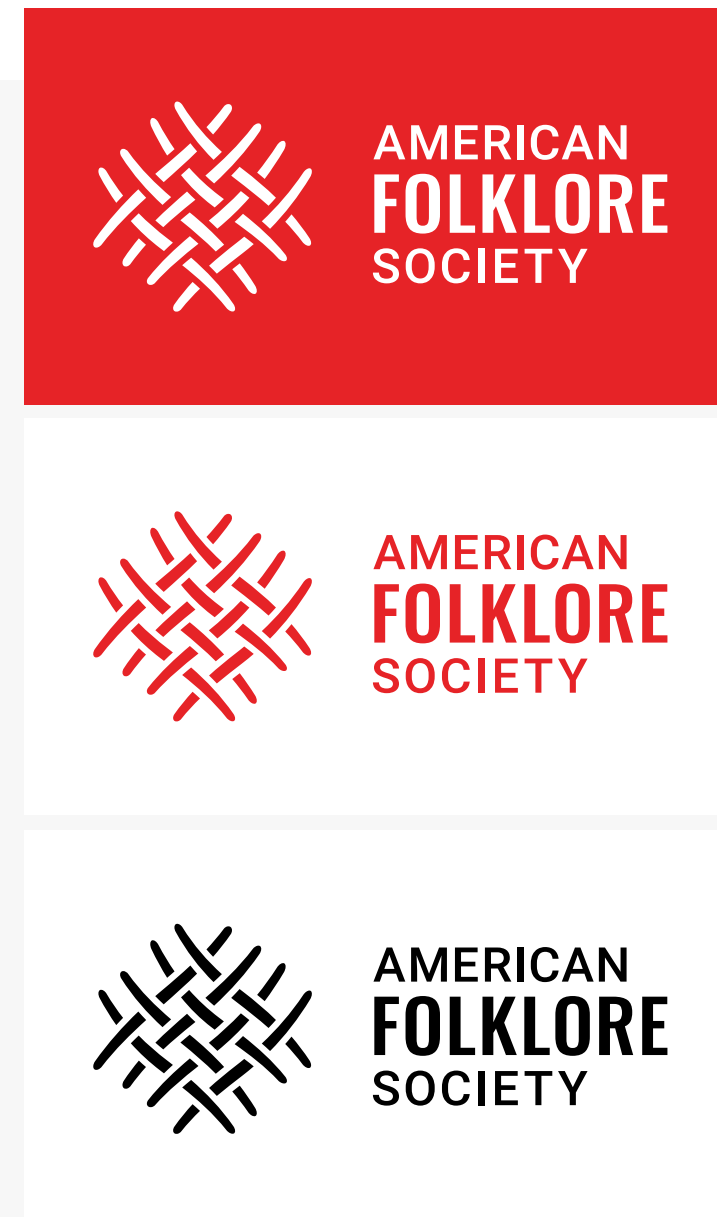




Logo Usage Color

The logo should primarily be used in white, set on top of a red background color from our color palette.

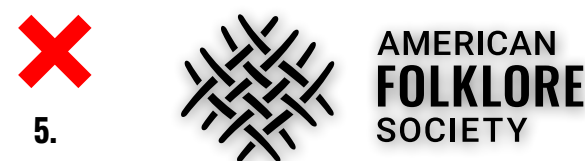
In specific contexts it can be used on a white background in either our Red or Black.





Logo Usage - Don't's

1. Don't skew the logo
2. Don't outline the logo
3. Don't change the size of elements, and always use a background color block
4. Don't distort the logo, and always use a background color block
5. Don't add effects to the logo, and always use a background color block
6. Don't colorize the logo (other than official Red and Black)
7. Don't use color combinations aside from Red and White or Black and White.
8. Don't place the logo over photography without using background color block.





Logo Extensions

Sections, committees, and other internal groups can have their own visual extensions of the AFS logo.

The same clearspace guidelines apply to spaces between the primary logo, vertical divider, and group name.

The vertical divider is the same height as the primary logo brandmark and is centered by the brandmark.

The group name is vertically centered by the word Folklore in the primary workmark, thereby further contributing to its prominence.

