

BRAND GUIDELINES

2024

OUR GUIDELINES

Welcome to the visual brand guidelines for Fred Victor. To protect the integrity of the visual and verbal expression of the brand, it is critical to follow the guidelines outlined.

This comprehensive communication system includes all of the elements you may need – logos, typefaces, colors, and more – to create a consistent tone, look, and feel for Fred Victor's communication materials. We invite you to absorb this information and reference it often to become an informed steward of the brand.

LOGO

Primary Logo

This is the first choice for logo usage – full colour on a white background.



Secondary Usages

Black & White



Knocked Out



LOGO

Exclusion Zone

Always maintain a space equivalent to the "i" in Fred Victor, around the logo to ensure an unobstructed and visible placement of the Fred Victor brand.



Minimum Size

For legibility and readability, the logo should never be reproduced any smaller than 1.5 inches in width. There is no limit as to how large the logo may appear.



Icon Usability

Generally the icon should not be used on its own or in part. But when necessary ensure there is an adequate amount of white space as seen here. Examples of acceptable use are social media profiles and circular buttons.



LOGO

The Do Not's

It is important to maintain the integrity of the Fred Victor logo. The following are examples of permutations that are not permitted.



Do not squish, skew or extend.



Do not create black and white versions.



Do not change the colours.



Do not pair icon with different titles.



Do not rearrange the elements of the logo.



Do not alter the icon in any way.



Do not put on a busy background.



Do not reduce the opacity of the logo.



Do not obstruct or cut off the logo.

COLOUR

Primary Palette

This palette will capture the majority of the colour needs with the Fred Victor brand.



Fred Victor Sky Blue

PMS 2727C
CMYK 71, 42, 0, 0
RGB 78, 132, 196
HEX #4E84C4



Fred Victor Dark Blue

PMS 7686C
CMYK 97, 77, 14, 2
RGB 27, 79, 144
HEX #1B4F8F



Fred Victor Lime

PMS 389C
CMYK 20, 0, 85, 0
RGB 213, 224, 77
HEX #D5E04D



Fred Victor Moss

PMS 7496C
CMYK 56, 31, 100, 11
RGB 119, 36, 55
HEX #778837

Secondary Palette

The secondary palette is to be used sparingly to add impact and accent when needed or when AODA accessibility (readability for those hard of sight) is a concern.



Fred Victor Bright Orange

PMS 158C
CMYK 0, 61, 97, 0
RGB 245, 128, 37
HEX #F48024



Fred Victor Burnt Orange

PMS 159C
CMYK 13, 75, 100, 3
RGB 209, 95, 39
HEX #D15F27



Fred Victor Charcoal

PMS 426C
CMYK 0, 0, 0, 90
RGB 65, 64, 66
HEX #404041

TYPE

Header Font: Akzidenz Grotesk, Black, All Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,-/?<>\$()*&

Subheader: Akzidenz Grotesk, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-/?<>\$()*&

Body Copy: Akzidenz Grotesk, Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-/?<>\$()*&

TYPE USAGE

The Breakdown

Following these simple guidelines will ensure consistency across all communications.

1 HEADER TITLE

Akzidenz Grotesk Black
Type: 26 pt
Leading: 26 pt
Space After: 0.125 in
100% Black

2 INTRO PARAGRAPH

Akzidenz Grotesk Light
Type: 15 pt
Leading: 20 pt
Space After: 0.625 in
100% Black

3 SUBHEADER TITLE

Akzidenz Grotesk Bold
Type: 13 pt
Leading: 13 pt
Space After: 0.625 in
100% Black

4 BODY COPY

Akzidenz Grotesk Light
Type: 10 pt (or 11 or 12)
Leading: 15 pt
Space After: 0.625 in
100% Black

1 HEADER TITLE

2 Intro paragraph: Git ad quaessust, est, quis et quiat por re quunt. Gia dene ped ut earum ipsanduntet ut adi te pore ne rem quatibu tu sapedit et quatas et et, ut optatem que ni sia senis modis magniam quiduciet vel int et arum quatorum voloribea est, valor a cullec.

3 Subheader Title

4 Body Copy: Fic tem re dolum ipsum as eumquia aut harios utest mos el id maior alita cuptate estrum, cuptia volorru ptasperem que volo tu millupit as magnatum voluptatia as et estoresequam re ditem as at et latat. Explabo rrunti dellaci usciis modio quodiam, is quatur rerum idem vendiam qui niention cusdae consed eumquia nihilil?

