



STYLEGUIDE

This style guide is designed to help express Free.Fi's brand, and to ensure continuity with styling elements.

We believe we've covered the most important points, but if you have any questions, please feel free to reach out to us at brand@freefi.com.

ABOUT

FREE.FI

Logo

The Free.FI logo is the brand name, using
Permanent Marker font.
This font should ONLY be used in the logo.
To access the font, please visit Google Fonts.

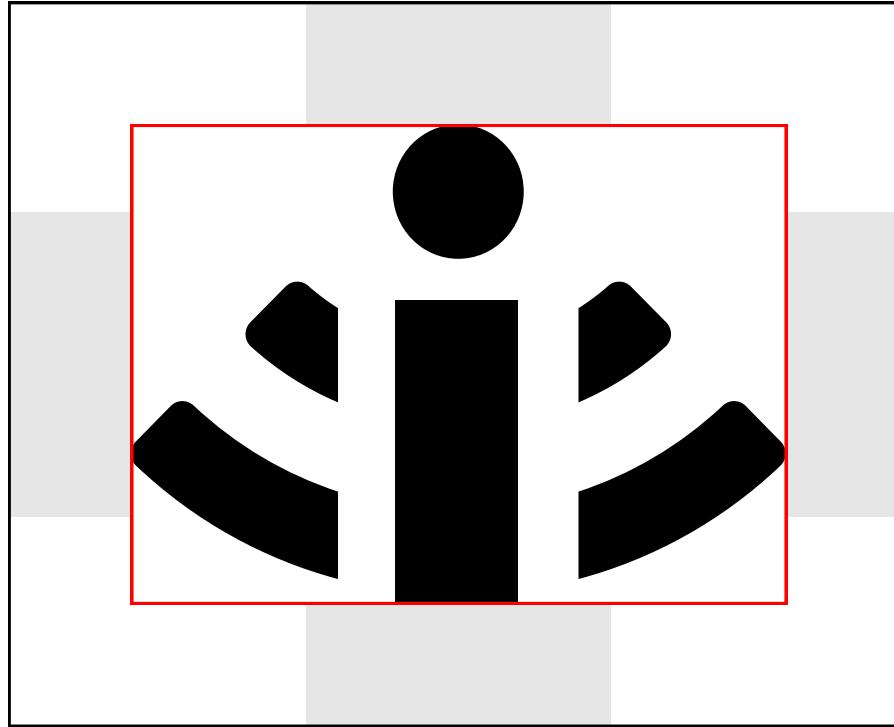
LOGO



Logomark

The Free.Fi logo mark was conceptualised by incorporating the WiFi symbol and “i” from Free.Fi. It’s simple, clear and fuss-free, just like Free.Fi.

LOGOMARK



Ensure there is adequate space between the logo and any surrounding elements.

It's important the logo has space to breathe.

Use the body of the 'i' from the logo as a guideline, as illustrated here.

WHITE SPACE



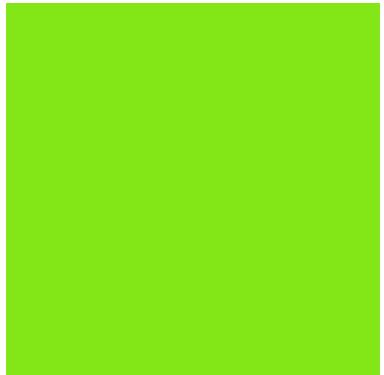
Do not change the colour of the logo.