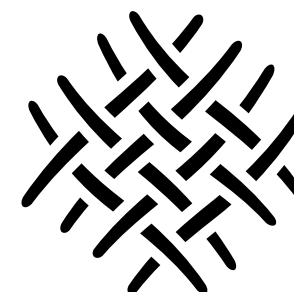




Icon

For small applications or as a social media profile, a brandmark along can be used as an icon that references the logo. It should never replace the logo.

If only one instance is available (social media profile) the primary color combination of White on Red should be used. If multiple instances are available (this document with sections) the three colors from the primary color palette can be used for background.

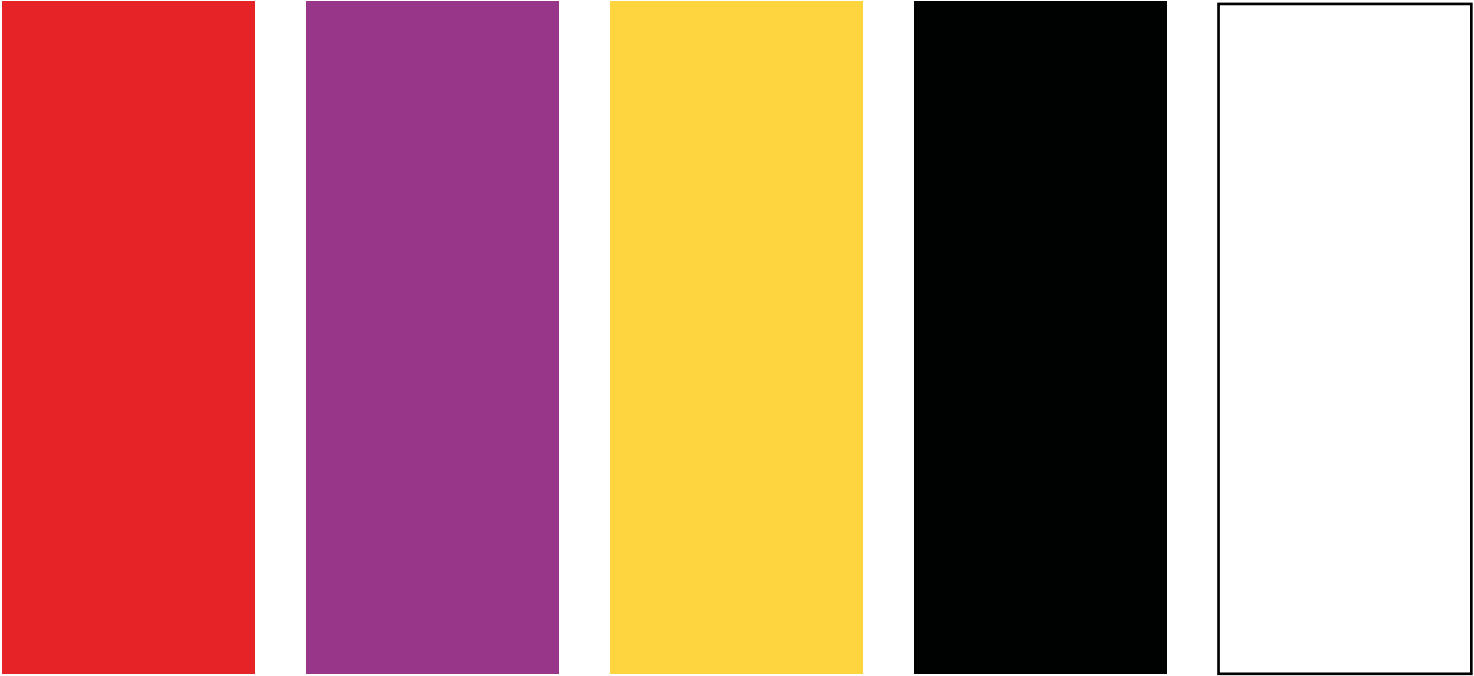




Color Palette

Our primary color palette is vibrant and warm, consisting of 3 main color and Black and White. These colours can be used for backgrounds, graphic elements, display typography and to inform illustrations.

