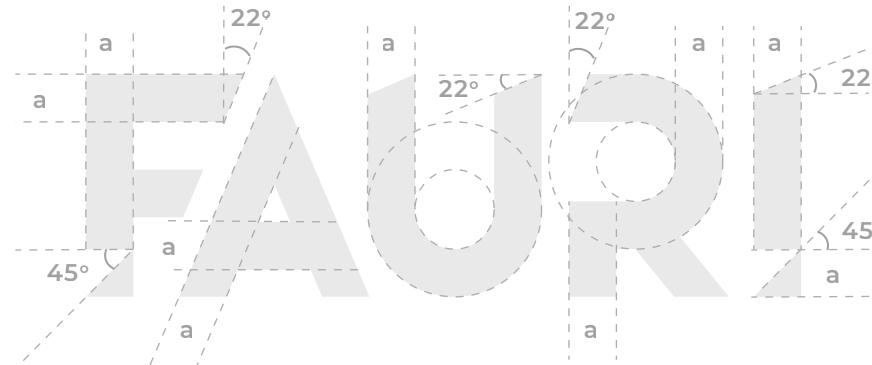




Logo design

1



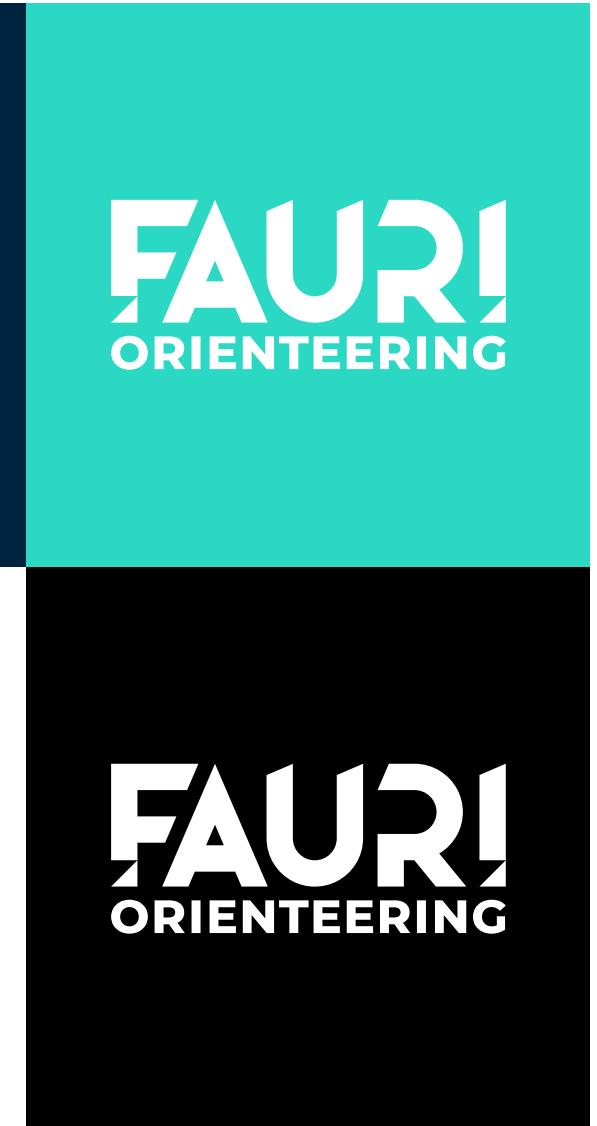
Tagline positioning

2



Usage on backgrounds

3



How to use with background photos

Use the “dark” logo when the portion of photo beneath the logo is light; both for black and white images and color photos. (Example: A/D)



Use the “white” logo when the portion of photo beneath the logo is dark; both for black and white images and color photos. (Example: B/C)



How to use with background photos

5

All forms of the Fauri logo must have a designated amount of clear space on all sides unoccupied by other elements. This is to ensure the logo's visual clarity and effectiveness.



