

Guidelines for using the “Member of the WFFM” logo



The logo is available in English, Spanish and French in blue, black and white.

Recommended uses of the “Member of WFFM” logo

- Website redirecting to <https://thewffm.org/>
- Social media
- Newsletters
- Staff and member associations’ e-mail signatures
- Press releases and press kits
- Programmes, brochures, flyers
- Posters, roll-ups, banners
- Annual reports and institutional documents.
- All communication materials related to the World Friends of Museums Day

Best practices for use

- Do not modify the logo: colours, proportions, typography, composition
- Use only the official versions provided
- Do not use the logo as a quality label, certification or endorsement mark
- If you want to edit “Member of” in your own language, please read our guidelines

For any question, contact your national federation or communication@thewffm.org