



# Brand Standards

Dear FamilySearch Associates and Partners,

We live in a dynamic and wonderful time. Technological advances and increased interest in heritage have created an opportunity for FamilySearch to help more people discover the joy of connecting with family, past and present. With the expanding scope of our user experience, we have updated our branding to reflect our commitment to strengthening family connections through discovering, preserving, and sharing family stories.

As our products and services continue to grow and reach more people, it is more crucial than ever that we communicate a consistent brand, message, and experience. These guidelines provide clear direction on how to do just that. They have been reviewed by the Church's Visual Identity Office, which will help us ensure their proper use.

Achieving the goal of an enduring brand requires a conscious, coordinated, and consistent effort from all of us. And the result? We'll bring more families together across generations. Please become familiar with these brand standards, and incorporate them into your work.

**“Achieving the goal of an enduring brand requires a conscious, coordinated, and consistent effort from all of us.”**



**Dennis C. Brimhall**  
CEO and Managing Director,  
FamilySearch



# Partners

Per the FamilySearch API License Agreement, the “FamilySearch CERTIFIED” logo may be displayed in conjunction with all certified partner applications. Additionally, the logo may be used in accordance with these guidelines on a certified partner’s website and print collateral. Any use of this logo on a website or web application should link to [FamilySearch.org/products](https://FamilySearch.org/products).

The use of the FamilySearch logo should not imply sponsorship or endorsement of the application. Rather, the use of the logo indicates that a third-party application has been developed using the FamilySearch API and has passed FamilySearch’s review process, which is based on predetermined legal and performance guidelines.

## FAMILYSEARCH CERTIFIED

This is the only approved variation of the FamilySearch logo. The color uses of this certified logo are the same as those outlined for the FamilySearch logo.



# Referencing the FamilySearch Trademark in Text

These guidelines cover the use of the FamilySearch trademark in text.

## Properly Identify FamilySearch Brand Products

Follow these guidelines when referencing the umbrella name FamilySearch and version-specific references to a particular FamilySearch brand product in the text of your materials. See the following partial list of FamilySearch brand products.

- FamilySearch Family Tree
- FamilySearch Indexing
- FamilySearch API

## Set the FamilySearch Trademark Apart From Other Words or Nouns it Modifies

The common way to do this is to capitalize the product name and use the appropriate trademark symbol and appropriate descriptor. You may also underline, italicize, or bold the name FamilySearch.

**Correct:** After you login to the FamilySearch website...

**Incorrect:** After launching FamilySearch programs you can...

## Use Trademark Notices

Include an attribution of FamilySearch's ownership of the FamilySearch trademark within the credit notice section of your documentation or advertisement. Follow this format:

FamilySearch and the FamilySearch logo are trademarks of Genealogical Society of Utah

## Do Not Shorten, Abbreviate, or Create Acronyms Out of the FamilySearch Trademark

**Correct:** This product works with FamilySearch , FamilySearch Family Tree.

**Incorrect:** This product works with FamilySearch, FS FamilyTree

## Do Not Use Inappropriate Descriptors

FamilySearch is a trademark that identifies the FamilySearch website, technology and content. Do not refer to applications, services, or hardware devices that work with FamilySearch as "FamilySearch applications," "FamilySearch services," or "FamilySearch hardware." If need be, these types of products can be referred to by their relationship to the FamilySearch branded products or services by inserting the word "work with" in between the name FamilySearch and the type of product designed to work with FamilySearch.

**Correct:** Pedigree printing service XYZ works with FamilySearch.

**Incorrect:** Pedigree printing service XYZ is a FamilySearch application.

## Do Not Use the FamilySearch Trademark in the Possessive or Plural Form

FamilySearch trademarks should never be used in the possessive or plural form, but should be used as a proper adjective followed by an appropriate descriptor.

**Correct:** The FamilySearch website is so intuitive that even first-time users get up to speed quickly.

**Incorrect:** FamilySearch's website is so intuitive that even first-time users get up to speed quickly.

## Additional Guidelines for the Use of the FamilySearch Trademark

These guidelines cover some other scenarios about how to use of the FamilySearch trademark.

## Compatibility

You may reference the FamilySearch word mark (but not the FamilySearch logo) on packaging, promotional or advertising materials, or your website to indicate that your product or service is compatible with FamilySearch, provided the reference complies with the guidelines herein, and the specifications that are listed in this section. Any use of the FamilySearch logo to indicate compatibility must be pursuant to a separate logo license that you have obtained from FamilySearch.

1. You may use the FamilySearch trademark in a referential phrase such as "works with FamilySearch," "certified for FamilySearch," "for use with FamilySearch," "for FamilySearch," or "compatible with FamilySearch." (If your product only works with one version of a FamilySearch brand product, please reference that version specifically.) Maintain a visual distinction between your company and product name and the FamilySearch trademark. (FamilySearch should be less prominent.)
2. Do not use FamilySearch in your product or service name or your company name.
3. Do not use product, service, or company names that could be confused with the FamilySearch trademark.
4. Do not mimic or copy FamilySearch product packaging, advertising, or trade dress.
5. Do not use the FamilySearch trademark more prominently than your product or service name. You should maintain a visual distinction between your company and product name and the FamilySearch trademark.
6. Do not create or use any logos that include the FamilySearch trademark unless your use is pursuant to a license from FamilySearch (for example, do not create your own FamilySearch compatibility logo).

## Publications, Seminars, and Conferences

You may reference the FamilySearch trademark in connection with magazines and periodicals and in the title of seminars or conferences if you comply with the guidelines herein, and the specifications that are listed here.

1. The publication, seminar, or conference should relate specifically to the FamilySearch website or FamilySearch branded products or services.
2. Your name and logo should appear more prominently than the FamilySearch trademark on all printed materials related to the magazine, periodical, seminar, or conference.
3. A disclaimer of sponsorship, affiliation, or endorsement by FamilySearch, similar to the following example, must be included on the publication and related printed materials: *"(Title) is an independent (publication) and is not affiliated with, nor has it been authorized, sponsored, or otherwise approved by FamilySearch."*
4. You should include a trademark attribution per the notice format provided in the **Use Trademark Notices** section of this document.
5. Do not use the FamilySearch trademark as the leading word (or the most prominent element) in your magazine, periodical, seminar or conference title. You may use FamilySearch in a referential manner such as *"XYZ MAGAZINE for the FamilySearch website."* Use outside this referential manner (such as: "FamilySearch Magazine") requires a separate license from FamilySearch.
6. Do not use the FamilySearch logo on or in the publication, or on any materials related to the publication, seminar, or conference. Under certain circumstances, FamilySearch may grant a license for special uses.
7. Do not use the FamilySearch trademark in any manner that might suggest that FamilySearch is affiliated with, sponsors, or certifies the magazine, periodical, seminar, or conference.

## Endorsement or Sponsorship

Except for those authorized to use the FamilySearch Certified Logo, you must not use FamilySearch in any manner that expresses or implies that FamilySearch is affiliated with, sponsors, endorses, or has certified or approved your activities, products, or services. Do not use the FamilySearch trademark in such a manner that it appears that FamilySearch is legally associated with your company. Display your company name more prominently than the FamilySearch trademark on all materials.

## Merchandise Items

Do not manufacture, sell, or give away merchandise items such as T-shirts, mugs, and so on bearing the FamilySearch trademark, including the FamilySearch logo.