

FFunFForever Brand Guidelines

Version 1.0 — September 2025

Brand Essence

Tagline: Freedom, Fun, Forever. Mission: Bold, unapologetic creativity; inclusive community.

Colors

Name	Hex	RGB
Red	#E10600	(225, 6, 0)
Black	#111111	(17, 17, 17)
White	#FFFFFF	(255, 255, 255)
Beige	#F5F0E6	(245, 240, 230)
Grey	#777777	(119, 119, 119)

Typography

Headlines: Bebas Neue. Body: Inter. Use high contrast, generous sizing.

Logo Usage

Use primary fist mark and wordmark; keep clear space; avoid distortion.

Accessibility

Maintain WCAG AA contrast; provide alt text and captions.