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TYPE USAGE

Alternative Font

When the primary corporate fonts are unavailable (ie Microsoft Office programs) these are acceptable alternatives.

1 HEADER TITLE

Arial Bold
Type: 28 pt
Leading: 28 pt
Space After: 0.125 in
100% Black

2 INTRO PARAGRAPH

Arial Regular
Type: 13 pt
Leading: 18 pt
Space After: 0.625 in
100% Black

3 SUBHEADER TITLE

Arial Bold
Type: 13 pt
Leading: 13 pt
Space After: 0.625 in
100% Black

4 BODY COPY

Arial Regular
Type: 10 pt (or 11 or 12)
Leading: 15 pt
Space After: 0.625 in
100% Black

1 HEADER TITLE

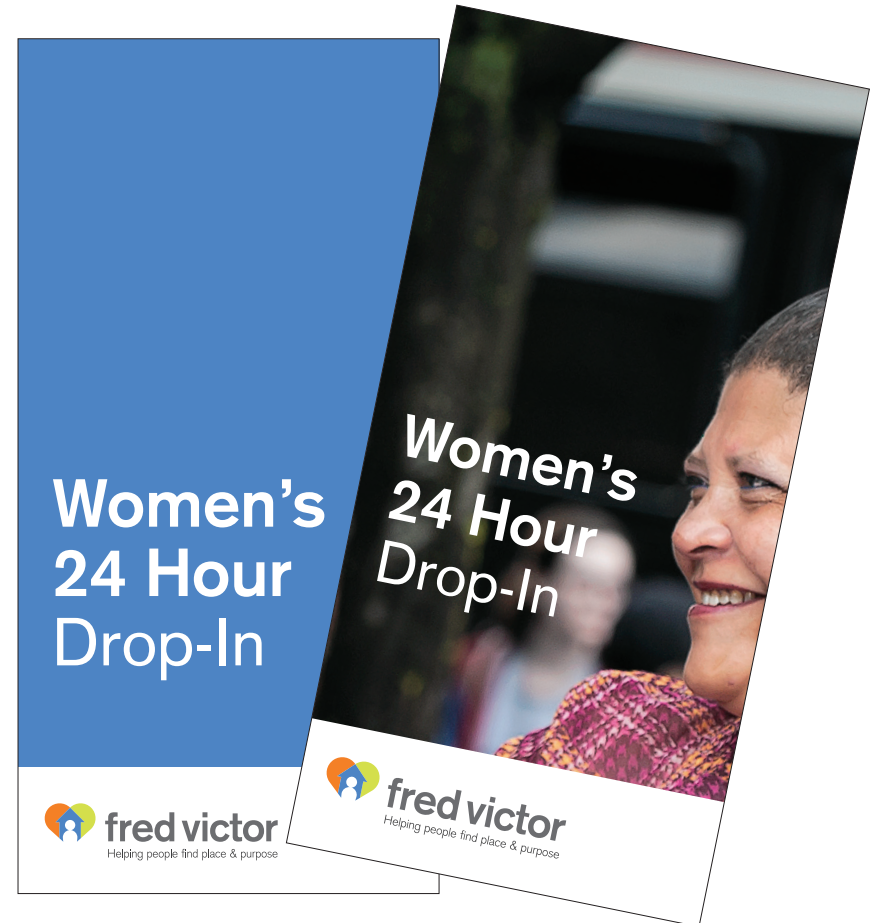
2 Intro paragraph: Git ad quaessust, est, quis et quiat por re quunt. Gia dene ped ut earum ipsanduntet ut adi te pore ne rem quatibu tu sapedit et quatas et et, ut optatem que ni sia senis modis magniam quiduciet vel int et arum quatorum voloribea est, valor a cullec.

3 Subheader Title

4 Body Copy: Fic tem re dolum ipsum as eumquia aut harios utest mos el id maior alita cuptate estrum, cuptia volorru ptasperem que volo tu millupit as magnatum voluptatia as et estoresequam re ditem as at et latat. Explabo rrunti dellaci usciis modio quodiam, is quatur rerum idem vendiam qui niention cusdae consed eumquia nihilig enihil?

Git ad quaessust, est, quis et quiat por re quunt. Gia dene ped ut earum ipsanduntet ut adi te pore ne rem quatibu sapedit et quatas et et, ut optatem que ni senis modis magniam quiduciet vel int et arum ettad quatorum voloribea est, valor a cullect.

SAMPLES



FRED VICTOR .ORG

CONNECT  

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Design Contact: www.GravityInc.ca
Please be in touch for any customization or design.