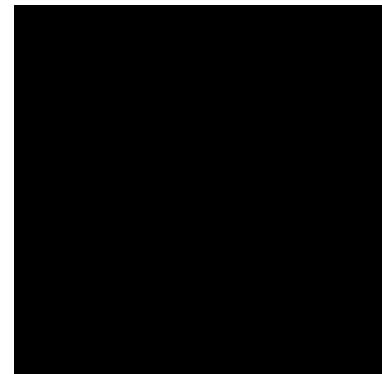
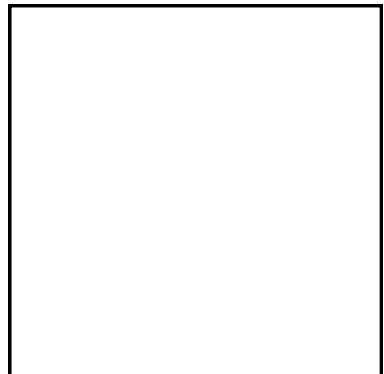
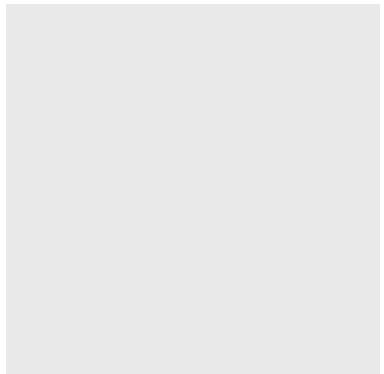
Do not change the weight of the logo.

Please take note of the correct usage of the logo,
and some examples of incorrect usage.

LOGO USAGE



Primary Colour



Secondary Colours

There is one primary colour, which should be used sparingly and to highlight importance. These secondary colours are neutral, and can make up the bulk of background colours.

COLOURS



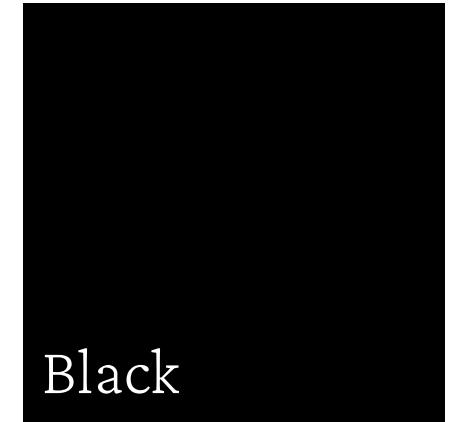
Parakeet

82E517



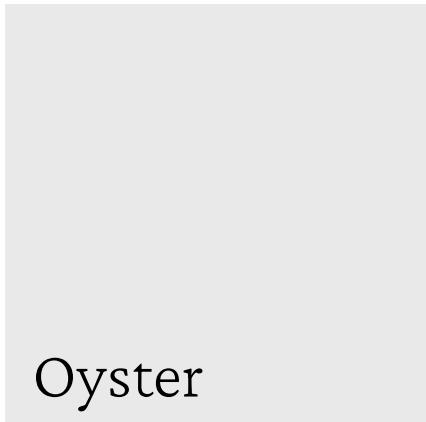
White

FFFFFF



Black

000000



Oyster

E9E9E9



Ash

6E6E76

Please see colour names and hex values.

VALUES

HEADINGS & CTA'S - RUBIK (LIGHT)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ! ? @ &

BODY - CRIMSON PRO (EXTRA LIGHT)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ! ? @ &

Free.Fi has 2 typefaces - Rubik & Crimson Pro.

Rubik should be reserved for headings and
call-to-action buttons & features.

Crimson Pro is for body and paragraphs.
Both fonts are available via Google Fonts.

TYPEFACE

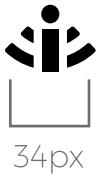
COOL CATS CAFE

Located along the ever popular Long Street, Cool Cats Cafe is the perfect haven for anyone who loves a good feline. This cat cafe boasts around 20 cats looking for a home, but who will keep you company while you enjoy some coffee and treats. If you're a remote worker, Cool Cats Cafe is a great option. Plenty of plug points for charging, and strong, free Wifi. Plus some kitties for company!

Here's an example of the typefaces, as seen in the wild.

Note: Headings should always be in capital letters.

TYPEFACE
EXAMPLES



The logo mark is used for the favicon due to it's scalability..

FAVICON

Main CTA

Primary state

Main CTA

Hover state

Main CTA

Clicked state

CTA's (Call-to-action) buttons get users to take action.

Limit button text to 10-15 characters.

CTA