PRIMARY



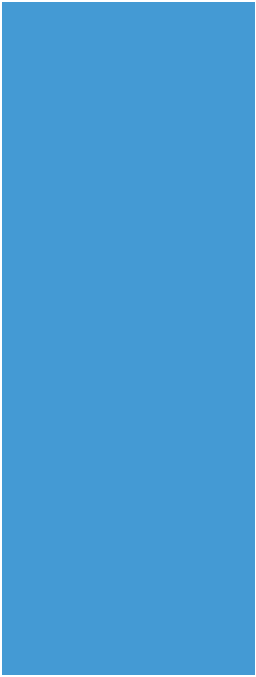
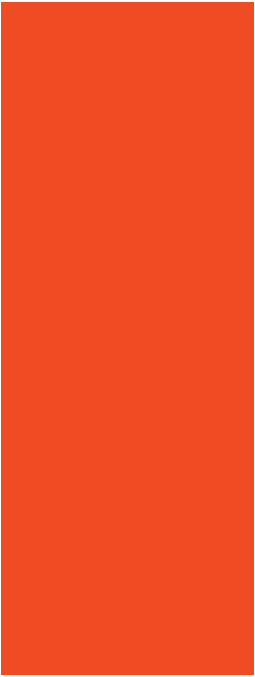
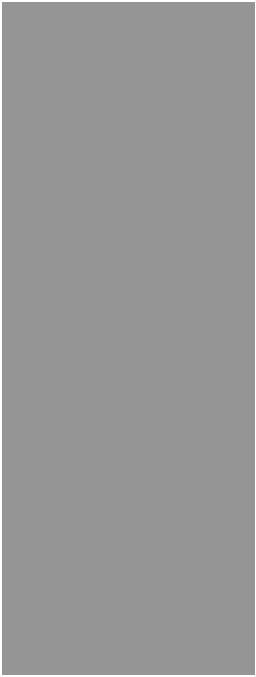
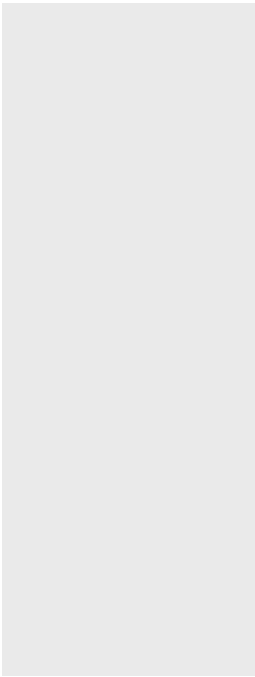
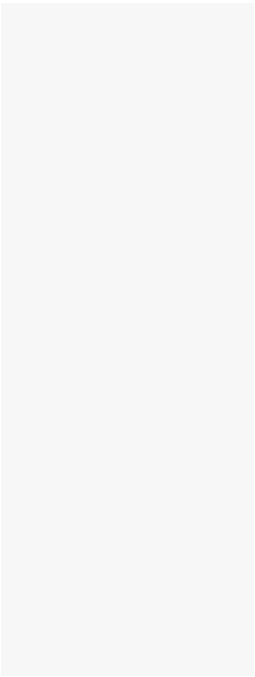
#e62327	#983689	#fed63e	#000000	#ffffff
R 230	R 152	R 254	R 0	R 255
G 35	G 54	G 214	G 0	G 255
B 39	B 137	B 62	B 0	B 255



Color Palette

Our secondary color palette offers 2 bright colors that can be used as accents (sparingly). It also offers neutral colors that be used as backgrounds or text when used on appropriately contrasted backgrounds.