How to use with background photos

6



- ✗ Don't change the original solid color with an outline



- ✗ Don't change the logo's orientation



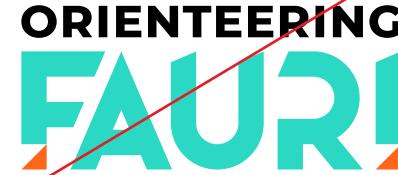
- ✗ Don't distort the logo in any way



- ✗ Don't add special effects to the logo



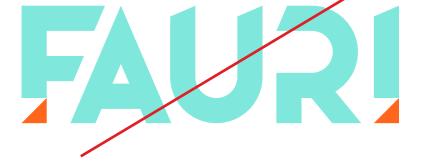
- ✗ Don't change the logo's colors



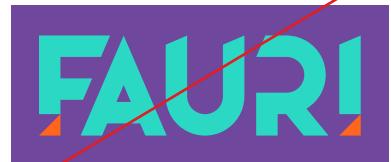
- ✗ Don't use the logo in a configuration not previously specified



- ✗ Don't use the logo against any b/g that doesn't create contrast



- ✗ Don't change the transparency of the logo

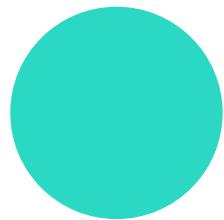


- ✗ Don't place the logo on a colored background, even our brand colors



Primary color

7



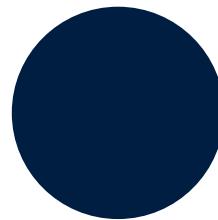
Turquoise

CMYK - 63 0 35 0

RGB - 46 217 195

HEX - #2ED9C3

Pantone - 333 c



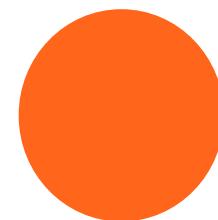
Navy Blue

CMYK - 100 87 44 51

RGB - 1 30 65

HEX - #011E41

Pantone - 282 c



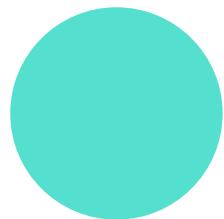
Orange

CMYK - 0 70 87 0

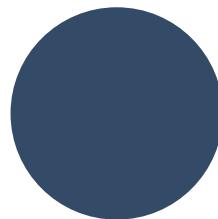
RGB - 255 103 29

HEX - #FF671D

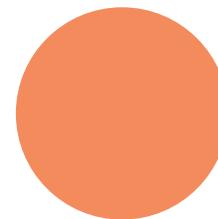
Pantone - 165 C



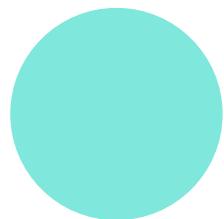
80%



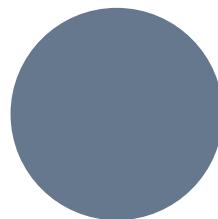
80%



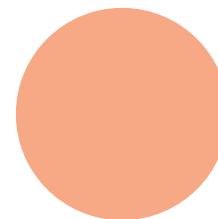
80%



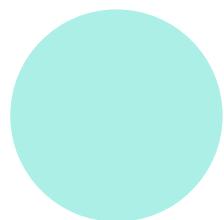
60%



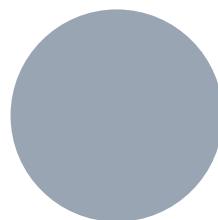
60%



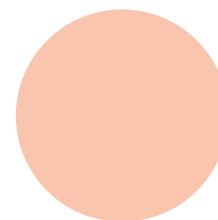
60%



40%



40%

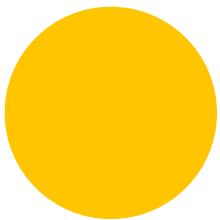


40%



Secondary colors

8



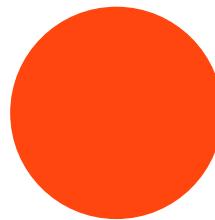
Yellow

CMYK - 0 11 100 0

RGB - 255 198 11

HEX - #F8CA3F

Pantone - 7548 c



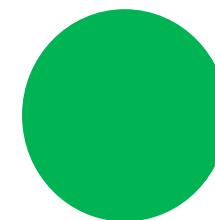
Red orange

CMYK - 0 81 89 0

RGB - 255 71 19

HEX - #FF4713

Pantone - 172 c



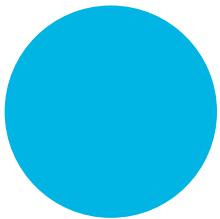
Green

CMYK - 86 0 87 0

RGB - 0 180 81

HEX - #00B451

Pantone - 7481 c



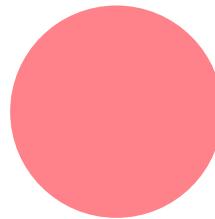
Blue

CMYK - 80 0 7 0

RGB - 0 178 227

HEX - #00b2e3

Pantone - 306 c



Pink

CMYK - 0 58 29 0

RGB - 252 134 134

HEX - #F4D3D6

Pantone - 177 c



Typography

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
 Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv
 Ww Xx Yy Zz
 1 2 3 4 5 6 7 8 9 0 !@#\$%^&*/

