Falls Free® Logo Use

Guidelines

For all branding questions, please contact: **anya.cooke@ncoa.org**

The Falls Free® Initiative is a national effort led by the National Council on Aging (NCOA) to address the growing public health issue of falls and fall-related injuries and deaths in older adults. The Initiative includes a National Action Plan; national network of state and regional coalitions; numerous advocacy, awareness, and educational efforts; and community infrastructure building to reduce falls among older adults.

Logo Usage

The Falls Free® logo is available for use by members of the national Falls Free® Initiative, and the State Coalitions on Falls Prevention Workgroup.To inquire about joining Falls Free®, please contact **fallsfree@ ncoa.org**. Other organizations that wish to use the Falls Free® logo for a specific purpose may request permission by contacting **fallsfree@ncoa.org**.

Registered Trademark

NCOA owns the registered trademark for the term Falls Free®. All usages of this term must include the circle-R registered trademark symbol as shown in this guide. See FAQ for additional information.

Falls Free® members have 2 logo options depending on their needs.

Option 1: Logo with National Council on Aging

Available to all Falls Free® members
This logo option acknowledges NCOA's leadership role in the Falls Free® Initiative and its ownership of the Falls Free® registered trademark. All members may use this version following all rules outlined in this guide.

Option 2: Logo with coalition name

Available to Falls Free® member state falls prevention coalitions and to local falls prevention coalitions
This logo option allows Falls Free® member state falls prevention coalitions and local falls prevention coalitions to have a personalized version of the national logo. At a coalition's request, NCOA will create a version of the national logo with the name of the state or local falls prevention coalition. The logo will be presented to the coalition in various digital formats for use in print and online communications. The coalition may then use the personalized logo following all rules outlined in this guide. To request this logo option, please send your coalition's name to **fallsfree@ncoa.org**.

Option 1:

Option 2:

Logo Colors

The color designations for the Falls Free® logo are an essential element in setting a recognizable tone and look for the brand. Consistent use of the specified colors is critical and imperative to maintaining the strength of the brand.

■ **EverGreen: #04A299**

■ **Jet: #2C2C2C**

Clear Space

The logo should always be kept a mimimum distance clear of competing text, images, and graphics. It must remain surrounded on all sides by an equal amount of clear space equal to the size of the lowercase "n" letter height in the secondary descriptor.

Alternative Logo for Dark Backgrounds

If placing on a dark background there are two alternative options, one with the Evergreen color included and one all-white version.

Incorrect Uses

Incorrect usage of the Falls Free® logos can jeopardize the strength of the brand and create confusion. The examples below show how the logo should **NOT** be used.

Distorted (stretched/squished) logo

Blurred logo

Low color contrast background color for logo

FAQs

1) If coalitions have "Falls Free" in their name (ex. Falls Free Wisconsin), do they need to include the ® in their name?

Not if it's in their name. NCOA owns the trademark for Falls Free, but it only applies to NCOA-created products.

2) Are local coalitions able to use the Falls Free logo and name and abide by the same guidelines as state coalitions?

Yes

3) Are there any instances in which a state falls prevention coalition should not use the Falls Free logo?

If your coalition is not officially part of the State Coalitions on Falls Prevention Workgroup, you should not use the Falls Free logo. The Falls Free logo is intended for use by coalitions that regularly participate in the State Coalitions on Falls Prevention Workgroup and whose coalition information is listed on the NCOA site.