SECONDARY AND NEUTRALS

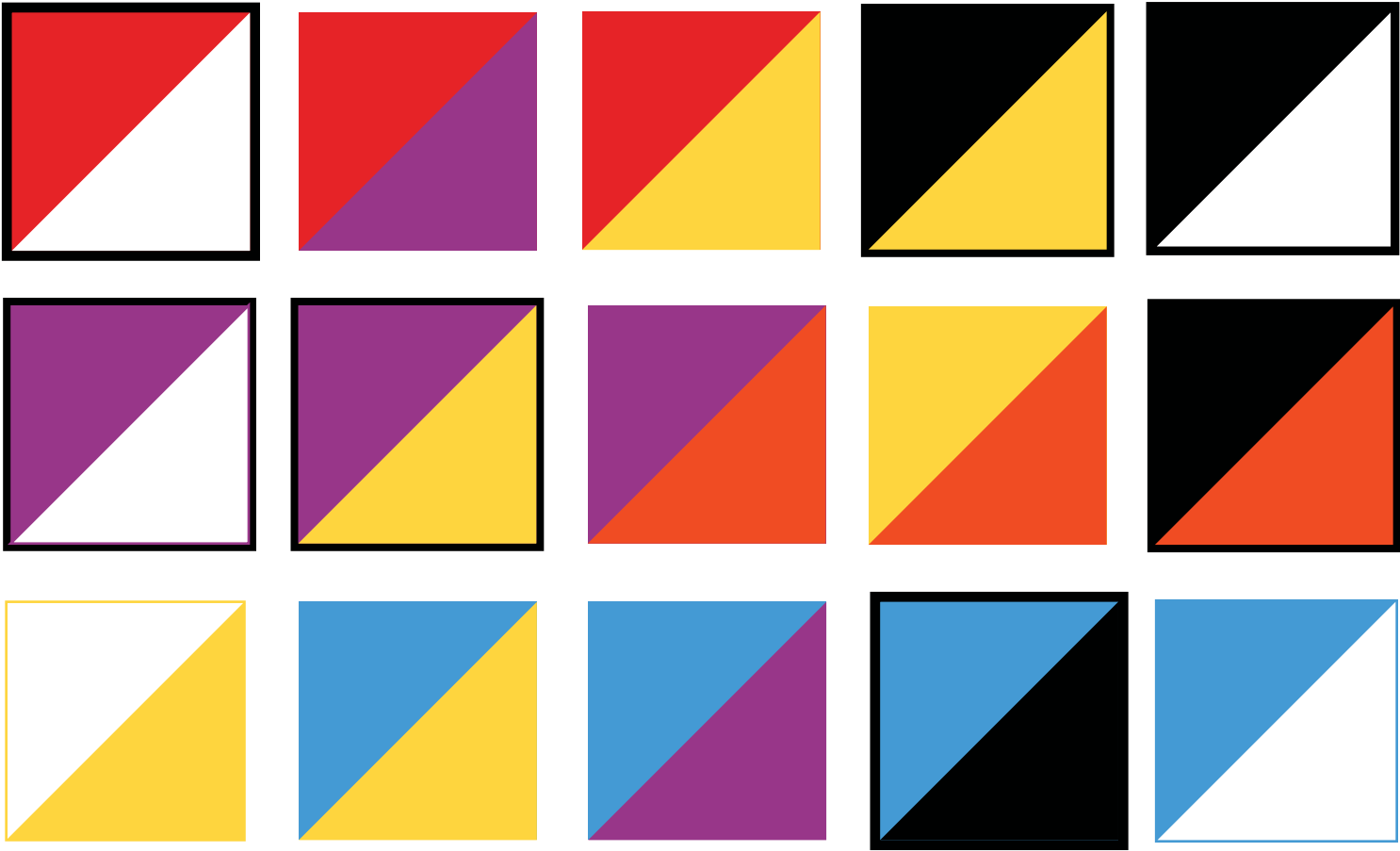
				
#449ad5	#f04c23	#969696	#eaeaea	#f7f7f7
R 68 G 154 B 213	R 240 G 76 B 35	R 150 G 150 B 150	R 234 G 234 B 234	R 247 G 247 B 247



Color Palette

A variety of color combinations can be used though those containing our primary palette are preferred.

When using color with text, as either the background color or the text color, we make sure to use only those color combinations that are accessible to be as inclusive as possible with our brand and the content we create.



= accessible combinations for text and background



Primary Display Type

Roboto Slab is used for titles and other display typography. It's open curves and geometric forms relate to our logo and it imparts a timeless and bold feel.

It offers a number of weight variations and can be used as a secondary text and accent type.

Roboto Sans is licensed via Google Fonts under the Apache License, Version 2.0. It can be used freely in products & projects - print or digital, commercial or otherwise.

Roboto
Slab

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Aenean vehicula, nisi et lobortis lobortis, elit turpis feugiat
tortor, id viverra orci ex et libero. Suspendisse quam odio,
mollis vel, bibendum quislectus. Suspendisse vestibulum

Roboto Slab Thin 100
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Roboto Slab Light 200
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Roboto Slab Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Roboto Slab Medium
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Roboto Slab Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Roboto Slab Black
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890



Primary Text Type

Our text typeface is Roboto, which is also used in our logo and is in the same family as Roboto Sans.

It offers not only a number of weight variations but also italic ones making it the most versatile text type. It can be used a secondary display type.