<https://fonts.google.com/specimen/Montserrat>

The history of orienteering begins in the late 19th century in Sweden

Orienteering is a group of sports that require navigational skills using a map and compass to navigate from point to point in diverse and usually unfamiliar terrain whilst moving at speed.

Headline Bold

Subtitle Semibold

Body font Regular



Graphic element effects

10



Profile image

11



Viber



Telegram



Meta



Viber



Telegram



Meta



Viber



Telegram

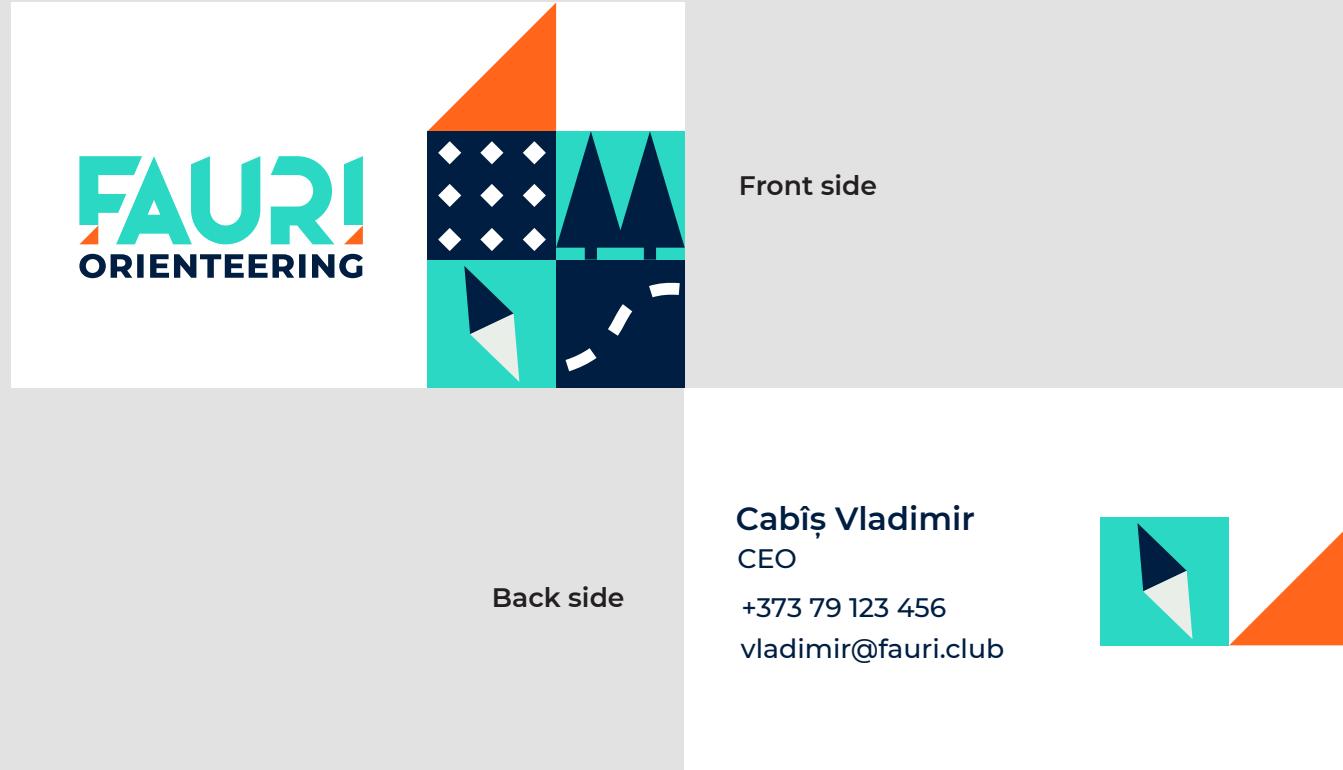


Meta



Business card

11



Flag

12

