

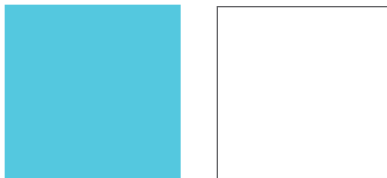
BRAND GUIDELINES



2016
V1.0

Brand Colors

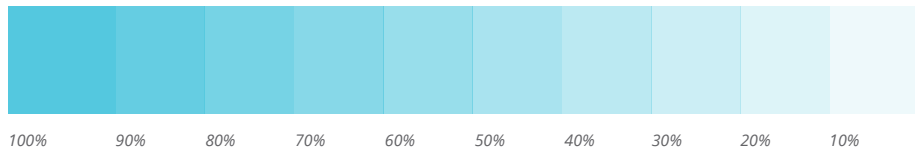
Primary Colors



Pantone 630
CMYK 58, 0, 11, 0
RGB 88, 200, 223
HSB 190, 61, 87

100% White

Secondary Colors



100%

90%

80%

70%

60%

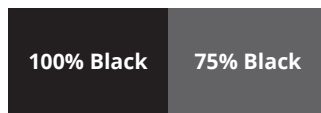
50%

40%

30%

20%

10%



100% Black

75% Black

For type on white only

Tertiary Colors



Pantone 2033
CMYK 19, 81, 69, 6
RGB 192, 80, 77
HSB 1, 59, 74

Pantone 1595
CMYK 11, 69, 100, 2
RGB 215, 108, 39
HSB 22, 81, 84



Pantone 346
CMYK 58, 0, 57, 0
RGB 108, 195, 145
HSB 145, 44, 76

Pantone 7547
CMYK 85, 71, 58, 70
RGB 18, 30, 40
HSB 203, 56, 15

Logo

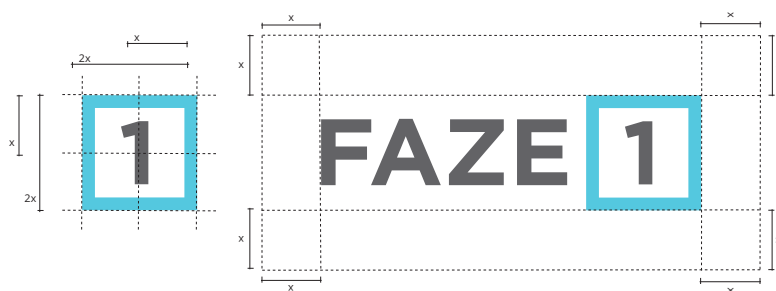


Logo - solid turquoise reverse



Logo - solid black and reverse

The logo should be given a minimum clear space of half the bolt box all around and should be displayed on a background clear of clutter and copy.



Alternate logo, use when space is limited.



Typography

Font Choice

Open Sans is the official font of Faze1 and should be used in all marketing materials. However, if an alternate font is necessary to preserve a good user experience, Helvetica is the first alternate option and Arial is the second. These alternate fonts may be required for website or email content, where an individual's computer settings may not support Open Sans.

Headlines ---

Headlines may be all caps or sentence case. Shorter headlines with 3-4 words in all caps show more emphasis, while longer headlines with more than 5 words in sentence case is preferred because it improves readability.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Extra Bold - 75% black when used on white background.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Extra Bold - Reversed in white on turquoise backgrounds.

As described above, Helvetica may be used when necessary to improve user experience.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold - 75% black when used on white backgrounds.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold - Reversed in white on turquoise backgrounds.

Typography

Font Choice

Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Light - 75% black when used on white backgrounds.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Light Italic - use sparingly to show emphasis

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Semibold - White type on turquoise backgrounds.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Semibold Italic - White type on turquoise backgrounds.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Bold - use for headlines or to show emphasis in body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Bold Italic - use sparingly to show emphasis.

Company Name

Faze1

Faze1

Faze1

Acceptable spelling of company name.

~~Faze-1~~

~~Faze-1~~

~~Faze-1~~

Unacceptable spelling of company name.

URL

URL should always appear as all lowercase, like:
faze-1.com/example
Do not include "http://" or "www" prefixes.

Helvetica may be used when necessary to improve user experience.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Regular - Body copy for use on white background.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Oblique - Use sparingly to show emphasis.

CONTACT US

If there are any questions about these guidelines, please contact info@faze-1.com