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Roboto

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean vehicula, nisi et lobortis lobortis, elit turpis feugiat tortor, id vivera orci ex et libero. Suspendisse quam odio, mollis vel, bibendum quislectus. Suspendisse vestibulum massa in felis bibendum.

Roboto Slab Thin 100
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Roboto Slab Thin 100
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Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
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Roboto Slab Thin 100
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Roboto Slab Thin 100
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Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Roboto Slab Light 200
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Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Roboto Slab Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Roboto Slab Medium
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Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Roboto Slab Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Roboto Slab Black
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890



Accent Type

Oswald is our accent type and is used in our logo wordmark. It can be used for labels at small sizes and citations. When used as a label, it should be set in uppercase with exception of proper nouns.

Oswald is licensed via Google Fonts under the Open Font License. It can be used freely in products & projects - print or digital, commercial or otherwise.

Oswald

Roboto Slab Thin 100
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Roboto Slab Light 200
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Roboto Slab Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Roboto Slab Medium
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Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Roboto Slab Bold
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Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Roboto Slab Black
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890



Typography Usage Examples

NEWS

Emily Buhrow Rogers Named ACLS Fellow at Smithsonian Center for Folklife and Cultural

Folklorist, museum anthropologist, and American Folklore Society (AFS) member Emily Buhrow Rogers is one of the first recipients of a new postdoctoral fellowship program offered by the American Council for Learned Societies (ACLS) aimed at advancing COVID-19 related community initiatives. Her position will focus on developing multimedia, online stories for Folklife Magazine, a publication of the Center for Folklife and Cultural Heritage at the Smithsonian Institution. Emily recently completed graduate studies at Indiana University, earning her M.A. in folklore studies and her Ph.D. in cultural anthropology.

My training, and whatever training anyone else has, is available to figure out what is going to make this meaningful to the context that we're in.

Emily Buhrow Rogers

September

24

Webinar on Indigenous Peoples and Intellectual Property

Online, 9:00 - 11:00 AM EDT

September 9, 2020

American Folklife Center at the Library of Congress Launches Podcast Series: "America Works"

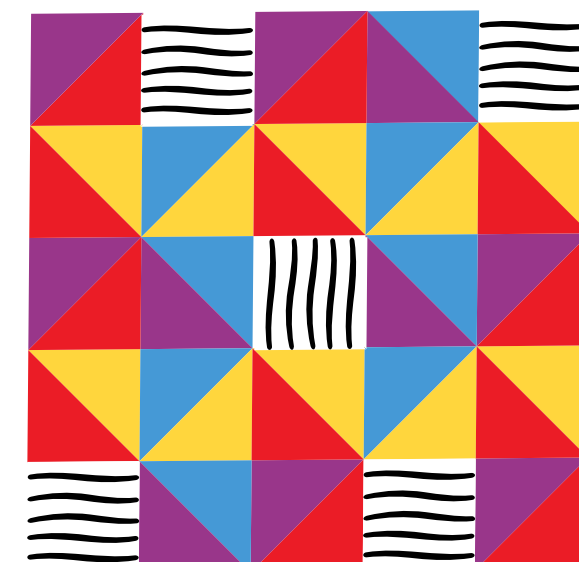
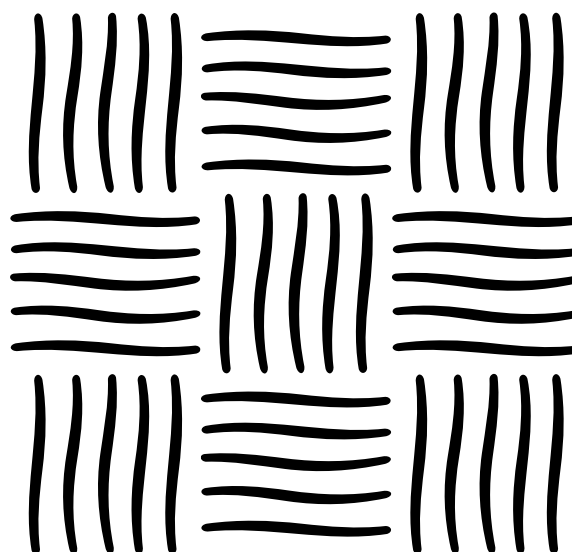
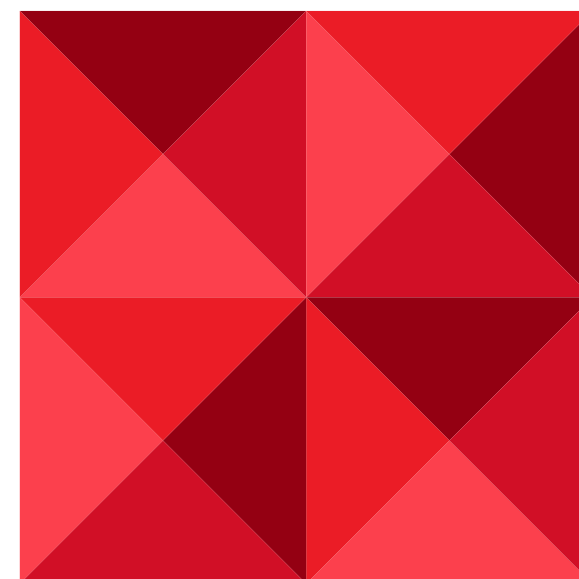
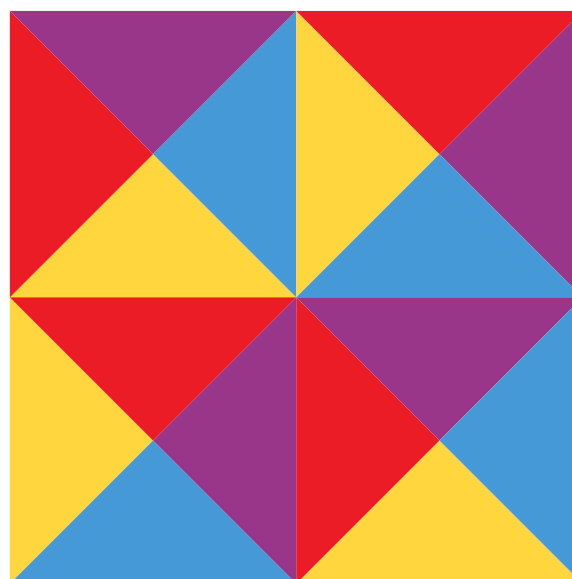


