

## Guidelines for the use of “Member of the WFFM” logo for local associations



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](mailto:communication@thewffm.org)