BRAND GUIDE 2016

This brand guide has been produced by the FSDP marketing team for anyone working for and with FSDP.

It gives clear instructions and parameters for when you are designing documents, advertising and marketing materials. Applying the standards set out in this guide will ensure that FSDP is presented in a consistent and professional way, across all communications.

Using this document for assistance and thinking about the way you communicate FSDP to your varying audiences will help to reinforce FSDP's identity and services.

If you have any questions or need further guidance, please contact julie.bull@fsfdp.org.uk.

LOGOTYPE

1. Clear Space
2. Minimum Size

1.

2.

30mm

LOGO USES

1. Colour Variations
2. Logo Don'ts

Note: The logotype should be used on a white background wherever possible.

1.

Mono Version

White Version

2.

Do not resize any aspect of the logo   X
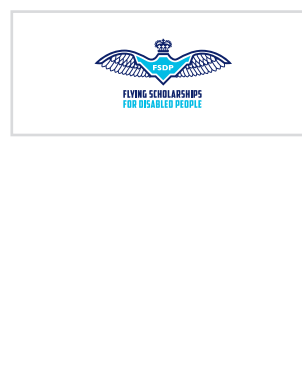
Do not distort the logo   X

Do not change the colour of the logo (except when using the mono & white veriations)   X

Do not place the logo on top of any imagery that interferes with the visibility of the logo   X

LOGO PLACEMENT

Note: The logo should be centred at the top of the design wherever possible.

COLOUR PALETTE

1. Primary Colours
2. Secondary Colour
3. Body Copy Colour

1.

Pantone: 280C
C 100, **M** 90, **Y** 0, **K** 40
R 17, **G** 35, **B** 105
Hex: 112369

Pantone: 306C
C 75, **M** 0, **Y** 7, **K** 0
R 0, **G** 188, **B** 228
Hex: 00bce4

2.

Pantone: 152C
C 0, **M** 60, **Y** 100, **K** 0
R 245, **G** 130, **B** 32
Hex: f58220

3.

Black 80%
R 88, **G** 89, **B** 91
Hex: 58595b

STRAPLINE

Note: This should always be written using the Variane Script Font (see below).

Reach for the sky

Reach for the sky

Reach for the sky

TYPOGRAPHY

1. Main Headers
2. Strapline & Sub Headers
3. Body Copy

1.
American Captain
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

3.
Variane Script
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
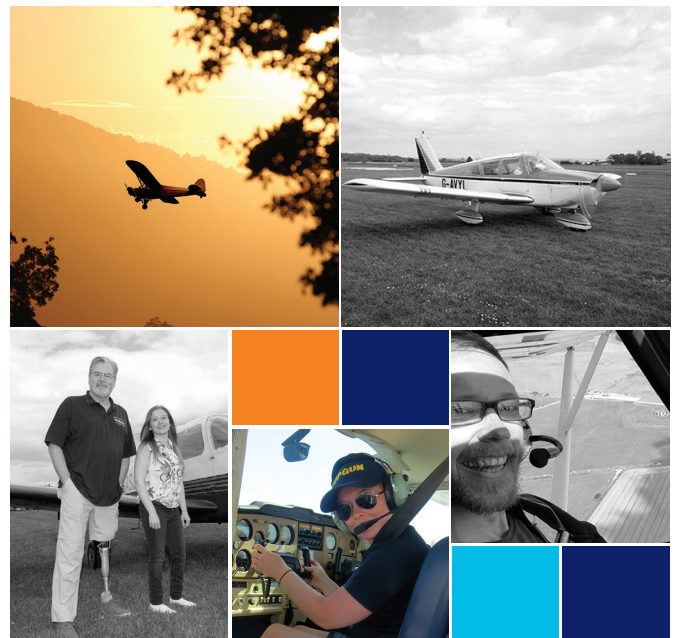1 2 3 4 5 6 7 8 9 0

3.
Foco Regular for body copy
Foco Bold for emphasis
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
1 2 3 4 5 6 7 8 9 0

PHOTOGRAPHIC STYLE & TREATMENT

Note: A combination of full colour and black & white imagery should always be used together with blocks of primary & secondary colours.

Please note: all creative work that utilises the logo, typography, strapline or imagery must be agreed to and signed-off by the FSDP marketing team.

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