Patterns

Our base patterns are a quilt and a weave, both speaking to traditional arts as well as metaphorical coming together of cultures and people.

A bright quilt is vibrant and bold, just like our brand. When a more subtle approach is warranted a monochromatic quilt based on one of our primary colours can be used (Red shown here, Purple and Yellow also available).

A simplified weave pattern can be used in Black and White or as a subtle monochromatic overlay. Finally, a combined quilt wave is available as our take on Bauhaus.

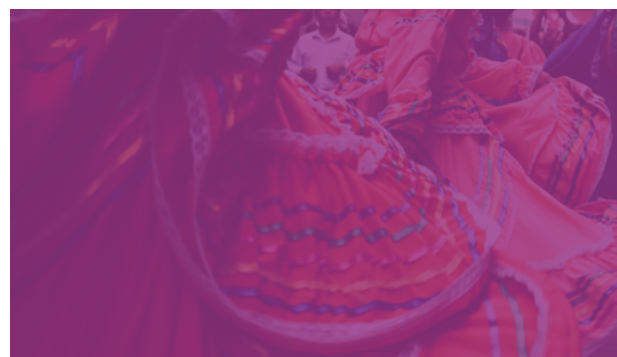




Photography

Our images focus on people and places. They pick up the purple from our primary color palette but don't have to match it exactly and can be warmer or cooler in color space.

We can also overlay images with colors from our primary color palette to be used behind text.





Sample Applications





Sample Applications






Your cultural connection to understanding the world



Following

American Folklore Society
@afsfolklorists

An association of people who study and communicate knowledge about folklore: scholars, teachers, arts and cultural professionals, and community members.



AMERICAN FOLKLORE SOCIETY

Classroom-Office Building, Indiana University, 800 East Third Street, Bloomington IN 47405 USA 812/856-2379 www.afsnet.org

Luisa Del Giudice
1235 Road Street
Los Angeles, CA

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ABOUT MEMBERSHIP NEWS EVENTS GET INVOLVED

Your cultural connection to understanding the world

September 9, 2020

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September 24

Webinar on Indigenous Peoples and Intellectual Property

Online, 9:00 - 11:00 AM EDT

Become a Member

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